

### Charlotte Paper Praises Senator Dewar

Editor Wade H. Harris of the Charlotte Observer a few days ago paid a visit to Raleigh and mingled with the members of the legislature in the hotel lobbies and sent back to his paper at Charlotte comments on various individuals in the legislature and their work. Although not there as a member of the present Senate but in his official capacity as a member of the state budget commission Senator Dewar of our county came under the notice of the Charlotte editor, who, it seems, has been following Mr. Dewar's public activities for sometime, and the editor made the following pointed compliment to our former Senator:

"One of the quietly-moving men about Raleigh during legislative days, is Mr. R. A. Dewar of the mountain county of Cherokee, with Andrews as his habitat. Dewar is a Republican of the better sort and was sent to Raleigh two years ago to represent the 28th senatorial district. He never taps anybody, but

when anybody taps Dewar it is to develop a flow of golden sunshine. Dewar was placed on an important committee last session and while he was a victim of one of the election surprises—for a few days Dewar himself, could not convince George Walker, the Democrat, that he was booked for Raleigh instead of Dewar—but Dewar is there, nevertheless, in discharge of the committee duties imposed upon him. He is a man of gentle manners and of congenial disposition that makes him a universal favorite. No man stands higher in public confidence. Dewar has been doing a great work in the mountain section and has established his worth as a citizen. He has reconstructed his business plans so that he may make his identity with North Carolina permanent. The Observer is giving this incidental reference to Dewar with the purpose of establishing public appreciation of his value as an industrial and economic force in the mountain section coupled with delight at the disclosure that he is to remain a North Carolinian. Dewar is a fine citizen."

### STRAW VOTES POPULAR



The vote of Washington is taking kindly to the test of vote being taken on the prohibition amendment. Straw votes of any kind is a novelty to the residents of the District of Columbia as no citizen in the district has the use of a vote.

### Heavy Volume of Car Buying to Mark New Year, Says Edsel Ford

### President of Ford Motor Company Reveals new Condition Facing Manufacturers.

"The demand for automobiles during 1923 will be greater than during other years in the history of the motor car industry." This statement made by Edsel B. Ford, President of the Ford Motor Company, is based upon an analysis recently made in connection with the sales of Ford and Lincoln Motor Cars.

"But one car is reported to the car dealer the world over," he added with a characteristic touch of caution. "It is to be a case of the survival of the fittest, and the manufacturer who makes a car with a desire to get a lot of sales without consideration of what he gives in return for the owner's confidence, placed in his product, is not likely to find the year a success."

"The volume of sales coming from a more concentrated sales effort on the part of manufacturers and dealers. Even with all the cars now running there are hundreds of thousands of potential owners in all parts of the country who have yet to buy their first car."

Dealers and manufacturers have been content to claim the cream off the top of the market and now are engaged in the business of trading rather than in the development of new car owners.

"But the change is on the way. We have sensed it for months at the Ford Motor Company both in Europe and in the United States and in Europe."

"The great volume of prospective owners are looking for their automobiles and the selling organization that is properly organized is planning to carry the story to them."

"All war efforts have been devoted to building better, to increasing the value offered in the product we build. Only upon such a basis and on such a consideration can owner or buyer confidence be permanently maintained. When the national feeling on the part of the buying public expresses itself in steadily increasing demand for a product the matter of price automatically takes care of itself."

"Recent price reduction in Ford products in the face of the heaviest demand we have ever known, came as the natural result of the saving through constantly increasing production."

"When I say that the demand for cars during the year will be greater than ever before, I speak from facts compiled in an exhaustive study of car purchasing conditions throughout the entire country. The past two months, ordinarily termed months of low purchasing, have seen steadily increasing rather than diminishing orders—not from any one section but from all parts of the country."

"Seasonal buying is on the de-

mand. There have been too many cases when the car buyer could not get delivery because he waited in paying his order, to warrant any further continuance of this disappointing waiting condition."

"So ordering cars is becoming up. The automobile in this country is looked upon as a staple product, much like clothes or food. It is a necessity in modern methods of living. For this reason there is a large and virgin field of sales which is opening up to the dealer who is able to take care of the governing conditions."

"We trace our sales lead through a dealer organization of nearly one hundred units. The majority of these units feel heartily toward cars of high price as well as cars of low price. From all over the country we are receiving a mounting interest in the Lincoln."

"Sales of cars of this type are not necessarily restricted to the centers of large population. Since a condition in the past has brought about by the lack of facilities for bringing the purchase of such cars to the smaller localities. So in the quality car field, there is a large and undeveloped field of sales."

"If the sale of smaller cars must depend upon the sale of the supplementary car sales where small cars, convenient to operate, are being used as auxiliary equipment by owners of large cars. There are many sales opportunities for every dealer in this particular class of business. This year will see many remarkable developments along these lines."

"Commercial car sales are certain to feel a stimulus as the buyers represented by our industrial and commercial enterprises gain confidence in certain types of commercial car equipment."

"The heavy volume of buying will mean both dealers and manufacturers who go out after the dormant demand."

"Prophets of the law of diminishing return who are constantly talking exaggerated rates seem to lack the true perspective which is that this country is one of such constant and increasing opportunities that there will always be more business than can be taken care of. Public belief and confidence are the necessary factors in favor of increasing business. With these three things on a law of diminishing returns."

"We find certain of our larger cities where the population undergoes nearly a 100 per cent change every seven years. Where can the law of diminishing returns find a place in the face of these conditions? The dealer is facing a steady turnover in customers coming almost as rapidly as he can adjust himself to the actual business in sight."

"Never before, in the history of the Ford Motor Company, have we made such exhaustive preparation for business as we have been making in the past few months."

"We are urging car dealers to protect themselves and future owners against a real car shortage even in face of a daily production of six thousand cars which is our plan for 1923. And we know that we are

### Bible Thoughts for the Week

**Sunday.**  
GOD WILL GUIDE THEE—Be ye not as the horse, or as the mule, which have no understanding; whose mouth must be held with a bit and bridle. I will instruct thee and teach thee in the way which thou shalt go.—Ps. 32:9.

**Monday.**  
THE ROAD TO WANT—He that expecteth to be rich, shall increase his riches, and he that seeketh to the rich, shall surely come to want.—Prov. 10:10.

**Tuesday.**  
THEY SHALL NOT WEARY—They that wait upon the Lord shall not weary, their strength they shall increase, with words they shall not weary; and they shall not faint, nor shall they fail.—Isa. 40:31.

**Wednesday.**  
RETURN TO THE LORD—Let the wicked forsake his way, and the unrighteous man his thoughts, and let him return unto the Lord, and He will have mercy upon him, and to our God, for He will abundantly pardon.—Isa. 55:7.

**Thursday.**  
THE RIGHT ATTITUDE—O come, let us worship and bow down, let us kneel before the Lord our Maker. For He is our God, and we are the people of His pasture.—Ps. 95:6, 7.

**Friday.**  
LOVE NOT THE WORLD—Love not the world, neither the things that are in the world. If any man love the world, the love of the Father is not in him.—1 John 2:15.

**Saturday.**  
MAKING HASTE TO BE RICH—He that is hasty to be rich, shall impoverish his substance, he shall either it for him that will pity the poor. A faith of man shall stand in blessings, but he that maketh haste to be rich shall not be innocent.—Prov. 11:1.

### From Prima Donna To Chambermaid and Happy



Two years ago, after five years of success in concert and operatic work in the Royal Opera House of Stockholm, Sweden, Asta Moberg arrived with press notices, landed in this county full of hope of making a brilliant career. After competing for an opera company, it failed and repeated efforts on her part to get with vaudeville and other opera companies were in vain. She took the job as chambermaid to stave off starvation.

### SPECIAL ATTENTION TOBACCO GROWERS AND ALL WHO PLAN TO GROW A LARGE OR SMALL CROP THIS COMING YEAR

ANYBODY CAN ORDER SEEDS FROM GREEN'S GROCERY STORE, MURPHY, AND GET INSTRUCTIONS FROM US.

SEED SOWING TIME IS HERE. You can get your orders filled from us from small to the large orders.

YOUR ACRE CAPACITY TOBACCO SEEDS WILL COST YOU \$1.00. If you do not plan to put in an acre, tell us how much you want—if one half acre, 50 cents; one-fourth, 25 cents.

GET YOUR ORDERS TO US AT ONCE, and we will get your seeds to you and give you full instructions in time for sowing and sowing of bed, size, etc.

### Dixie Growers & Shippers Association

FRED COCHRAN, President

MURPHY

N. CAR.

### FREE TO FARMERS

When you become a subscriber to the Southern Agriculturist you are entitled to an almost unlimited service of information and advice absolutely without charge.

Bring the problems of your home, your business or your community to us and they will receive sympathetic study of editors and specialists who through years of experience have become expert in their solution. Their advice is yours for making.

400,000 farm families already take the "Giant of the South." If you do not, 50 cents a year or \$1.00 for three years will entitle you to this remarkable free service in addition to an unheatable paper twice a month.

### SOUTHERN AGRICULTURIST, THE GIANT OF THE SOUTH

Nashville

Tennessee

### Wood Wanted

We want several loads of wood. You will want a paper to read, especially this winter. We have the paper, you have the wood. Let's Exchange.

Wood should be cut in about two foot lengths.

### The Cherokee Scout

justified in the warning for the demand is going to exceed those huge production figures.

"Certain manufacturers are going to feel this demand for more strongly than others. A survey after the first few months of the year will reveal that the demand is genuine itself on those makers who have must consistently bent their efforts toward the increasing of output value in the product they sell."

SUBSCRIBE TO THE SCOUT

Dr. Wilson Parr Publisher

### The Greensboro Daily News

Is recognized as the state's best newspaper. It gives a news service unexcelled and its editorial page is always clean, broad and interesting. Independent in politics, it presents news and views from every angle.

On its rapidly growing subscription lists are the names of the state's best and most forward-looking citizens. Can You afford to be without this newspaper? Forward your trial subscription.

Six months, Daily and Sunday \$4.50  
Six months, Daily without Sunday, \$3.50

### Greensboro Daily News GREENSBORO, N. C.

### Teachers, Teachers

### Is Your School Out?

Do You Plan to Attend School This Year?

We offer, beginning with February 13, a twelve weeks' course that will count for summer school credits toward raising the certification of your certificate. Expenses at a minimum. For full information, address—

W. E. BIRD, Dean

STATE NORMAL SCHOOL

CULLOWHEE

N. CAROLINA