



**PUBLICITY . . . . . news**

In newspaper offices publishers call every item which comes in which might tend to make people interested in buying something either "advertising" or "publicity." The difference between the two is that the publisher gets paid for printing advertising material, while he doesn't get paid for printing publicity matter. That's why the business office gets sore at the press agents who send in publicity stuff, and editors print it because it's more interesting than a lot of the news they get.

I've had a lot of experience with small papers and with big ones, and I've never seen the big ones turn down a good story merely because there was a suspicion that it might be a piece of "planted" publicity. I counted one day recently eight first-page news stories in the most influential of all New York papers, every one of which had its origin in a press-agent's office.

The biggest corps of publicity men anywhere is that maintained by Uncle Sam. Nine out of ten "news" items you see coming from Washington are the product of the Government press-agents.

**PROPAGANDA . . . . . depends**

We hear a lot about "propaganda." It is supposed to have the mysterious power of making people believe white is black, or that everybody we don't like is a Red. It means any effort to influence public opinion, and began with the organized effort to propagate the Christian religion.

We use the word nowadays to designate efforts to make people believe that one side or another in any controversial question is lying and the other side is not. If it's the side we're for it's just "educational" but if it's the side we're against it's "propaganda."

The only way propaganda or publicity gets into a newspaper is by the editor's volition. There is no sinister, backstairs way of getting propaganda printed, that I ever heard of. I've been editor of several newspapers and I've printed lots of publicity stuff that I knew was propaganda for something or other, but only because it was interesting to me, and I thought it would interest my readers.

**BILL . . . . . expert**

What started me off on publicity and propaganda is a couple of mimeographed sheets I lately got in my mail from Bill Sharpe. Bill is an expert propagandist for his home state of North Carolina. If the things he sends out to the papers about North Carolina aren't true, they're at least interesting and they get printed. Presumably they make people think it's a pretty good state.

Bill sends along a story, for example, about the town of Louisburg, N. C., where folks like to take things easy; so some of the sidewalks have been divided into three traffic lanes, the center one for walking and the two outer ones for sauntering, talking politics or just loafing. Sounds like a good idea for any town.

Then Bill comes along with a geographical discovery. The school books for years have taught that Mount Mitchell is the highest mountain in the eastern states, with Clingman's Dome second. But Bill Sharpe reports that a North Carolina peak without even a name, one of the "Black Brothers" in Yancey county, is three feet higher than Clingman and only 39 feet lower than Mount Mitchell. Unimportant, perhaps, but interesting — and it's propaganda.

**FACTS . . . . . pay**

My observation of press agents and publicity men has been long and, on the whole, favorable. I can't recall having caught one in a deliberate lie in forty years or so. The big business organizations which used to refuse to tell newspapers anything, discovered that it was better to tell them the flat truth than to leave it to reporters to guess at it.

The Pennsylvania Railroad started the plan of telling the newspaper men all about every accident on its line. It made friends of the papers and did away with guesswork estimates of the number of people hurt in train wrecks and what caused them.

Others saw the value of that sort of frankness, and a new profession was born, that of "Public Relations Counselor." Men with that title differ from press agents mainly that they work harder and get more money. One of them told me once that his greatest difficulty was in getting his

employers to tell him the truth so that he could pass it on to the papers. The top men in that profession have such a reputation for square dealing and truthfulness that the newspapers take their word without question.

**CHAINS . . . . . example**

One of the topics on which much publicity material comes in my mail is that of chain stores. When it comes from public relations organizations of standing I accept their statements of fact. Therefore it interested me, and seems worth passing on, to learn that the housewives of America

are throwing more and more of their patronage to the chain stores, for economy's sake.

In the first nine months of this year, the 29 leading grocery, variety, shoe, apparel and auto supply chains did 10 per cent. more business than last year, while the independent stores in the same lines gained only about 6 per cent., according to Department of Commerce reports.

One thing that turned public attention to the chain stores was the publicity campaign begun last year to combat legislative efforts to impose ruinous taxes on all kinds of chains. That started

millions of housewives to throw their trade to the chains, when they began to learn the truth about their price-saving methods, and to realize that they would have to pay more if the chains were taxed out of business. That's the press agent's story, at least, and I believe him.

**PLEASANT HILL**

Rev. and Mrs. D. W. Day were the Friday night supper guests of Mr. and Mrs. Dallas Carter. Misses Agnes Pardue and

Gladys Transou were the guests Thursday of Miss Grace Cochran, of State Road.

Mr. and Mrs. Alex Couch, Mr. E. F. Yarborough, Mr. Leroy Transou and Mr. Fred Yarborough spent Saturday in North Wilkesboro on business.

Mr. and Mrs. Rastus Darnell were the Sunday guests of Mr. and Mrs. Sam Mathis, of Swan Creek.

Prayer meeting was held at the home of Mr. and Mrs. Milas Couch Wednesday night.

Mr. Russell Transou and Agnes Transou are on the sick list this week.

**JUNIOR DEPARTMENT FORMS SAFETY PATROL**

Cooperating with the Junior Department of the Woman's club, the Boy Scouts are patrolling the streets at the noon hour for the promotion of safety for the elementary school children. The Scouts are stationed at strategic points along Church street and at intersections and they ask the cooperation of motorists and pedestrians in the effort to prevent accidents. The Scouts signal with yellow flags and the mo-

torists are urged to observe the signals.

This is one of the major objectives of the Junior Department this year, in addition to work on the elementary school grounds, and it is hoped that the work will be continued until the children have been educated to observe safety rules.

Teacher — Anonymous means without a name. Now, Willie, give an example by using the word in a sentence.

Willie—Our new baby is anonymous.

Here's Good News! **EAGLE** announces

**Extra!** **January CLEARANCE** in **DECEMBER**

... giving you the benefit of drastic January reductions a whole Month ahead of Schedule!

**Our Entire Stock of High Grade Furniture**

**NOW OFFERED AT GREATLY REDUCED PRICES**

*Just to Give You An Idea of the Tremendous Savings!—*

3 Pc. Living Room Suite **\$36**  
Worth \$50.00. Only

9 Pc. Dining Room Suites **\$60**  
An \$85.00 Value for

KITCHEN CABINETS **\$18**

Battery Radios **\$18**  
With Battery

Bigelow and Alexander Smith Axminster Rugs **\$30**  
\$39.95 Value

Beautiful Living Room Suites. In Velour, many colors—Worth at least \$65.00 **\$48**

INNER-SPRING MATTRESSES Store Samples. Under Priced \$5 to \$10

**25% OFF ON ALL HEATERS**

**NOTE!—Prices in this unusual clearance are for CASH ONLY! However, terms may be arranged if desired at a small additional cost! . . . . .**

*A Few More Examples of the Hundreds of Exceptional Values!*

- Full Size Metal Beds \$4.50
- Cotton Mattresses \$5.00
- Bed Springs (Folding) \$2.65
- 9x12 Felt Base Rugs \$3.60
- 9x12 Wool Face Rugs \$7.75
- Kitchen Chairs \$1.00
- Baby Rockers \$1.00
- Utility Cabinets \$5.00
- Cedar Chests \$12.50

ASK TO SEE THE MASSIVE BIG BED ROOM SUITE  
A SENSATION WORTH \$59.50 **\$35.00**

MIRRORS AND PICTURES 1-3 OFF FOR CASH

*Just to Give You An Idea of the Tremendous Savings!—*

3 Pc. Bedroom Suites **\$25**  
Worth \$40.00. Only

Studio Couches **\$30**  
\$39.95 Value. Now Only

INNER-SPRING MATTRESSES **\$10**

ELECTRIC RADIOS **\$12**

The Best Bed Room Suite in Elkin for the Money. A Dandy **\$43**

RANGES **\$40** Worth the Price

FLORENCE OIL RANGES \$10.00 to \$20.00 Underpriced!

Beautiful Mahogany and Solid Maple Bed Room Suites at Greatly Reduced Prices.

**FREE 9 X 12 FELT BASE RUG (LINOLEUM) WITH THE PURCHASE OF \$50 Worth of Other Furniture**



You Can Always Do Better at the Eagle

**FREE 9 X 12 FELT BASE RUG (LINOLEUM) WITH THE PURCHASE OF \$50 Worth of Other Furniture**