

**MR. RETAILER - KEY MAN**

Today there are 168 million Americans who guide the destiny of our business activity. We depend upon the purchasing power, desires and attitudes of these individuals. They in short, are the seekers of our goods and services.

Thus our economic health depends to a great extent upon the activities and vigor of the retailers in this country.

It's true that people will buy the necessities of life regardless of the fact whether the retailer makes it known to them or not. Our country would find it hard to exist on the sale of necessities alone.

How do we bring about more retail activity? This is done by advertising, displays and other attractions which increase the appetite of the consumer for more and better goods.

All over the country consumer attitudes are always changing. This is true also in Cherokee county. The thing to remember is that retail business is not static.

Thus it is the business of the retailer to create and ride those tides. The outcome of business will be stimulated by the action he takes toward influencing buying and molding opinions on the given subject.

Of the many forecasts that have been made for business in 1957, most everybody expects it to be good. It can be helped considerably if we bear in mind what business depends upon. The retailer and his advertising are very important in this issue. He holds a key position in the commerce of our times.

**IS THE FARMER VANISHING AMERICAN?**

Is the farmer the vanishing American?  
In one sense he is.

Farm populations have been steadily decreasing and it is predicted this will continue.

How are we going to eat? you ask.

But the threat is not as dire as implied in that question. Farmers have been becoming fewer simply because modern technique and modern equipment make it possible for the present-day farmer to produce far more than his predecessor.

A member of the faculty of the University of Wisconsin found that in 1920 it took 226 hours of farm work to supply the food, tobacco, fiber and other agricultural products needed by one person. The modern farmer can do this job in 89 hours. Is it any wonder that we need less and less people tilling the soil.

There is a definite trend toward specialization in agriculture. If doctors and dentists and lawyers and other professions have a right to specialize, why not the farmer?

Long live the farmer. But if he decides to take up some other trade or do something else on the side, that is all right too.

Forest City Courier

**Backward Glance**

**10 YEARS AGO**

Thursday, February 6, 1947  
Mrs. Peyton G. Ivie and Mrs. Walter Mauney were in Atlanta one day last week.

Mr. and Mrs. H. A. Barton had as their week-end guest their children, Mr. and Mrs. J. A. Garren and son, Jerry of Alcoa, Tenn.; and Mr. and Mrs. R. G. Barton of Miami, Fla.

Mr. and Mrs. Allen Lovingood and son, Howard, have returned from a weeks trip to various parts in Fla.

Mr. and Mrs. A. E. Welborn of Statesville spent a few days in Murphy last week.

Mr. and Mrs. Welzie Penland and son Hugh, visited relatives in Robbinsville Sunday.

Mr. and Mrs. Clifford Elliott visited the Harshaw Farm Sunday.

Mrs. Louisa Rogers of Blairsville, Ga. visited her daughter, Mamie Rich, and grandson, Tal-mage Rogers.

**20 YEARS AGO**

Thursday, February 4, 1927  
Misses Kate and Leila Hayes had as their guest for a delightful duck supper last week. Mr. and Mrs. Dale Lee and Mr. and Mrs. H. Bueck.

Mr. Buel Adams returned this week after a trip to Texas.

Dr. and Mrs. Harry Miller and Dr. Justice visited Mrs. Mellie Miller and Mrs. Justice over the week-end.

Mr. and Mrs. J. N. Moody are in Raleigh this week.

Miss Ella Prinke and Master Tommie Ferguson have returned to their home in Sylva after visiting Mr. and Mrs. T. S. Evans.

Mr. Johnny Ward of Asheville was a visitor in town last Friday.

Mr. C. D. Mayfield and Mr. De-veraux Birchfield were in Raleigh this week on business.

Mrs. Eva Griffith has gone to Knoxville to spend two weeks with friends.

**30 YEARS AGO**  
Friday, February 4, 1927  
Misses Della Meroney, Mabel Ellis, Eloise Fain and Frank Ellis spent the week-end in Asheville.

Mr. Pat Cearley has accepted a position in Atlanta.

Mr. Noah Lovingood is spending the week with his parents at Grand view.

Mr. S. D. Akin and Miss Mary Akin motored to Atlanta, Tuesday.

Mrs. Dale Lee left Saturday for Hurricane Mills, Tenn., where Mr. Lee is stationed at present.

Mrs. J. H. Hail visited her sister, Mrs. S. S. Williams in Asheville, over the week-end.

Miss Pan Hensley lately of Cleveland, Ohio, has taken work in Asheville.

**WORDS OF LIFE**

The Rev. James J. Wood  
Methodist Minister (Retired)  
Route 1, Andrews North Carolina

The familiar King James Version of the Bible renders the 15th verse of the 1st chapter of the First Epistle of Paul the Apostle to Timothy as follows: "This is a faithful saying, and worthy of all acceptance, that Christ Jesus came into the world to save sinners; of whom I am chief." Let me suggest that you read the rest of the chapter. A new, and possibly less familiar English translation, reads: "The saying is sure and worthy of full acceptance, that Christ Jesus came into the world to save sinners. And I am the foremost of sinners; but I received mercy for this reason, that in me, as the foremost, Jesus Christ might display his perfect patience for an example to those who were to believe in him for eternal life." Will you allow me to give my own personal opinion? I am quite willing to read ANY ENGLISH TRANSLATION OF THE BIBLE which will aid me in the understanding of the Holy Bible, the Book of Books, which was written long ago in a language quite unknown to most of us today.

While I am not able to sing because of physical infirmity, I can heartily join with you in spirit when you sing that old hymn: My hope is built on nothing less Than Jesus' blood and righteousness;

I dare not trust the sweetest frame,  
But wholly lean on Jesus' name.  
On Christ the solid rock, I stand;  
All other ground is sinking sand.

The words of another old hymn express another thought (lest I seem to be boasting about my own goodness):

Forbid it, Lord, that I should boast,  
Save in the death of Christ, my God;  
All the vain things that charm me most,  
I sacrifice them to his blood.

No, I am not good. I am not wise. I have not discovered all there is to know about God. But in spite of all my own frailties and weakness I do want to talk with you on the following subject:

**CHRIST JESUS CAME INTO THE WORLD TO SAVE SINNERS**

What a sermon subject that is! The outline fairly leaps to your mind's eye: THE PERSON; THE PLAN; THE PURPOSE. Jesus was the greatest PERSON. Jesus had the greatest PLAN ever conceived for HE PLANNED to come into this sinful world (neither you nor I nor any other person has come nor ever will come into this world for such a thing). Neither you nor I nor any other person has come nor ever will come into this world for such a sacrificial and marvelous PURPOSE: to save sinners.

I suggest that you read a whole lot about Paul (one of the greatest preachers who ever lived) who is quoted above. "And I am the foremost of sinners." Paul did not believe he was able to save anybody. I can truly say that I never saved any souls either, nor have I heard about any other preacher having ever done that. My prayer is, though, that I may be able herein to utter some truth about a Saviour, Jesus Christ, Who is able to save every sinner in Cherokee County. Why Cherokee County? Because Jesus Christ has already come into this little Western North

**Polio Mother of Year Tells Story Of Battle With Crippling Disease**

By MRS. FAYE PERKINS  
North Carolina's Polio Mother-of-the-year

My name is Faye Perkins. I am 28 years old and the mother of two wonderful children, Daphne, 10, and "Chip", 3. I have been working for the past ten years with the Peggy Lee School of Dance in my home town of Concord. My husband, Neal, is employed with Johnson Motor Lines of Charlotte, N. C. as a long-line driver.

It was just six years ago that I was stricken with polio. Most people, who see me now, do not know that at one time I was weighed down with a long leg brace and a pair of crutches. Nor that I spent about five months of 1950 in a wheel chair or bed and could not take even one step.

When I did take my first steps, my husband was right beside me, helping me with not only his strength, but his encouraging words of "Come on honey, you can make just one more." I know he told me that a hundred times, and somehow I always managed to take one more step. He and our little daughter Daphne also gave me daily exercise. So you can see I had a wonderful family to help me, and I just couldn't let them down.

Because of my progress during the past six years, I have just had the honor of being chosen the 1957 North Carolina Polio Mother of the year. Although I have the honor of holding the title, we all know that alone am not responsible for this progress. Besides my wonderful family, there was that ever-faithful Polio Foundation.

No one ever knows what he will do when something strikes as suddenly and viciously as polio does. One only knows after he has experienced it. That is how I hope to help everyone that I possibly can. You know the old saying, "Experience is the best teacher". Well, I had a good, though merciless, teacher.

When I first entered the hospital, neither my husband nor myself ever thought about expenses. But after a day or so, we began wondering how in the world we would be able to pay such bills. We thought we would have to sell our home, our car, and everything else we could possibly do without, to get the money.

It was then that Mr. Fred Kester, head of our County Polio Chapter, came to my husband and told him that everything was taken care of. They didn't want us to give up anything, because I would have to have a place to live and a way to get around when I came home, and rehabilitation was as much a part of their program as actually paying the hospital expenses. No one will ever know how relieved I was after that. I could relax now and concentrate on getting well so that I could come as soon as possible. And that I did.

Every year, about this time, when we are getting ready for the polio drive, I start thinking about myself quite a bit, wondering what I would have been like, had it not been for the Polio Foundation and the help that it gave us.

Would I still be in bed, unable to even sit up? Or in a wheel chair, not able to walk at all? Or maybe still using my braces and crutches?

Sometimes, I don't get a very good picture of myself, and it makes me want to work that much harder to help the March of Dimes to help someone else.

You know, everyone has his own pet charity, or organization. Well mine is the Polio Foundation. To my family and to me, it is just tops. Maybe one reason is because the Foundation has so many wonderful people working with it. They are all so warm and friendly you just can't help liking them, and what they represent.

Carolina county to carry out HIS PURPOSE. Do you not agree with me that He hears every mother's prayer, no matter how feeble the petitioner, how poor the petitioner? That He knows about the sincerity of the educated and the uneducated, the rich and the poor, the church and the unchurched? That Jesus told his disciples, "Lo, I am with you always" and that He meant Cherokee County?

Let us all stop finding fault with the other Christians who MAY be even more Christ-like than we. Jesus Christ desires BETTER CHURCHES, BETTER SCHOOLS, BETTER HOMES, and BETTER PEOPLE. He came HERE to establish His Kingdom.

Will we let Him?

So this year, this month of January, let's all get to work and give all that we can to help the March of Dimes help others like me.

You know, the Salk Vaccine has helped tremendously, but polio continues, and so does the rehabilitation of past victims.

That gives us two ways to help this year - first, get your polio vaccination now; and second, give all that you can to a most worthy organization - the National Foundation for Infantile Paralysis.

**State Traffic Deaths, Total 85 In January**

Traffic deaths in North Carolina totaled 85 through January 28.

The State Department of Motor Vehicles said that 83 had been killed during the same period last year.

**Norris Lake Land To Be Sold At Public Auction**

Twenty-five tracts of Norris Lake land and five road rights-of-way will be sold by TVA at public auction at 11 a. m. on February 6. Sale will be held at the Municipal Building, LaFollette, Tennessee. The land is located in Claiborne, Union, Campbell, Grainger, and Anderson counties.

TVA said two tracts are suitable as home sites; 18 are recommended for agricultural use; four are suitable for recreational development; and one is unclassified. The latter, less than one acre in size, straddles the Union-Grainger county lines, and has a fire tower on it. The State of Tennessee is interested in the property.

The tracts range in size from 17 to 171 acres. TVA said that further information may be obtained from Val L. Stanton or I. R. Wilson at TVA's Land Branch office, in the Hotel Russell, LaFollette, or from the Land Branch central office in the Lupton Building, Chattanooga.



By M. E. GARDNER

Today, as I write this, it is unreasonably warm in our neck of the woods, but we will have more cold weather. However, the days are getting gradually longer which reminds us that spring is just around the corner and we should be prepared when planting time comes.

Here are some suggestions and reminders. You folks in eastern Carolina should arrange to try the new Plymouth Irish potato this year and the Boone, another new variety, in the Piedmont and Mountains. These varieties have been especially bred for the coastal plains and the mountains, have also been extensively tested and I am sure you will like them. Fruit rees, grape vines, ornamental shrubs and trees should be planted whenever the soil is suitable. If you haven't pruned your fruit trees and grape vines, there is still time, but don't delay. The same is true or the dormant spray to control scale insects on fruit plants. You having a sprayer or duster add them about the importance of con- trolling insects and diseases and

quate to do the job. We will give pointers from time to time as the insects and diseases appear in season. Hope you have cut your poinsettia plant back one half and stored it if you plan to hold it over. Ours lasted unusually well this year. In fact we still have a white one which has been removed from the plant and placed in a flat dish over Aucuba (Golddust) leaves.

The question always comes up about using seed that have been saved from last year. It is best to determine your needs so, that this won't happen. If you do have a reserve on hand, better not use them until they are tested. Here's how. Count the seed, so you can determine the percentage that germinate, and place them on a piece of moist blotting paper. Place this in the bottom of something like a pie pan and cover with another piece of paper. Then invert a pie pan over the top to form a moist chamber. Keep at a temperature of 65 to 70 degrees as near as possible. Some seed will require a longer germinating period than others.

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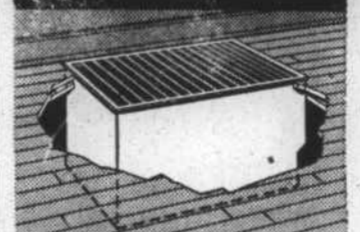
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Established July, 1889  
Published every Thursday at Murphy, Cherokee County, N. C.

GEORGE N. BUNCH  
Publisher and Editor

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