

The Mountaineer

Published By THE WAYNESVILLE PRINTING CO. Phone 137

W. C. RUSS Editor W. C. Russ and M. T. Bridges, Publishers

Published Every Thursday

SUBSCRIPTION RATES

- 1 Year, In County \$1.00
6 Months, In County .50
1 Year, Outside of Haywood County \$1.50

Entered at the post office at Waynesville, N. C., as Second Class Mail Matter, as provided under the Act of March 3, 1879, November 20, 1914.



THURSDAY, JUNE 20, 1935

HUEY'S PERFORMANCE CHEAPENED THINGS

It is amazing just what some people will resort to when in the public eye, as did Huey Long in the Senate last week when he spoke for fifteen and a half hours—covering every subject from opposing the NRA to how to cook turnip greens—wearing himself out as well as those forced to listen to him.

As could be expected, the Senate voted just opposite to his plan.

And when the whole thing is boiled down, he not only "cheapened himself" by his silly over-drawn tongue-wagging talkathon, but tended to throw an air of disgust over the nation and Congress.

Yet, for his 15 1/2-hour performance, the taxpayers of the country had to pay out over \$1,600, according to government officials figures. It seems that the country lost heavily on that deal.

BEATEN PATHS TODAY

The sentence which was uttered is recalled as follows: "If a man can write a better book, preach a better sermon, or make a better mouse trap than his neighbor, though he build his house in the woods, the world will make a beaten path to his door."

Today these beaten paths are being made in every community. Probably it is not due to a sermon, a book, or mouse trap. It is being applied every day to general merchandising.

Advertising in newspapers today has turned many a beaten path into a broad highway. Merchants, live, wide awake men, are calling attention to that fact every day though the medium of advertising. The public does not have time to seek out the better mouse traps or other merchandise as it may be, but turn to the advertising to find out where and when to go.

And they buy these advertised products in preference to others because they know they are good else the glare of publicity that shows them up would discover discrepancies that would soon drive them from the market.

The merchant who advertises is telling the public that the path to his door is a broad highway.—Ex.

CLUBS DECLARE WAR ON ROADSIDE SIGNS

A boycott of products advertised on unsightly roadside signs in North Carolina was recommended the other day at a meeting of home demonstration club members in Pinehurst.

In a resolution adopted, the members appealed to farmers, merchants, chambers of commerce, woman's clubs, and other organizations to enlist in the war against signboards.

Many of the signboards not only mar the landscape, but they are also a source of danger inasmuch as they divert the drivers' attention from the road, the resolution stated.

Fundamentally, the youths of today are just as idealistic, just as courageous, just as loyal as they ever were. What they need, though they are not always aware of that fact, is wise leadership, and one of the main causes of their unrest is that upon looking around the world they do not find enough of that type of leadership. If we of the older generation are wise, we will not waste time in deploring youth's spirit of adventure and change; we will sympathize with it, cooperate with it, and seek to guide it.—Walter D. Head, in the Rotarian Magazine.

There are some who said it couldn't be done, and others who felt that it wouldn't be done—yet it opened Friday afternoon to the public—Waynesville's Public Library.

A GROWING PROBLEM

The Rotary Club Friday "viewed with alarm" the number of things here that need to be changed and regulated regarding traffic violations and the monopoly during the summer season of "peddling trucks" on the congested corners of town.

This can be said of the Club, the members were looking at the matter from a civic standpoint and not from a personal or selfish one. Recommendations are to be made to the board of aldermen and mayor soon, and it is believed that some definite plans will be satisfactorily worked out.

It hardly seems fair to the merchants of the town that the "peddling trucks" be allowed to park for days in the heart of town and sell produce which many of them buy just as the merchants. The merchants remain open throughout the year, pay taxes, license, rent light and water bills and clerk hire—in fact they contribute to the support of the community in general—yet the truckers just get the cream, leave, and take the money with them.

A timely suggestion has been made that a lot be provided for all truckers, thus doing away with the usual amount of peelings and rinds that surround many of the trucks. By providing such a space, those wanting to purchase from the trucks would have ample parking facilities and also have all the trucks in a group which would make selection of produce easier.

THE STATE'S RESORTS

North Carolina's resort centers are set for a fruitifying business this summer, both at the beaches and in the mountains.

It is a reasonable expectation that resorting will pick up at these splendid emporiums during the season that is now in its infant days.

With improved business conditions generally reported and with the people tired of being tied down to the restrictions and economies they were compelled to practice during the past five summers, there is very likely to be a mighty outflow of recreational impulses.

And North Carolina is prepared to take care of such aspirations, not only of its own people and those of the South, but it abounds in attractive and in many cases luxurious abodes for summering colonies from the great distance.

The State is making capital out of what Nature has laid in its lap to this end, but there is yet room for greater developments.

With the building of the Scenic Highway across our mountain tops, Western North Carolina has a right to anticipate a resort business that will eclipse even that of which it has been dreaming.

We are only at the threshold of our possibilities in North Carolina for this type of development. With our seashore resorts continually being developed in their attractiveness and our mountain fineries of scenery increasingly inviting, the State is getting itself set for an expansion along this line far in advance of all past or present achievements.—Charlotte Observer.

According to the University News Letter, there has been an increase in farms in Haywood County of 54 per cent during the last ten years. The farms listed in 1925 totaled 2,175, while today's total is 3,276.

All this clearly shows the trend towards agriculture in the county, and yet possibilities have just been touched upon.

Haywood ranked fourth in the state in the increase in the farm units. The average for the state being only eight and a fraction per cent.

The side roads are always more interesting than the highways with their traffic, congestion, noise and confusion. It is a treat, when out for a pleasure drive, to turn off the highway into a side road. The overhanging trees and closely bordering fields furnish a panorama of scenery and pictures that are a refreshing change. They make of a drive, instead of a marathon, a journey of exploration into undiscovered country. For example, the one to Sunburst.

CONGRATULATIONS

This week will mark the opening of the Massie Funeral Home, which represents an expenditure of \$20,000.

Several who are authorities on funeral homes have stated that the place would be a credit to a town twice the size of this. That within itself is sufficient to merit hearty congratulations.

It is that spirit of building for the future, as well as for today, that makes towns like Waynesville become cities.

CIVIC LOCALITY DAY IN AND DAY OUT you'll find shopping a pleasure in this town

Random SIDE GLANCES By W. CURTIS RUSS

One of the best things that ever happened to the planet was the going away with the meteor, who went out on the run and pulled customers into the face of business by the same and almost panned stuff down to earth.

Last week, Mr. Huff, of the Standard Oil Company, and I made a few short jumps over the county together—and if you please, it isn't billing stations any longer—it's service stations. This is another business that has changed considerably. I found this out—after operating a service station for more than just putting gas in a car, it almost a profession.

Out near Vaughn Palmer's place on the Dellwood road a hen with about ten small turkeys—they look like they were just right about Thanksgiving, crossed the road and assumed the attitude "look what a fine family I've got."

Beamed. Beamed. Every Stable doesn't look like the same place since it was patented.

This is a new chewing gum sensation—a 1 1/2 week old young ladies dressed in red hoop-kirts presented every one they met with a stick of gum—smile—and the slogan: "It's refreshing." And in Saturday, mail a competitive company sent out three sticks of different flavors. Here's hoping the third company hears about the campaign, 'cause most of mine has all the flavor out by now and gum chewed the second time is seldom tasty.

The reason the court house doors are closed in the afternoon is that it keeps the interior cooler than if they were left open.

If you want to see a pretty piece of work, drive out to England-Walton Tannery and look at the flowers that have been planted on the lawn there. The boys out there take pride in two things—the appearance of the plant and the fact that they wear all-leather shoes.

Not that it matters, but it was interesting to learn of two local young men who went into a certain swanky tavern in a large city recently for lunch. After being presented with the menu of the day they found that neither could tell what was to be served, so not to take any chances one of them faked a 'phone call while the other told the waitress: "Urgent business necessitated them leaving immediately." They both thanked the waitress and scooted around the corner to a "25c special lunch joint" for a plate of roast pork and baked beans.

Overheard Mrs. W. C. Allen remark in a local store: "Lookout, there's a newspaperman, be careful what you say."

Seen on the streets Saturday: A grown young woman chewing and blowing Bio-gum. . . two young men devouring the last of six bananas. . . the usual congregation listening to the Salvation Army service on the court house steps. . . two negroes, all smiles, carrying watermelons towards home. . . two farmers gazing at the steep roof of the new station by the office. . . CCC boys having a good time throwing remarks at girls who constantly walked up and down the street seemingly just for more remarks.

Things I never knew before. . . it takes a thousand tons of paper a year to make postage stamps. . . M. D. Watkins can eat more chicken than a Methodist preacher. . . bricks have to be wet before bricklayers use them. . . lye is not the only thing that will make liquor head. . .

READ THE HUMAN SIDE O' LIFE

THE "PAGAN WEDDING" The account of a curious marriage ceremonial in a forest wilderness where the bride and groom made no promises to obey anybody or anything. One of the interesting articles in the June 23rd issue of the American Weekly, the big magazine which comes regularly with the BALTIMORE SUNDAY AMERICAN. On sale near your home.

READ ALONG THE SKYLINE

Two-Minute Sermon By Thomas Hastwell

LET'S FACE THE WIND: When an airplane takes off it always faces the wind. The resistance furnished by the wind calls for more power to be put forth by the plane's engines and as a result lifts the plane higher and more rapidly. How like life. After all it is the obstacles and resistance that confronts a man that calls upon him to put forth more effort and thereby enables him to rise higher and to accomplish more. The more difficult the lessons at school the more training the student receives who masters them. The more trials and obstacles and opposition a man encounters the more sure and better prepared he is for the next opposition. As the air plane pilot mounts into the air his horizon becomes wider and wider and when he reaches his elevation a new scene lays spread before him on all sides. He has a new perspective of the world about him, a larger, broader view. In the same measure the individual who meets the opposition and the obstacles that beset him in this life and by perseverance and diligence and sincere effort overcomes them, who corrects his own faults, improves his mind and adds to his store of knowledge and culture lifts himself into a new plane of living. He makes for himself new horizons and a new outlook upon life. He creates for himself a new world, with new contacts, new experiences, new opportunities, larger possibilities. The aviator must return to the earth and to old scenes when his fuel tank becomes empty, but the man who prepares himself by overcoming the obstacles of life and the world need never return to his old plane of living. He may select the plane at which he prefers to live and hold his plane there as long as he desires.

24 Years Ago in HAYWOOD

Mr. and Mrs. J. W. Riddick of Asheville, spent several days in town several weeks ago. Miss Jessie May of Asheville, visited friends in Haywood. Mrs. Henry M. of Asheville, visited friends in Haywood. Miss Meta Adams of Asheville, arrived tomorrow. Miss Helen Reed of Asheville, is the guest of her mother in Haywood. Mr. and Mrs. J. W. Riddick. Mr. Troy W. of Asheville, visited friends in Haywood. Dr. J. R. McCraw of Asheville, visited friends in Haywood. Mr. Cleveland D. Worth of Asheville, is visiting relatives here. Misses Annie, Nora and Lora Reed visited friends in Haywood. The members of the Presbyterian Sunday school enjoyed a picnic on Killian's Island on June 15th. Mrs. E. B. Camp entertained the Wednesday Bridge Club last week. The highest score was a 100 won by Miss Nan K. Our accommodations for Mr. T. L. Green, has been established a sub-station at Haywood. The people of this community are to be congratulated for their improvement in the past year. Mrs. Thomas J. of Asheville, and the great Confession of the Stowell Jackson, of Asheville, N. C., and her mother, Mrs. P. and little daughter, Mrs. P. (granddaughter and great-granddaughter) arrived in Waynesville today to spend the summer in Waynesville, in this delightful town. She is stopping at the Haywood White Sulphur Spring Hotel and expressing herself as being much pleased with Waynesville and its people. Bishop and Mrs. Adams visited here this week and will be present at the celebration of President and Mrs. Taft's silver anniversary which takes place at the White House on Monday. Bishop Atkins will attend. This is an honor bestowed, which is a consideration the few selected guests included.

A business magnate, who is the lightening of a Negro insurance agent, arrested for doing business without a license. The magistrate said: "Don't you know you can't sell life insurance without a license?" The darky replied: "Boss, you done said a mouthful; I knowed I couldn't sell any, but I didn't know why."

READ ALONG THE SKYLINE

Read The Ads

THEY DON'T GET YOUR WIND! ATHLETES SAY I SMOKE THE SAME MILD CAMEL THAT LOU GEHRIG DOES... CAMELS I'D WALK A MILE FOR A CAMEL! FOR STEADY SMOKING I CHOOSE CAMELS. THEY ARE SO MILD THEY NEVER GET MY WIND! SO MILD!... YOU CAN SMOKE ALL YOU WANT! CAMELS COSTLIER TOBACCO'S!

The Effectiveness of a Prescription Depends on the purity, quality and freshness of the ingredients of which it is composed, as well as in the accuracy with which these ingredients are compounded. No matter how expert a workman may be, he cannot build a dependable structure out of poor materials. Alexander's patrons receive the benefit of the highest quality drugs obtainable plus the service of two veteran PHARMACISTS. It's a hard combination to beat. ASK YOUR DOCTOR Two LICENSED PHARMACISTS For Your Protection ALEXANDER'S DRUG STORE Phones 53 & 54 Opposite Post Office Try At Home First. . . And You'll Never Regret It