



William C. Lassiter (right), Raleigh attorney and general counsel of the North Carolina Press Association, is shown presenting in Charlotte a copy of his new book, "Law and Press," to Thomas L. Robinson, President of the North Carolina Press Association and publisher of The Charlotte News. The book deals with the legal aspects of news reporting, editing and publishing, in North Carolina.

N. C. Press Is Supporting Governor's Industrial Plan

With circulation of nearly a million and a half, newspapers of the state are joining hands through the North Carolina Press Association to spread the word about the need for new industry and ways and means of getting it.

The message will be carried in a series of public service advertisements, published without cost to the state.

"This is a fine public service by the Press," declared Governor Hodges, "and is in keeping with its leadership not only for industrial development but toward improving

our economic in every respects."

The public service project, largest of its kind ever undertaken by North Carolina newspapers, will be carried out in cooperation with the Conservation and Development Department.

The Board of Conservation & Development, of which Governor Hodges is chairman, adopted a resolution commending the newspapers of the state for their public service both in publishing the series of advertisements without cost, and their editorial presentation of information about North

Carolina's economic needs and progress.

Ernest B. Hunter, assistant to the publisher of the Charlotte Observer, is chairman of the press association committee on industrial development. The project was originated during the presidency of Leslie W. Thompson, publisher of the Whiteville News-Reporter, and being carried forward during the presidency of Thomas L. Robinson, publisher of the Charlotte News.

General theme of the advertisements, prepared by the State Advertising Division of the Department of Conservation & Development will be the benefits to every community and residents of the state of new and expanded industry—and things the state and its communities can do to get new industry—the establishment of more technical schools to train skilled labor required by modern science industries, for instance.

World consumption of nitrogenous fertilizers, excluding Russia, has risen from 2.4 million metric tons in 1938 to 5.8 million metric tons in the past year.

Naturalist Program Events Announced

Laurel Falls, Alum Cave Bluffs and the Big Trees at Cades Cove will be destinations for hikes during the coming days scheduled by the Naturalist Program of the National Park Service.

Trips to Laurel Falls are scheduled both Friday and Monday. They leave at 9 a.m. from Fighting Creek Gap for the 2½-mile round trip.

Saturday a hike to Alum Cave Bluffs will start at 9 a.m. from Alum Cave Parking Area. Hiking distance, round trip, is 4½ miles. Hikers are to bring lunch.

Monday evening an illustrated

talk will be given at 8:15 p.m. at Greystone Playhouse, Gatlinburg. The subject is "Bears and Other Animals in Great Smoky Mountains National Park."

Tuesday's hike goes to the Cades Cove big trees, starting at 9:30 a.m. from the Cades Cove Parking Area. Round-trip distance is 5 miles. Hikers are to bring lunch.

While the standard gauge between rails on railroad tracks is 4 feet 8½ inches, railroads around the world vary from track gauges of 5 feet 6 inches down to 1 foot 3 inches.

Say I Saw It In The Mountaineer



AT BALENTINE'S SUPERETTE

Nancy Jane FLOUR 25 lb Bag \$1.55	Sliced Breakfast BACON 39c lb
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J. F. G. COFFEE 1 lb Bag 98c	Jewel SHORTENING 3 lb Ctn. 53c
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Kraft **SALAD OIL** Qt. **49c**

Libby's **PINEAPPLE JUICE** 46 ozs. **27c**

Libby's Crushed **PINEAPPLE** No. 2 Can **27c**

Armour's 16 oz. Can **PORK AND BEANS** **2 for 19c**

Duke's **SALAD DRESSING** Pt. **23c**

New Golden Glow **Premium Crackers** .. 1 lb Box **27c**

Swansdown **CAKE MIXES** **2 for 49c**

Maxwell House **INSTANT COFFEE** 6 oz. **\$1.49**

2 lbs BANNER OLEO **35c**

Ivory SOAP 4 Med. Bars 31c	Lux SOAP 4 Reg. Bars 27c
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Sweetheart SOAP 4 Reg. Bars 29c	Dutch CLEANSER 2 Cans 19c
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Balentine's Superette

Corner Branner Ave. and Depot Street
DIAL GL 6-8961 WAYNESVILLE

You can depend upon us for prompt prescription service at all times. An important reason for this dependability is our maintenance of full, fresh stocks of all prescription ingredients. We keep a close watch over our supplies — take inventory frequently — so that there never are empty spaces on our prescription room shelves. We can immediately fill any prescription handed to us — whether it calls for the newest "wonder drugs" or for drugs known centuries ago.

YOUR PRESCRIPTION DOLLAR BUYS MORE CURE AT SMITH'S TODAY THAN IT EVER DID.

NOW! Richard Hudnut cuts waving work in ½!

Tweed's IN! TIN'S OUT!

A NEW CONCEPT by LENTHERIC!

\$1.00 Woodbury Hand Lotion **50c**

MEET YOUR FRIENDS AT SMITH'S AND ENJOY 'GOOD FOOD'

Lydia E. Pinkham's Vegetable Compound For Women \$1.29 Special	2 Full Pints ALCOHOL 25c	10c Aspirin Tablets 3 for 10c	15c Pocket Size Prince Albert 2 for 23c	\$6.95 Bathroom Scales \$4.95 Special	Quart Squibb's MINERAL OIL 98c
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Fall HEALTH and BEAUTY SALE

Shop and save at SMITH'S — the Family Shopping Center for all health and beauty aids. Products you need to look your best and feel your best in the new season — your favorite nationally advertised brands — are featured at low-possible prices. Come Shop! Come save! Come fill your drug store needs at our FALL HEALTH and BEAUTY SALE.

HAZEL BISHOP'S LIPSTICK \$1.25

100 ANACIN TABLETS 98c
Fast pain relief. Headache - Neuritis - Neuralgia

Antibiotic NEW YODORA 33c
Deals with the cause of perspiration odor

FASTEETH 59c
New MINIT-RUB 69c

BAYER ASPIRIN PREPARATION H 98c

EX-LAX 33c
Helps toward regularity

LILT Party Curl \$1.50
Home Permanent for Children.

NEW VITALIS with V-7 53c

BUFFERIN 53c
Acts twice as fast as aspirin

TUMS for the tummy 3 Rolls 25c

CHAP STICK 29c
Antiseptic Lip Balm

KLEENEX 29c
400 Economy Pack

CLEARASIL 98c
works to clear pimples

COTTON BUDS .35

FITCH'S DANDRUFF REMOVER SHAMPOO 59c

BARBASOL PRESTO LATHER 59c

Deep CLEAN with "Lysol" Brand Disinfectant **99c**

5c Goody's **Headache Powders 3 for 10c**

BAND-AID Patch - Spot - Strip 49c
with new "Super-Stick"

PHILLIPS MILK OF MAGNESIA 43c
Sweetens Sour Stomach

DR. WEST'S GERM-FIGHTING TOOTHBRUSH 59c
Antiseptic in use up to 4 mos.

SUPER ANAHIS CHEST RUB 98c
Creates more medicated vapors.

GLEEM TOOTH PASTE 63c
art masterpieces Free for flaps

ESSO FUEL OIL DIAL GL 6-5612

S. W. Whidden
RESIDENT DISTRIBUTOR
FOR
Waynesville - Hazelwood and Vicinity

Serving the area from Clyde to Balsam
Metered Truck Delivery

Office Plant Located on Sulphur Springs Road
Night Phone GL 6-5750

SMITH'S DRUGS

you save safely

Home Owned and Home Operated Rexall Store