

**National Cotton Week  
Now Being Observed**

Cotton is North Carolina's No. 2 cash crop; cotton is one of the necessities of life; cotton is the most versatile and widely used of all fibers. That is why Miss Willie N. Hunter, Extension clothing specialists of N. C. State College, urges people of the state to support National Cotton week, the producer-consumer event which will be celebrated May 17-25.

"This annual campaign is held year merchants of all types, in-to stimulate increased consumption of cotton goods, and this individual and chain store, are planning special window displays and bargains in cotton goods during the nine-day period," Miss Hunter declared.

The Southeastern Chair Store Council, through its North Carolina representative, P. D. May, is taking an active part in the campaign in this state, and the North Carolina Cotton Council, of which T. B. Upchurch, Jr., of Raeford, is leader, has heartily endorsed the event.

Miss Hunter points out that cotton contributes something useful from infancy throughout life of every person. The infant's first clothes are cotton, and of whatever age, "we wear and use cotton in some form or another."

Other specialists of State College point out that this year, above all others, increased domestic consumption of cotton will be vital to Tar Heel farmers. The European War has cut off export markets, and with tobacco allotments restricting production of North Carolina's No. 1 cash crop, scores of farmers are returning to cotton as a source of major income.

Among the uses of cotton listed by Miss Hunter are: Clothing and accessories; curtains, bed linens, and other household necessities, ropes, twine, nets, tents, awnings belts for machinery, sails ducts, and various by-products such as livestock feed.

**500th Anniversary of  
Printing With Type  
Observed at W. C. T. C.**

Cullowhee (Special) — Celebrating the five hundredth anniversary of the invention of printing with movable type, students of the Medieval History Class at Western Carolina Teachers College gave a program tracing the development and influence of printing, before the student body in the college auditorium on Thursday afternoon. Devotionals for the program were conducted by Ruth Andrews, and the invocation was pronounced by Professor E. H. Stillwell. Lois Pryor, discussing "Our Part in the National and International Celebration," asked for the cooperation of the college library, and told of special stamps being issued in commemoration of the anniversary. She also acknowledged the courtesy of the New York Times, The Chicago Herald Tribune, and the Graphic Arts Association in lending materials to be used for an exhibit displayed in the college library. This exhibit includes rare books and manuscripts among which is an illuminated manuscript, lent by Miss Lenora Smith of the education department.

Following the talk by Miss Pryor, Conley Hampton discussed "The History of Printing," giving summaries of the work of Gutenberg and Caxton. Eric Lloyd then talked on the "Relation of Printing to Life, showing how rapidly knowledge had spread, what vast fields of knowledge have been opened up, and how the wisdom of one age is preserved for that of the next through the medium of printing. Printing, he remarked, has replaced provincialism with cosmopolitanism. "Next to a living person, there is nothing more interesting than a printed book," he concluded.

Barbara Dodson, chairman of the class program then presented the Picture Encyclopedia of the World's Greatest Newspaper from the Chicago Tribune, to the college library and it was accepted for the student body by Mrs. C. C. Buchanan, librarian.

Men drivers were involved in more than 90 per cent of last year's fatal accidents in this country.

**WALLACE AUTO PARTS  
SHOWS SUBSTANTIAL  
GROWTH IN 5 YEARS**

By GORDON

Karl Wallace, proprietor of Wallace Auto Parts Company, located on Route No. 106, Cullowhee Road, is to be congratulated on his five years of business expansion, as well as material good accomplished in Sylva.

In an interview with Mr. Wallace it was learned that he, in the beginning, purchased a plot of ground, at that time a swamp, and with the aid of only one employee, J. B. Hall, of Sylva, (still in his employment and now the general foreman for Mr. Wallace), filled in, built and improved the location until at present one of Western North Carolina's most progressive Auto Parts, and scrap metal depot establishments has grown.

Well arranged buildings afford customers immediate service, from tire repair to expert body and fender refinishing, obtained at nominal cost, a complete stock of tires, valves, batteries, and auto parts as well as buying, trading and selling of used cars and trucks.

A very important feature regarding the Wallace Auto Parts Company is that since their very humble beginning their employees have increased from one to five, thereby giving five families in this city a means of livelihood. Each man receives a good living salary with extra compensation for overtime work. Mr. J. B. Hall is general foreman and is highly competent to serve the public in any capacity desired.

Mr. Wallace is to be congratulated on his success and in this issue and many more to follow will be published ads offering value and service. The public is welcome to visit at any time.

**Watch Your  
Kidneys!**

Help Them Cleanse the Blood of Harmful Body Waste

Your kidneys are constantly filtering waste matter from the blood stream. But kidneys sometimes lag in their work—do not act as Nature intended—fail to remove impurities that, if retained, may poison the system and upset the whole body machinery.

Symptoms may be aching backache, persistent headache, ailments of stomach, general weakness, nervousness, swelling under the eyes—a feeling of nervous energy and loss of pep and strength. Other signs of kidney or bladder trouble may be burning, stinging or the frequent urination.


There should be no doubt that prompt treatment is what you require. Doan's Pills, Doan's have been winning new friends for more than forty years. They have a nation-wide reputation. Do not hesitate to get Doan's Pills. They are the only ones that will help you.

**DOAN'S PILLS**

**Doctors Say  
KEEP BOWELS OPEN  
During Cold Epidemics**

When colds are all around you, don't let weak spots in your defense arise due to constipation. "Keep Regular," many physicians advise. For constipation and its strength-sapping symptoms; headache, biliousness, sluggishness, dizziness, sour stomach, use a laxative that acts thoroughly but not harshly. An ideal one is Dr. Hitchcock's All-Vegetable Laxative Powder, which acts thoroughly, but usually with gentleness when taken as directed. It contains pleasant-tasting aromatics, carminatives and what is known by medical authorities as a gastro-intestinal tonic-laxative. It helps tone sluggish bowel muscles. Dr. Hitchcock's Laxative Powder costs less than 1c a dose. Get it at any drug counter. 10c, 25c. (adv.)

**BE SURE  
TO INSIST ON  
Ingersoll**



Look for the Ingersoll name on the dial of the watch or clock you buy. It is your assurance of dependability and quality in a timepiece.

Pocket Watches from \$1.00  
Wall Clocks from 2.50  
Alarm Clocks from 1.00

**You May Earn \$17.50 Cash Prizes If You Start Now  
PLAY "SLOGANAME" TODAY**

**\$10.00 First Prize — \$5.00 Second Prize — \$2.50 Third Prize**

**KEEP THESE SIMPLE RULES**

1. Make a sentence using the letters of the Firm Name, Product, or Service, as the first letter in each word forming a sentence or "Sloganame." For example: "We Invite Ladies See Our Novelties." (See Sample.) Note: The first letter in each word spell out the firm name, WILSON.
2. Any one "Sloganame" page may win a prize. However, for any contestant to win either prize he or she must first fill in each and every space on this page.
3. Contestants may submit as many pages as desired, but completed pages must be in the office of The Jackson County Journal, or postmarked not later than 8 p. m. Tuesday, June 4th, 1940. Any received, or postmarked later than that hour will be disqualified. It being understood that all entries shall remain the property of the advertisers on this page or The Jackson County Journal.
4. Judges shall be selected from three disinterested non-advertisers, their decisions to be accepted as final, in the event of ties duplicate prizes shall be awarded. REMEMBER: Originality

and completely filled pages shall be considered paramount in the judges' decision.

5. PLEASE PRINT OR WRITE YOUR NAME plainly on the margin of this page or piece of attached paper before mailing or sending to judges of "Sloganame."

6. Any person from school age up, residing where this paper is distributed by carrier, or mail, is entitled to participate in "Sloganame." EXCEPT: Employees of this newspaper, members of their families, advertisers PERSONALLY, nor the compilers of this feature.

**A FEW IMPORTANT HINTS TO CONTESTANTS**  
Visit the stores, shops and offices of these business and professional people. Ask them about their business and they may give you information that will enable you in your competition. And REMEMBER. Wherever you may see the letter (X) use an Ex. (Example: as in EXTRA.)— (&) as in DOE (and) CO.

REMEMBER ONLY THREE ISSUES OF "SLOGANAME."

<p><b>ROOFING PAINTS</b> "Everything to Build a Home" Get Your Winter Coal Supply Now</p> <p><b>SYLVA COAL &amp; LUMBER &amp; BUILDING MATERIAL</b> Time to Build or Repair Sylva, N. C. Phone 71</p>	<p>Ladies' Ready-To-Wear Shoes — Millinery — Hose Always Quality with Price</p> <p><b>THE STORE</b> "Complete Family Outfitters" VISIT OUR BARGAIN BASEMENT MEN'S WORK CLOTHING</p>	<p><b>SYLVA'S EXCLUSIVE ENTERTAINMENT CENTER</b></p> <p>L Y R I C</p> <p><b>THEATRE</b> Phone 185 PROGRAM WEEK OF MAY 27 Monday and Tuesday "VIRGINIA CITY" with Errol Flynn, Miriam Hopkins. Wednesday "THE FARMER'S DAUGHTER" Martha Raye, C. Ruggles Thursday and Friday "GRAPES OF WRATH" Henry Fonda, all star cast.</p>	<p><b>DELIVERY — COURTESY FEEDS, GROCERIES And DRY GOODS</b></p> <p>Ask For And Demand SupAROMATized</p> <p>F L E E T W O O D</p> <p><b>COFFEE</b> F. L. McNeely, Grocer Ground Fresh when You Buy It East Sylva, N. C.</p>	<p><b>NO BETTER CHOICE FOR EVERY OCCASION</b></p> <p><b>SELECT</b></p> <p>S C H R A F T S</p> <p><b>CHOCOLATES</b> The Nation's Leading Candy Campbell's Candy Shop Next To Theatre</p>
<p><b>HAIR STYLING FACIALS, MANICURES</b> VAPOR-MARCELLE WAVE A Special Feature</p> <p>S A N I T A R Y</p> <p><b>BEAUTY SHOPPE</b> "House of Correct Beauty Culture" For Appointments Phone 34 Mrs. Gordon Dillard and Mrs. Lewis Henry Beauticians</p>	<p><b>GROCERIES — VEGETABLES CHOICE MEATS</b> HAY, GRAIN, FEEDS</p> <p><b>FEED</b></p> <p>S E C U R I T Y</p> <p><b>FEEDS</b> SYLVA FEED CO., INC. G. H. COPE, Mgr. Mill St. Sylva, N. C.</p>	<p><b>FINANCIAL ADVICE</b> Open A Savings Account</p> <p><b>YOUR</b></p> <p>D E P O S I T S</p> <p><b>INSURED BY FDIC</b> Jackson County Bank Sylva, N. C. Phone 134</p>	<p>Time for Spring Painting FOR PERMANENT RESULTS USE</p> <p><b>SHERWIN -WILLIAMS</b></p> <p>P A I N T S</p> <p><b>COVER THE WORLD</b> Sold By <b>BUILDERS SUPPLY COMPANY</b> Sylva, N. C. Phone 45</p>	<p><b>GARAGE SERVICE</b> Expert Body Refinishers "Your Chevrolet Dealer"</p> <p>B U R E L L</p> <p><b>MOTOR COMPANY</b> CHEVROLET SALES — SERVICE "Eye It—Try It—Buy It" Sylva, N. C. Phone 79</p>
<p><b>USED CARS &amp; TRUCKS</b> Tires, Tubes, Batteries Scrap Metal Bought Glass Installed any make Car</p> <p>W A L L A C E</p> <p><b>AUTO PARTS CO.</b> BODY &amp; FENDER REFINISHERS Route No. 190, Cullowhee Rd. Karl Wallace, Prop.</p>	<p><b>STRINGS, DYES, POLISHES</b> Ladies' Work a Specialty</p> <p>It's Thrifty to Have Your Old Shoes Made New</p> <p><b>BLUE</b></p> <p>R I B O N</p> <p><b>SHOE SHOP</b> "Service, Quality, Economy" Sylva, N. C., O. J. Leslie, Prop.</p>	<p><b>DAVIS TIRES</b> WIZARD BATTERIES GOOD PENN OIL</p> <p>W E S T E R N</p> <p><b>AUTO ASSOCIATE STORE</b> "Everything for the Auto" H. C. Lawrence, Owner Phone 103</p>	<p>"Star Brand Shoes are Better" Courtesy — Delivery</p> <p><b>PHONE 56</b> FRUITS, VEGETABLES</p> <p>C A N O N</p> <p><b>BROS. GROCERY</b> Dealers in Gen. Mdse. <b>CHOICE MEATS</b> Fleetwood Dining Car Coffee</p>	<p>Fountain, Tobaccos, Toiletries, Cosmetics Stationery, School Supplies <b>DRUG SUNDRIES</b></p> <p><b>THE SYLVA</b></p> <p>P H A R M A C Y</p> <p>"Just What Your Doctor Doctor Orders" Candies, Jewelry <b>SHEAFFER'S PENS, PENCILS</b> Sylva, N. C. Phone 27</p>
<p><b>SAMPLE</b> New and Used Furniture BLANK</p> <p>F U R N I S H M E N T A S I L Y</p> <p><b>COMPANY</b></p>	<p><b>THE JACKSON COUNTY</b></p> <p>J O U R N A L</p> <p>"Your Jackson County Paper"</p>	<p><b>SAMPLE</b> ASK FOR</p> <p>F A U L T L E S S A N D U N D I S P U T E D L O N G T H E L E A D E R E V E R Y S A C K S A T I S F A C T O R Y</p> <p><b>FLOUR</b> AT YOUR GROCER DOEVILLE, N. C.</p>	<p>Rough Dry, Wet Wash Damp Wash</p> <p><b>FAMILY FINISH A FEATURE</b> SYLVA</p> <p>L A U N D R Y</p> <p><b>&amp; DRY CLEANERS</b> Ladies' Wear a Specialty Courtesy — Delivery Sylva, N. C. Phone 25-J</p>	<p><b>SAMPLE</b> Phone —</p> <p>W E I N V I T E L A D I E S S E E O U R N O V E L T I E S</p> <p><b>COMPANY</b> GIFTS — ANTIQUES NOVELTIES</p>