

The Cherokee Scout
The Official Organ of Murphy and Cherokee County, North Carolina

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

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Display Advertisements, 25c per column inch; legal advertisements, want ads, reading notices, obituaries, cards of thanks, etc., 5c line each insertion. Contract rates will be furnished immediately upon request.

We reserve the right to refuse advertisements of a shady or suspicious character, which are likely to mislead our readers, or any other advertisements or reading notices not in keeping with the dignity this paper maintains.

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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.
- In Cherokee County**
1. A System of County Roads Supplementing the State Highways.
 2. More and Better Cattle Raising and Dairying.
 3. More Fruit Growing.
 4. Scientific Poultry Raising.

Dead, Yet He Lives

WOODROW WILSON as a human being is gone from this mortal coil but as a power in the world he will still live in the hearts of the people for years to come and his high ideals will continue to shape the destinies and influence the actions of men and nations. To but few men is it given to shape the ends of things while in the mortal body and to fewer still is it given to live after their departure from this world. Wilson has and will do both. In fact, he lived to witness his own mortality.

However much one may have disagreed with his ideas and the policies he pursued as chief magistrate of the United States, one cannot keep from admiring his unflinching allegiance to his ideals and principles. The world's most ardent apostle of Peace, he became the most militant of warriors in order to restore peace to the world and insure the rights of nations in the future. Later, he virtually gave his life fighting for his ideal of how peace might be insured. Whether or not his plan for obtaining world peace is the right plan; whether or not we agree with him on the plan, makes little difference. He did what he set the world to thinking of peace and methods by which it might be insured that anyone else and because he cherished and advanced the cause at the sacrifice of his life the world cannot help but admire him.

Though dead, he still lives and the world is richer by his having lived. Count on it but have this said of us when we have finished our tasks in this world!

The Home Newspaper

THE recent order of the Postmaster General affecting the handling of newspapers only serves to emphasize the importance of the newspaper to the country. Its influence has become so dominant that when one wants to reach a large audience economically he instinctively turns to the newspaper. The postmaster general recognized the dominance of the local paper when he made the ruling that all papers should be handled as first class mail. This means that your paper should reach you in quicker time now than has been the case in the past.

One wouldn't want to miss a letter addressed to him. The home newspaper is a general letter addressed to every prospective subscriber within its sphere of influence. If you are not getting it regularly, you are missing many letters addressed to you and carried to your neighbors just as letters are carried. The home paper has something of the personal touch of the letter. It carries news about things in which you are particularly interested. Regardless of

price, or the number of pages, or any other consideration, no paper can be quite as interesting to you as your home paper. Be sure and get the home paper first.

Does Henry Ford Need Advertising

IF YOUR name was as well known as Henry Ford's, and your product used in every hamlet, and its name a by-word, would you advertise? From experience with the average man, we know your answer would be "no." But that's the difference between Henry Ford and the average man.

Henry Ford realizes that advertising is an important part of any business, and that his John Henry's need to be constantly kept before the people's eyes. During the coming year Henry Ford will spend \$7,000,000.00 in advertising his products. Ford's profits for 1923 was something like \$100,000,000.00, which was \$70,000,000.00 lower than 1922. Ford will increase his profit per car during 1924 by spending \$7,000,000.00 in advertising. For a larger production, means lower manufactured cost per car.

It is the same with any business, whether it be automobile manufacturer, chair factory or store. If money is spent correctly in advertising, profits will be greater. Anyone can figure how money can be made by selling ten times the number of any article, even at a less price per article, for it is certain the overhead and other items that enter into the cost will not be to times greater. It has long been proven that advertising does pay; the very fact that over three and a half billion dollars were spent last year in newspapers alone, and that it will be increased during the coming years, proves it.

If your product is in national demand the Saturday Evening Post at \$7,500 a page per issue is cheap advertising. If you want to reach the great New York Market, the rate of \$56.00 an inch on page three of the New York Times is reasonable, but if you want to sell to Murphy and that territory that surrounds it, we have the Saturday Evening Post, the New York Times, or any other newspaper in the world backed off the map. We offer the merchant concentrate circulation, reaching those that he can sell, and at a price per page that is less than the New York Times asks for one inch.

Will It Pay To Pay More?

AN investigation recently made by the U. S. Bureau of Education concerning the salaries of teachers in rural schools shows that in some states sufficient salaries are paid to fill practically all the positions with good teachers. Those states have good schools and the children have that equality of opportunity in education to which they are entitled. In many other states there are some good teachers receiving inadequate salaries along with many poor teachers receiving poor pay. Should the salary of the incompetent teacher be increased? Certainly not while she is incompetent and inefficient.

More important than any other is the question: Are the children in the schools receiving the benefit to which they are entitled? In every community this becomes a home question. Is the answer in the affirmative you have a good teacher. Is the receiving the salary that a good teacher should have? If not then you can not retain her services. For some other community will offer the good teacher an adequate salary. If she is not a good teacher the children are not receiving the instruction they should have. Pay a better salary for a better teacher and give the incompetent teacher an opportunity to go away and fit herself to become a good teacher in some other community. Do not employ a poor teacher at any price.

The Charlotte Chamber of Commerce plans to place its entire organization behind the agricultural advancement of Mecklinberg County this year, says Secretary C. O. Kuester in a recent letter to Dr. B. W. Kilgore.

Cotton growing will be standardized in Caswell County by the formation of various cotton clubs and the use of one variety of cotton in these clubs, reports J. I. Dove, County Agent.

Tarheel farmers will tie their wool better this year. A number have planned to order co-operatively the paper and twine on fleeces. District Agent E. S. Millsaps is having orders pooled in the piedmont section of the State.

TARHEEL TATTLE

By Carl William Bailey

Song of the Wind.
Col' win' come a-blowin',
Whistlin' thru de trees;
"Take in yer chimney, bo,
It's sho' gwine ter freeze!"

I chunk de fire ag'in,
An' h'es'en to de breeze;
"Take in yer chimney, bo,
It's sho' gwine ter freeze!"

Hear dat moanful song!
A-rustlin' thru de leaves;
"Take in yer chimney, bo,
It's sho' gwine ter freeze!"

Putting it Bluntly.
This is the way one editor expresses it: "One of the unsolved mysteries of life is the willingness of a chap who doesn't like the way the town is run to remain in that town when there are so many other towns with regular train schedules."

Boy, Page Hiawatha.
One Roy K. Moulton has a new way of expressing an old story:
"By the shores of Ojibwara,
By the shining Sankist waters,
Lived the Prophylactic Chieft,
Dandering, old Helmar's daughter."

"She was loved by Instant Postum,
Son of Piedmont and Vietrain,
Heir apparent to the Mazola,
Of the tribe of Coca Cola."

"Through the forests strolled the lovers,
Woods untrod by Ford or Saxon,
"Oh, my lovely little Beechnut!"
Were the burning words of Postum."

"No Pyrene can quench the fire,
Though I know you're still a miss,
For my Pepsodent desire
Is to marry Chieft, Djer Kiss."

Quite So, Quite So.
The Editor of the Clarksville, (Ga.) Journal comes out with this declaration of facts: "If you want to make us mad, just come in the office, gossip around awhile, don't tell us any news, and then walk out and leave the door open."

An Editor's Envoice.
According to the Milwaukee, (N. D.) Globe, an editor once kept track of his profits and losses during the year, and gave an invoice of his business at the end of 12 months of ups and downs in the following manner:
Ben broke 361 times.
Praised the public 89 times.
Told lies 720 times.
Missed prayer-meeting 52 times.
Been blasted 131 times.
Rousted others 52 times.
Washed office towel 3 times.
Missed meals 9.

Mistaken for preacher 11 times.
Mistaken for capitalist 9.
Got whipped 8 times.
Whipped others 9.
Cash on hand at beginning, \$147.
Cash on hand at ending, 15 cents.
Said, an editor is the most envied of men.
He does not even feel sorry for himself—Ex

Winter's Rudeness.
Miss Springtime stood without the door,
With a smile upon her face;
But old Man Winter spied her
And snat the door in her face.

Farmers with high school education made \$304 more per year than those with only a district school education, according to survey in New York State. The old idea of "Educate a boy and ruin a plow hand," seems to be losing out.

Four communities of Mitchell County have organized to grow one ear each of early Irish potatoes. They will buy fertilizers co-operatively, plant, harvest and ship at the same time. Six other communities are now organizing on this basis and two others will produce certified Irish potato seed for eastern growers next year, reports County Agent E. D. Bowitch.

Tom Tarheel says that he and the neighbors are going to pay cash for their fertilizers this year. They found a difference of about seven dollars per ton between the cash and time price on some fertilizers.



IT IS not only essential to build a hard road if highway transportation is to be possible; it is necessary to keep it open to traffic. There is no economic difference between a broken down bridge and a three-foot fall of snow, as far as stopping traffic is concerned. There is no economic difference between a road blocked with a fallen boulder or tree and one which is snowed under so that neither team nor truck can travel over it.

Few communities would wait an instant to repair the bridge, or remove the boulder or a tree; the idea that the hundreds of thousands of dollars invested in the good roads should lie idle, and the whole section be cut off from the benefits of transport, until the bridge mended itself, the boulder rolled off, or the tree rotted, is abhorrent. But many communities regard a heavy fall of snow as a visitation of Providence, with which man need not interfere, because in time the same Providence will melt the snow and open the road!

In regions where snow blocks the roads, modern engineers are using rotary snow-plows, attached to trucks, and opening the road as soon as it closes, exactly as the railroad right of way men keep the tracks open for trains regardless of the state of the weather.

Rotary plows to be applied to trucks are not expensive; push and scraper plows for lesser snowfalls are still less costly. Opening the road for traffic after a snow fall is as essential as mending bridges and maintaining the surface. Communities in the snow belt which do not have the benefits of their good roads all the year 'round, "save at the spigot to lose at the bung-holes," since the monetary value of on- days' lost traffic is more than sufficient to buy the equipment and keep the snow bound road open all winter.

Tenancy and Illiteracy

ECONOMIC and Social Conditions of North Carolina Farmers is the title of a recent bulletin based on a survey of 1,000 North Carolina farmers in three typical counties of the state. The survey was conducted jointly by the North Carolina College for Women, the North Carolina State College of Agriculture and Engineering, the State University and the State Department of Agriculture in cooperation with the U. S. Bureau of Agriculture Economics. The bulletin is mainly statistical, containing 184 tables of economic and social data. A copy may be secured from Dr. B. P. Brown, College Station, or from the Department of Rural Social Economics, Chapel Hill, N. C.

From a review of the survey we will present some of the interesting facts brought out by the survey. One of the objects of the survey was to secure accurate data showing the effect of farm ownership and of tenancy on education. The information secured has been compiled in a series of tables printed in the bulletin. The following table shows the average school grade reached by the four classes of farmers, for both races. The average for North Carolina would be practically the same as the average for these 1,000 farmers in three typical counties of the State, Edcombe, Chatham, and Madison.

Class	Average Grade Reached
White operator landlords	6.40
White owner operators	4.32
White tenants	3.97
White croppers	3.97
Negro Owner operators	2.95
Negro owner landlords	2.00
Negro tenants	1.55
Negro croppers	.98

If these 1,000 farmers are typical of the state then the average white farm owner in the state has about a fifth grade education, while the average white tenant has finished less than three and a half grades, since the bulk of our tenants are croppers. The average negro owner has about two and a half grades of schooling while the average negro tenant has barely more than finished the first grade, since the great majority of them are croppers. Farm tenancy and illiteracy are twin-born social menaces.

THE HOME PAPER IN VERSE

EVERY country editor who is worth the name wants to help in every movement for the good of community. Yet he must draw a line at times between legitimate news and editorial support, and advertising which should be paid for. Frequently his attitude is misunderstood. Particularly perplexing to the editor is the matter handled him for printing which by no stretch of the imagination can be considered of benefit to the community, but is rather intended to promote some individual or commercial enterprise. Once in awhile even a layman, however, seems to get the point of view of the editor. These lines by Bob Adams were supplied the Agricultural Editor of the State College by the editor at Cornell University and seem to be especially suited to North Carolina weekly papers. The poem follows:

The editor sat in his sanctum, and an angry man was he,
For a fellow had brought a column of stuff and wanted it printed free,
A column of stuff that advertised and boasted of his private game;
But he hadn't the heart to loosen up good greenbacks for the same.

And the patient editor said at last, although he seldom swore:
"You make me sad, you make me mad, you make me good and weary,
I'll print you nothing free, by gad, but a nice obituary."

The editor sat in his sanctum at the end of a perfect day,
For six subscribers had brought had cash their honest dues to pay,
And a man had stopped to praise The News and say with a pleasant smile:
"It ranks with the library, school and church in making the town worth while."

"From day to day, in every way, it better grows and better;
The way you've worked for a playground park has made my boy your debtor."
The editor sat in his sanctum, encouraged and elated;
His head was bald and his lunions galled, but he felt appreciated.

FAT MAN'S CORNER

First Little Girl—What's your last name, Annie?
Second Little Girl—Don't know yet; I ain't married!

Judge—Where did the automobile hit you?
Rattus—Well, Judge, if I'd been carrying a heavy suitcase it would have been busted into a thousand pieces.

Lady—Conductor, where do I transfer?
Conductor—Where are you going?
Lady—None of your business where I'm going.

An Irishman lying on his deathbed, was questioned by his inconsolable prospective widow: "Poor Mike," she said, "is there mythin' ye wud like to have that wud make ye feel better?"

"Plaze, Bridget," he replied, "Oid like a taste of that han Oi smelt a boilin'."

"Go on wid ye, Divil a bit of that han ye'll get. 'Tis for the wake."

The Russian Countess Kutsouff, poverty stricken, was the grateful guest of the American Golf Club in Constantinople last week. How does it happen that the Countess Kutsouff has not been offered a position in America as a telephone operator?

Teacher—Johnny, if you don't behave I'll have to send a note to your father.
Johnny—You'd better not. Ma's as pealous as a cat.

North—Well, you see it was this way. The guide was wearing a fur coat and the hunting party mistook him for a bear.

West—And they shot the poor fellow?
North—No, no. He starved to death in the woods. You see, the rest of the party were carrying the provisions, and he never could catch up with them.