

The Cherokee Scout

The Official Organ of Murphy and Cherokee County, North Carolina

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PUBLISHED EVERY FRIDAY

Subscription Rates

ONE YEAR	\$1.50
EIGHT MONTHS	1.00
SIX MONTHS	.80
FOUR MONTHS	.50

PAYABLE STRICTLY IN ADVANCE

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.

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.

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.

Advertising North Carolina

FOR the past ten days attention has been drawn to North Carolina as never before in the same length of time. Governors, road officials of the Federal Government and the various states and representatives from nineteen South American countries have been touring the state inspecting the roads and being entertained. The magnitude of the road program has never before been so fully realized as it has been during this period and these officials are going back home boosters of the North Carolina way of doing business. They are going to spread the good word of progress in the Old North State throughout this country when they go back home. This will have its effect. People like to be in progressive and prosperous states, counties and towns. This will undoubtedly serve to bring many people to North Carolina to live and invest and to do business.

As for the South American neighbors, it will form a bond of friendship between us and them, between North and South America. At times in the past the feeling has not been any too friendly with some of the countries to the South. The Latin American delegates have been treated royally in North Carolina and in this country in general and they will become boosters for better relations of all kinds. This will probably mean that more trade will be turned to this continent as a result of their visit. All Europe is clamoring for it. This cordial entertainment enjoyed at our hands will give us a tremendous advantage. We may expect to enjoy the benefits of their visit for years to come.

A Day For Our Friends

THE celebration being planned for Murphy on the 4th of July is for the primary purpose of entertaining the people in Cherokee and surrounding counties in North Carolina, Georgia, and Tennessee. Throughout the year these people come to Murphy for the purpose of buying and selling. It is a practical business proposition. On this one day, the business and professional people of Murphy want to have the citizens in their trade territory pay them a friendly visit. The townspeople want to act as host to their friends in the neighboring towns and counties. They want to show their appreciation of the friendly spirit that permeates their business relations. They want their friends in these and surrounding counties to know that Murphy is not solely interested in their trade, but also interested in their friendship and neighborliness.

To this end a full day is being planned for the Fourth and an effort will be made to have everything free. This will require considerable outlay on the part of the business people of the town, but it will pay in the long run. If the people in the surrounding territory feel that Murphy wants them to come here and visit and to enjoy their idle moments, they will be all the more ready to come here to trade and spend their money. It is human nature to trade where one feels welcome and where one likes to go. The people of Murphy have always held out a welcome to their friends in the surrounding territory and their spirit of good will increases yearly, rather than diminishes. Occasions like the one being planned on the Fourth will be one long to be remembered by those who come on that day and it will do much to bring the people back during the intervening days. Let's bend every effort to make this day a success—the people in the surrounding territory to come; the people of Murphy to entertain them.

The Building And Loan

THE second series of the Murphy Building and Loan Association will be open the first Saturday in July and last through the month. During that time new shares will be offered for sale, both to those who now hold stock and to those who do not now hold stock.

The building and loan idea is not as generally understood as it might be. The association is primarily for the purpose of enabling people to build homes or business houses. The shares are worth \$100 when they mature. When a share is bought the purchaser pays twenty-five cents as an initiation fee and then twenty-five cents each week as an installment toward the payment of the share. In other words, if a person owned one share, it would cost him fifty cents the first week and twenty-five cents each succeeding week for approximately six and one-third years when it would be fully paid up, and in case the holder had not borrowed on it, he would be entitled to draw out the full one-hundred dollars. He would actually have paid in only about \$83. The difference between this and the one hundred dollars would represent the interest. The interest amounts to approximately six per cent if the share is allowed to mature. Should one desire to draw out before his shares have matured, he may do so by giving notice of at least thirty days of his intention to do so.

The association, however, is not primarily for those who want to build. For those who want to invest, it furnishes a fine opportunity. It is safe, as all loans are guaranteed by a deed of trust on real estate worth a third more than the amount of the loan. It is remunerative, as the investment pays six per cent and is non-taxable. It is a medium through which one may help his community to grow without at the same time making any personal sacrifice. It enables one to be of service to his friends and neighbors as by investing in the association stock he enables his townspeople to build homes and business houses.

There are few, if any, investments with so many desirable features. It exceeds government securities in all points. It is just as safe; it pays a large return; it keeps the money at home; it helps build the town in which one makes his living; it has the unusual advantage of helping someone else without entailing any personal sacrifice.

Now, what is our duty? Every citizen, man, woman and child—who can reasonably expect to have an income of such an amount that he can spare twenty-five cents or more per week, or a dollar or more per month, should take one or more shares in the association, whether he ever intends to build or not. It is a duty and an opportunity—a duty that one owes to the community in which he lives and from which he gets his living; an opportunity to build a home or business house or help someone else to do so. If we are already in the association, we should seriously consider taking more shares; if we are not, then we should get in. If we know about the association plan, we should tell others; if we do not know about it, we should ask others. If we know anyone who should take stock in this next series, we should speak to them. It is a mutual proposition for the mutual good. Let everyone interest himself or herself in it.

Remember, the second series will be open during the month of July!

A Living Monument

WITH the passing of former Governor Locke Craig, his accomplishments naturally spring up in one's mind. Some remember him for one thing, some another. An achievement that the average man does not lay much store by, but will, as time goes on, be recognized as one of the important achievements of his official career, is the establishment of Mount Mitchell as a State Park. It was largely through his efforts that the legislature was induced to make an appropriation for the purchase of the summit of Mount Mitchell as a state park and timber reserve. The timber on the mountain had been sold before the state came into possession of the park, but through proper protection it will renew itself in the course of time and much of its natural beauty will be restored.

The park also possesses great economic possibilities. As the summit of this historic mountain is reforested it will become a source of timber and serve to replenish our fast dwindling supply of lumber. It will serve to perpetuate the fast dwindling supply of spruce, which is becoming exhausted in the Southern Appalachians. Most of us probably do not realize it, but the time is not distant as it once was when the supply of timber in the Southern Appalachians will be practically exhausted for commercial purposes. Mount Mitchell and the state park is a beginning. Other efforts must be made. There are thousands of acres of idle land in the state that are unsuited for ordinary farming. They could be used to advantage for growing timber.

When the timber shortage is more fully realized, the late Governor Craig will be acclaimed for his vision and foresight in the establishment of this timber reserve and state park.

The Grim Reaper

THE grim reaper stalks through the land at all seasons. He is no respecter of persons. He steps alike at the door of the high and the lowly; the rich and the poor; the wise and the unwise; the prepared and the unprepared. There is no compromise. When he beckons, we must answer.

Within the recent past he has tarried at the doors of those who have been elevated to high place. Included in the list are two Presidents of the United States and two ex-governors of this, our own state. Ex-Governor Craig being the last one.

That he will stop at our door sooner or later is the one grim fact that we all must face. How soon that may be we know not. We only know that he will come. If we could all fully realize this fact, we would probably live much different lives.

Does It Pay To Advertise?

IN A letter recently received from a well known writer in Richmond, Va., is found the following paragraph:

"You are getting out an extra good paper. The people of Murphy and Cherokee County ought to back you to the limit. The merchants ought to advertise in your paper, not as a favor to you, but because it is a paying proposition to them."

Comparatively few merchants realize that a well written advertisement, with truth and vim and vigor woven into it, is the best paying proposition on earth for the money invested. It is a millionaire maker. The sky is its limit. Those who do realize it soon become rich and famous. The great business of Marshal Field, John Wannamaker—the chewing gum king—are monuments to the art of advertising. Wrigley spends ten thousand dollars a day advertising chewing gum. As you know, and perhaps some of the Murphy merchants do not know, the highest salaries paid by these men are to advertising writers.

"The simplest advertisements pull best. Explain what you have. Tell the price and terms. That begets confidence and confidence begets success."

Too much poultry this year, prices not good, then wipe out the surplus by a cooperative carlot shipment. The State division of Markets will be glad to advise you how it may be done.

Picnic days are here. Don't forget the State Farmers' Convention at the State College on July 23, 24, and 25. Make your plans now to attend.

The Sunday School Lesson June 15, 1924

REBUILDING THE TEMPLE.

In a small town some years ago a few interested souls built a small house of worship. As the years passed by it became apparent that a larger and more serviceable building was necessary in order to meet the growing demands of the community. The Undershepherd of the little church found himself confronted with a problem strikingly similar to the problem in our lesson. This man did a very wise thing. Instead of trying to extract from the pockets of his parishioners the necessary funds he went to his Bible and in the spirit of prayer studied God's own method of building. In his study he found three general methods as pursued by man. To his utter amazement he found that God taboored two of these.

The first method commonly employed is what we might term the stockholders method. In building any business that is of interest to a large number of people each used method is to sell shares making each purchaser a stockholder in the concern. This idea has crept into the church and buildings have been erected by the stockholders' method. This system it must be confessed appealed to the undershepherd of the little church but as he listened to the voice of God he was forced to admit that it was not God's way of building for it is not by might that God build.

Convinced that he had no right to sell shares he turned the idea of soliciting volunteers to work with their hands. Continuing to study prayerfully he was convinced that this is not God's way. He recognized that all had a right to buy or offer labor but he had no right to sell or solicit labor for genuine religion comes spontaneously. So he turned to the idea of impressing upon his people the value of learning. His sermons were filled with the gleanings of the really great minds. His people became versed in the scriptures but somehow there did not seem to be the moving power that has marked less learned groups. He had it impressed upon his mind in an unforgettable way that "EDUCATION WITHOUT REGENERATION DOES NOT BRING REFORMATION." No amount of grading and training and teaching and learning is sufficient to build the House that God will honor. So in despair he gave up this idea.

He turned to the idea of oratory as the great moving force in the church. He had listened to other really great orators and had himself studied the fundamentals of "Eloquence." So with a heart on fire for a building program he proceeded to gesture and used his voice effectively Sunday after Sunday. For a time the crowds grew but to his utter amazement when he presented the cable to build there was a pitifully small response. So turning to his Bible again he found that God makes it clear that this is not His method of building. Man cannot accomplish things of eternal value when running counter to the plan of God. This matter was now ready for the revelation of God's to His real method. He was fully convinced that the work could not be done by might, that is the stockholders method; or by power, that is by great mental ability. What is God's one and only method?

BY MY SPIRIT! Thus saith the Lord, by my spirit shall ye build. The one supreme person in any constructive program is the Holy Spirit. I do not propose to countenance every Holy Ghost revival so called. For sometimes the Holy Spirit is said to be responsible for some rather queer things but I do say that if the hearts of a worshipping congregation are being directed by the Holy Spirit Himself then that congregation will serve its community in a manner that God will honor. If the hearts of a worshipping congregation are being controlled by any other spirit then God cannot and will not honor the service rendered. The supreme duty of every congregation is to be willing to do the will of God for then and then only shall they know the will of God.

A ship ran aground in a sandy shoal. The great engines struggled to release her but in vain. A few hours of patient waiting and the incoming tide easily lifted her from her position and swept her out upon the high seas. If your church is stranded and all the might of your young men or the mental ability of your old men does not avail to move you out upon the high seas of service remember that the Spirit of God will lift you and use you if your life purpose is in



NATIONAL BICENTENNIAL

WHEN a man is sick he calls the doctor. He has faith in the doctor as he knows the doctor makes him better. But when the physician has diagnosed a case incorrectly or is using a treatment which does not bring back health he changes doctors or asks for a consultation. Sick for good roads, the American people "first aid" treatment, called Federal aid, which the physician ordered from the Treasury (the Public Treasury) sufficient funds to help the various parts of the States to build new arteries.

But the United States needs not a but a very large number of new arteries and the prescription of the doctor is to induce them in time to save the life of the patient! It is, therefore, not the part of wisdom to ask for a consultation, and have the doctor confer with other physicians with a view to a new vision of the illness of the roads and the method of their cure! One of the cures advocated, and the one which hasn't been tried, is the appointment of a National Highways Commission to consider and report to the Congress the subject of establishing, building, and forever maintaining a system of national highways. States which tried State highway commissions and found they did not why should not the United States find out whether the same good results the several states have found for themselves?

Roads are a national, not a state problem. Transportation is a national, not a state, problem. Only the Nation can adequately and intelligently lay out a system of roads for the Nation, and only the Nation can afford to build and maintain such a system as will adequately care for the present and to speak of the future, traffic.

FAT MAN'S CORNER

"At 16 the girl is a woman; at 25 if unmarried, she is a girl," sternly said a philosophical youth, who had devoted much time to thinking. "She will face death without a tremor and swoon at the sight of mouse. The only time she does what you expect her to do is when you expect her to do what you do not expect her to do. The only reason she does anything is because she doesn't know why she does it. She jumps at conclusions and always lands them, because when the conclusion strikes one side in an endeavor to avoid it gets squarely in her way. The only man who understands a woman is he who understands that he doesn't understand her, but lets it go at that."

News Note—Two weeks later he met one of them.—Country Gentleman.

Mother—Good gracious me! What earth's the matter?
Maid—It's all because she don't like new gloves, 'm.
Mother—Why? They look very nice.
Small child (between sobs)—They look nice—but they taste—simply bad.—London Punch.

GAL. FIFTEEN
Editor (to applicant)—Have you ever proof?
Job-seeker—No; who wrote it?—Boston Transcript.

Mother—Remember, Mary, that you never point—under any circumstances.
Mary—I know, mother, but what am I to do when they pass the French pastry?—Philippine Observer.

"My daddy's taller than yours," boasted Billie.
"He isn't!" retorted Jack, indignantly. "My daddy's so tall he has to stand on a chair to put his collar on!"—Pittsburgh Courier.

A group of boys and girls, members of the Hertford County club, visited Washington during the week of June 9. The home farm agents arranged the tour at a cost of \$30 per member for all expenses. accord with God's. By the Spirit of Almighty God BUILD YE THE TEMPLE.