



EGGS

Get your share of fall egg profits! Stock up on these supplies to help keep layers in the nest.

When Selecting Feed for Your Hens This Fall—Remember... **IT'S THE EGGS IN THE BAG that Count!**



You're ahead when you buy a feed with lots of eggs "built in." Lots of eggs mean plenty of extra money for you at today's high egg prices.

When You Buy PURINA You Buy EGGS!

WORM PULLETS before HOUSING

Good body condition is needed for lots of eggs. Knock out large roundworms now with potent, easy to use—

PURINA CHEK-R-TON



PURINA TURKEY CHOWS

- ✓ Complete Feed
- ✓ Supplement
- ✓ Concentrate

LOW-COST GAINS



PURINA FLOCK FEEDERS



PURINA 3-GALLON WATERER
Sturdy. Guard helps keep water clean.

Spray LAYING HOUSES with PURINA INSECT OIL

- ✓ Disinfects
- ✓ Controls Mites
- ✓ Preserves Wood


Condition DRY COWS

Special Purina feed builds dry cows for easy calving and heavy milking after calving. Ask for...

PURINA DRY & FRESHENING CHOW

HEADQUARTERS for PURINA CHOWS and FARM SUPPLIES

MADISON FARMERS, INC.
Marshall, N. C.



A POLICYHOLDERS COMPANY

ONE reason folks like to do business with the Jefferson Standard Life Insurance Company is that it has a reputation of being "A Policyholder's Company" . . . based upon years of effort directed toward providing maximum benefits to meet the life insurance needs of policyholders and beneficiaries.

Jefferson Standard serves over 200,000 persons who own over \$715,000,000 of Jefferson Standard Life Insurance protection. There is a Jefferson Standard "Planned Protection" program to cover every life insurance need. For more details at no cost, call or write today.

WOODSON W. RAY
GENERAL INSURANCE
MARSHALL, N. C. ROUTE 2

JEFFERSON STANDARD LIFE INSURANCE COMPANY
GREENSBORO, NORTH CAROLINA

Wife: (returning from shopping): be-n looking for for weeks." Hubby: "It's a good thing you "What do you think, dear, I've found found it. I couldn't have bought it for the loveliest costume today that I've you."

EYES EXAMINED—GLASSES FITTED

— BY —
DRS. LOCKARD AND SEAVER
OPTOMETRISTS
— IN —
THE MASONIC BUILDING
Marshall, N. C.

OFFICE HOURS
DR. SEAVER: TUESDAY—9 A. M. TO 12 NOON
DR. LOCKARD: FRIDAY—9 A. M. TO 12 NOON

Who Pays For Erosion?

Who foots the bill for the conservation that is not carried out? Who pays when soil is washed away and water wasted? Under the Agricultural Conservation Program, assistance from public funds go to help pay the cost of carrying out approved conservation practices. This assistance averages about 50 percent of the "out of pocket" costs of the practices. The farmer pays his half of money costs and usually does the work. In this way the public shares with the farmer the expense of saving soil and water. But who pays for erosion? Who will pay for the third of the Nation's topsoil already gone? Who will pay for the half-million acres of farmland now being lost each year? It is estimated that farms in this country have an annual loss of \$400 million from erosion.

The cost, however, according to W. C. Radford, Chairman of the Madison County PMA Committee, cannot always be measured in dollars and cents. Eventually human lives and human happiness must be figured in on the balance sheet. The desolation of today in parts of the world where mighty nations once flourished is mute evidence of the cost and of who pays the bill when soil is neglected. In China, where fertile soil and abundant food made possible a high civilization as early as 400 B. C., soil in many parts of the country has been worn out and washed away until famine is common, and a perpetual struggle against hunger and starvation taken for granted. The assistance given farmers through the Agricultural Conservation Program to help carry out conservation practices is an investment in food production—now and in the years to come. The program is a check against muddy streams and dust-filled skies which means just that much less food. Bread, eggs, meat, vegetables, milk and fruit are the real loss when soil goes down the river.

But who pays for the loss? According to Mr. Radford, the consumer pays. Lost soil means lower yields. Lower yields mean less food on the grocery shelves. That leads to higher prices to the consumers. In the end the consumer pays, as in China, with a lower standard of living. The Agricultural Conservation Program gives assistance to farmers as a direct method of getting the conservation job done. It provides the means for consumers to cooperate with farmers for abundance. The alternative is neglect of the soil with resulting higher cost later.

Mrs. was trying to describe to his friend the kind of fish he had caught. "I tell you," he explained, "it was that long! I never saw such a fish to my life!" "I believe you," answered his friend.

Caney Fork Missionary Baptist Church
REV. HUGH RHYMER, Pastor
Sunday school every Sunday at 10:00 a. m. Young people's meeting at 7:00 p. m. every Sunday.

For All Lumber And Mill Work Needs
"Quality Plus"
BRIGMAN & SHUPE LUMBER COMPANY
WALNUT, N. C.

ADMINISTRATRIX NOTICE

The undersigned, having qualified as administratrix of the estate of James L. Shelton, deceased, late of Madison County, this is to notify all persons having claims against said estate to present them to the undersigned at Rt. 3, Marshall, N. C. on or before the 8th day of Nov., 1948, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment to the undersigned. This the 8th day of Nov., 1947.

AGNES S. FRANKLIN, Administratrix of the estate of James L. Shelton, deceased.
N. 13 20 27 D. 4 11 18

NOTICE OF SUMMONS AND WARRANT OF ATTACHMENT IN THE SUPERIOR COURT NORTH CAROLINA MADISON COUNTY WILL ROSS, Plaintiff VS VIRGIN MILLS, Inc., and HARRY B. SCHWARTZ, Defendants

The defendants, Virgin Mills, Inc., and Harry B. Schwartz, will take notice that an action entitled as above has been commenced in the superior court of Madison County, for the purpose of collecting the sum of four hundred (\$400.00) dollars upon a promissory note which the defendants owe the plaintiff and refuses to pay; and the defendants will further take notice that they are required to appear at the office of the clerk of Superior Court of said county in the courthouse in Marshall, N. C. within thirty days after the 28th day of October, 1947, and answer or demur to the complaint in said action or the plaintiff will apply to the court for the relief demanded in said complaint, and warrant of attachment, which has heretofore been issued.

This the 30th day of Oct., 1947.
FRED ENGLISH, Clerk Superior Court
N. 6 13 20 27

FREE 3-WAY TIRE CHECK-UP

- 1 Full inspection of tire casings and treads for blowout-causing cuts and bruises.
- 2 Inspection of tires for wheel alignment to determine tire-wearing "drag" and accident-making wheel shimmy.
- 3 Estimate of safe mileage remaining in each of your tires.

Have your tires "safety-checked" now! For new tires—got the amazing new

ARMSTRONG Rhinoflex TIRES

AVAILABLE NOW—Armstrong's new Rhinoflex Tires are tougher, safer, more flexible—wear longer, more evenly. They have a wider, flatter tread for quicker, safer stops; a smoother, cushioned ride. It's the greatest tire value we have ever offered!

SOLD AT
(Asheville-Marsh Hill Highway)

Tinsley's Service Station
Holcombe Amoco Service Station
Stockville Motor Co.
Ledford's Service Station
(Marshall)

Redmon & Rector's Service Station
Robinson's Service Station
Smith's Sinclair Service Station
(Walnut)

Midway Service Station and Others

Distributed By
Carolina Tire & Retreading Co.
ROBERT F. GOFORTH, Representative
160 COLLEGE ST.
ASHEVILLE, N. C.

ADMINISTRATRIX'S NOTICE

The undersigned, having qualified as administratrix of the estate of R. L. Chandler, deceased, late of Madison County, this is to notify all persons having claims against said estate to present them to the undersigned at Rt. 1, Marsh Hill, on or before the 18th day of October, 1948, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment to the undersigned. This the 18th day of Oct., 1947.

MRS. CARRIE CHANDLER, Administratrix of the estate of R. L. Chandler, deceased.
O. 23, 30 N. 6 13 20 27

OUR WANT ADS ARE SMALL but they get NOTICED

Investigate Our New Auto Finance Plan
M. & J. FINANCE CORP.
NEW MEDICAL BUILDING
Asheville, N. C. — Phone 3411



LOANS

NOTICE IN THE SUPERIOR COURT BEFORE THE CLERK NORTH CAROLINA MADISON COUNTY IN THE MATTER OF:

Myrtt Plemmons, Guardian of Roy Plemmons, Sr., Incompetent; Myrtt Plemmons, Individually; And Martha Plemmons, Widow of Ira Plemmons, Deceased.

Pursuant to an order in the above entitled matter entered by the Clerk of the Superior Court of Madison County, N. C., on the 3rd day of Nov. 1947, the undersigned commissioner will offer for sale to the highest bidder for cash, for the purposes of creating assets to pay valid claims against the estate of Roy Plemmons, Sr., incompetent, and for partition of the balance, if any, among the petitioners, as their interests may appear, at 12:00 o'clock, Noon, Dec. 6, 1947, at or near the intersection of Bridge Street and Andrews Avenue, in the Town of Hot Springs, on the said premises, the following lots, pieces, parcels of land and also the entire stock of merchandise in the W. H. Ira and Roy Plemmons store, together with fixtures, all items of merchandise, accounts, and good will: The descriptions of the lots are as follows:

"Lying and being in the town of Hot Springs, Madison County, North Carolina, and described by metes and bounds as follows: FIRST TRACT: BEGINNING on a stake 21 feet and 6 in. from the intersection of Bridge St. and Andrews Ave., being the S. E. corner of the Bank of Hot Springs lot, and runs S. 40 ft. & 10 in. with Andrews Ave. to B. I. Nicholson's corner; thence a Westerly course with B. I. Nicholson's line 73 ft. & 6 in. to a stake in B. I. Nicholson's line; thence a Northerly course 62 ft. & 6 in. with the lines of B. I. Nicholson, W. H. & Ira Plemmons to Bridge St.; thence an Easterly course and with Bridge St. S. 8 ft. to the N. W. corner of the Bank of Hot Springs lot; thence a Southerly course with the N. W. line of the Bank of Hot Springs lot 21one-half ft. to a stake; the S. W. corner of the Bank of Hot Springs lot; thence an Easterly course with the Bank of Hot Springs lot line 75 ft. & 8 in. to the BEGINNING. Being the same land described in deed dated 12-5-'0' from N. J. Lance ex ux to W. H. & Ira Plemmons, recorded in Madison County Registry in Book of Deeds No. 21 at page 592. Same hereby referred to SECOND TRACT: BEGINNING at the margin of Andrews Ave. at the center of a brick wall on the N. E. corner of old B. I. Nicholson building, and runs a Westerly course with the center of said wall and with the center of a wall continued, ninety-four and one-half ft. to the lot line of the old F. C. Ebbs building; thence a Northerly course with the line of W. H. & Ira Plemmons and the old F. C. Ebbs building to W. H. & Ira Plemmons line; thence an Easterly course with W. H. and Ira Plemmons' line Andrews Ave.; thence a Southerly direction and with Andrews Ave. nine inches to the BEGINNING. Being the same land conveyed by deed dated 3-28-'23 from Thomas Frisbee, et al to W. H. & Ira Plemmons. The same being recorded in Madison County Registry in Book of Deeds No. 44 at page 333, reference to which is hereby made. Reference to both records of said lots or parcels of land is hereby made for a more complete description."

These are the best pieces or parcels of property that have been offered for sale in section for some time. There are two fine store buildings, one fronting on Bridge Street of the Town of Hot Springs, the other fronting on Andrews Avenue. There are no such choice locations for stores or restaurants to be found for sale in Western North Carolina, as these two lots are. The buildings are two-story, with several rooms that may be used as apartments. The sale is being made due to physical incapacity and incompetency of the owners to operate the same.

CALVIN R. EDNEY, Commissioner
N. 6, 13 20 27

MARS THEATRE
MARS HILL, N. C.
MADISON'S FINEST & NEWEST THEATRE

FEATURES START
Week Days: 3:45, 6:30, 8:30
Saturday: 1:30 thru 11

Saturday "Fool's Gold"
with Hopalong Cassada

Late Show "Seven Were Saved"
RICHARD DENNING
CATHERINE CRAIG

Mon. & Tues., "Miracle On 34th Street"
With MAUREEN O'HARA
JOHN PAYNE

Wednesday, JOHN MILLS in "Great Expectations"

Thurs. & Fri., "I Wonder Who's Kissing Her Now"
with JUNE HAVER
MARK STEVENS

ADMINISTRATOR'S NOTICE

The undersigned, having qualified as administrator of the estate of Wendell N. Ward, deceased, late of Madison County, this is to notify all persons having claims against said estate to present them to the undersigned at Rt. 2, Marshall, N. C., on or before the 6th day of November, 1948, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment to the undersigned. This the 4th day of Nov., 1947.

E. N. WARD, Administrator of the estate of Wendell N. Ward, deceased.
N. 6 13 20 27, D. 4 11

NOTICE TO WHOM IT MAY CONCERN:

On November 15, 1947, we will sell at public auction to the highest bidder, one 1936 Oldsmobile Coach, Motor Number F546911, Serial Number F24011, for repair and storage bill, at the French Broad Chevrolet Co., Inc., Main Street, Marshall, North Carolina.

FRENCH BROAD CHEVROLET, N.C.
By K. B. MURRAY, Manager
O. 23 30 N. 6 13

Chapel Hill Baptist Church
REV. S. M. WALLIN, Pastor

9:30 A. M. Sunday school.
11:00 A. M. Morning Worship.
11:00 A. M. Morning Worship.

Warm Morning COAL HEATER

Only Heater of Its Kind in the World

Start a Fire But Once a Year!

More than a Million Now in Use!

WE HAVE IT!

ONLY DEALER IN MADISON COUNTY FOR GENUINE WARM MORNING HEATERS

P. R. Elam Farm Supply Co.

J. H. HUTCHINS DENTIST
OFFICE
OVER CITIZENS BANK
MARSHALL, N. C.