

The Official Organ of Murphy and Cherokee County, North Carolina

BRYAN W. SIPE, Editor-Manager; MISS H. M. BERRY, Associate Editor

PUBLISHED EVERY FRIDAY; Subscription Rates: ONE YEAR \$1.50, EIGHT MONTHS \$1.00, SIX MONTHS .80, FOUR MONTHS .60

Display Advertisements, 25c per column inch; legal advertisements, want ads, reading notices, obituaries, cards of thanks, etc., 5c line each insertion.

We reserve the right to refuse advertisements of a shady or suspicious character, which are likely to mislead our readers.

Entered in the Postoffice at Murphy, North Carolina, as Second Class Mail Matter under Act of March 3, 1879.

SOME THINGS THE SCOUT WOULD LIKE TO SEE IN MURPHY AND CHEROKEE COUNTY

- In Murphy: 1. An active Board of Trade or Chamber of Commerce. 2. More Manufacturing Industries. 3. New Passenger Stations—A Union Station. 4. More Improved Streets. 5. Regular Library Hours. 6. A Reading Club.

EDITORIAL

Protect Highways

RESIDENT engineers of the State Highway Commission have registered complaints on several occasions because trash and debris of various kinds have been dumped along the State highways in this section.

The Coal Strike And The President

IT NOW appears that President Coolidge is soon to have an opportunity to demonstrate his mettle as chief executive of the nation.

There is some truth to the contention of the coal operators. Many of the mine workers, even though they are in the unions— they must be in order to hold their jobs in a union mine—do not agree with the principles of the union and have had no voice in fixing the dues of the unions.

There is no doubt two sides to the question. The operators were possibly forced to accept unionism and for this reason, will be just as obstinate in co-operating with the unions as they can without openly vio-

lating the avowed principles of the union operators. Union officials, on the other hand, are doubtless trying to force the operators to accept their every demand. Where there is an unwilling yield, as in this case, there is anything but co-operation.

"Enough" Is Fatal

OUT of the beginnings of philosophy, there came this bit of truth: "If you say you have enough, you perish. Always add, always walk, always proceed."

No author of the present day is writing anything that digs deeper into the "why of things" than does that thought.

The merchant who is satisfied is doomed. The merchant who believes that his business is big enough, useful enough, important enough, is out of the race.

In all lines of business there must be, of necessity, the ceaseless adding, walking, proceeding—the reaching, pushing, showing, pulling, pressing for greater usefulness to the community. These things presage growth—they are growth.

Time was when merchants imagined that it was good advertising to merely keep the name and location of a store in the public eye, with an occasional generality concerning the store's aims and purposes.

This probably served as well as anything in the days when people did not generally read advertising, not let it influence their buyings and sellings.

Under the new conditions, however, people are reading advertisements in pursuit of information concerning the particular specific things the stores have to sell, or that people have to offer.

There are more people in this community whose purchases at stores are influenced or governed by advertising than ever before.

The result is, of course, that newspaper advertising has become to be far more effective—that results from it are not only sure, but that they are usually quick and easily traceable to the ad, which pronounced them.

It has become possible to very nearly gauge and measure the amount and kind of newspaper advertising which will be required for a specific project or product.

The advertiser who says "enough," who thinks he is striving sufficiently, has really ceased to strive at all.

"Enough" is a delusion.

Mrs. Brown: "Jane, there's at least three months' dust in the drawing room."

"Why, surely you ain't going to blame me for that!"

Letters From the People

FALSE RUMORS.

EDITOR SCOUT: It is rather amusing how reports will get started and when the depth has been sounded there is always someone to leg in the report.

I have many thanks to offer the Teacher's Bureau, to this man, and also, Mr. A. L. Martin, who have aided me in refuting this statement and I am glad to know the source of the report is on record also.

Respectfully Yours, BASCOMB R. CARROLL, Chapel Hill, August 17.

MANY THANKS.

EDITOR SCOUT: I want to congratulate you on the way you handle the news of the death and burial of the late President Harding.

You are publishing a good paper and we want to congratulate you upon your efforts.

The Dictatorship Of Stinnes

THE real power behind the scenes in Germany is Hugo Stinnes. This super-industrialist not only controls the economic life of Germany; he is the political dictator as well.

The fall of the Cuno government is just one among the many instances illustrating the tremendous power which Stinnes wields.

If his motives were unselfish, and patriotic, the objections to the dictatorship which Stinnes enjoys would not be so serious.

An actor sent a telegram to a small town theatre manager: "Will hold rehearsal tomorrow. Have stage manager, stage carpenter, property man, electrician and all other stage hands there without fail."

The Manager replied: "He will be there."

Miss Berry's Idea

HARRIET M. BERRY for governor, with the abolition of counties as her program—there is a candidacy coupled with an issue that has at least the merit of being some other than a threshing over of old straw.

True, Miss Berry has not yet gone the length of advocating the abolition of counties lines altogether except in so far as schools are concerned, so perhaps discussion should be confined to the issue as she presents it.

There is much to recommend it. After all, North Carolina is becoming a more and more compact administrative unit in all affairs that affect the happiness and well-being of all the people; and certainly nothing affects that happiness and well-being of more, profoundly than the schools.

Overhead could be enormously reduced by the consolidation of 100 separate school administrations into one, and the amount saved might be applied to the actual work of the schools, with enormous benefit to the pupils and with no increase of expense to the State.

With improved transportation facilities, especially with a modern highway system, no region of North Carolina is so inaccessible as to make administration of its schools from central headquarters impossible, or even formidably difficult.

The moral obstacles seem to be great, but are they so in fact? We have seen in the habit of assuming that the conservatism of the State is so ingrained that it will tolerate no interference with the system of local county government on any consideration.

They said that Miss Berry was, in technical language, off her chump when she declared that the North Carolina legislature could be induced to vote \$50,000,000 for state highways; but it has actually voted \$65,000,000.

At any rate she has an idea, which is more than can be said of a number of men whose mention as possible candidates for governor rouses no surprise whatever.

"What became of the swine that had the evil spirit cast into them?" "They were made into deviled ham."

Sign in the window of a haberdashery: "Big sale on Shirts for Men With 16 or 17 Necks."

To the belle of the Southern Sea, A good missionary said, said he:

"A calico skirt Is as cheap as dirt!" "But is it as cool?" said she.

for that mum! I've only been here three weeks."

"Has your father a bad cold?" "No, he was only reading about the Russian situation abroad."

The Fat Man's Cornea

"Is it true that you and your wife were feebly yesterday, Kates?" "No, sah, it was no trouble to mah to a-tall—mostly jest fer me."

"You heard the quarrel between this and his wife?" "Yes, sah."

"Will you please tell the court just exactly what the defendant seemed to be saying?" "He was doing the list-sine."

Exam. Question: "Who was the great general, Casan and Hinzbold?" Student's Answer: "Considering the times in which they generally lived, the condition under which they struggle and the people over whom they ruled, we are bound to answer in the affirmative."

Mandy Rings and Joshua White, both the deaf and dumb school, were married last night. Both are unspeakably happy.

Author: "I have come here to find inspiration." Clerk: "Well, I'm a law-abiding citizen myself, but I think the hotel has some eight dollars a quart."

Mother: "What's keeping you on the porch, Helent?" Helent: "I'm looking at the moonbeam mother."

Mother: "Well, send the moonbeam home and come in." Punch Bowl.

Sheriff: "Hey, there's no swimming allowed in this pond." Lovely Vision: "Oh, but why didn't you tell me before I got unseeded?"

Sheriff: "Wal, I reckon there ain't no law against that!" Punch Bowl.

Harry (in restaurant): "Why are you always looking around to see if your car is gone yet? You don't see me doing it?" John: "You needn't bother now. Your car has been gone five minutes."

A recipe for boiled custard says: "Stir on a hot stove and stir constantly." The advice is hardly necessary to anyone who has ever sat on a hot radiator.

The old woman was eulogizing her doctor: "Yes, he is surely the best doctor in town—Why, when my old man was sick, Doctor Suthers come to see him and he'd die—and die he did!"

Another difference between death and taxes is that you can do all of your dying at one time and get through with it—Baltimore Sun.

"Are you looking for a particular person?" "I'm satisfied if you are," she said—Frivol.

"Married or unmarried?" thundered the counsel. "Unmarried four times," answered the witness from Reno without batting an eye—Beanpot.

Diner: "You poor fellow, how you have come down in the world! Fancy becoming a waiter." Waiter: "Well, I don't have to eat my meals in this restaurant!"—Sutton Register.

"Well, I hear your uncle died and left you a fortune." "He did."

"What did he have?" "Fourteen children."—Illinois Central Magazine.

Little Boy (visiting Washington for the first time): "When are we going to see the red tape?"—Jack-o'-Lantern.

Customer: "Do you make life-size enlargements?" Photographer: "Yes."

Customer: "Please do this one for me. It's a little snapshot I have of a white butterfly."—Buttelin (Sydney).

"Has your father a bad cold?" "No, he was only reading about the Russian situation abroad."



Not a question of who makes NO mistakes, but who makes Least mistakes