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VOLUME XXXVI. \$1.50 Per Year. BOONE, WATAUGA COUNTY, NORTH CAROLINA, THURSDAY JUNE 4, 1925. 5 Cts. a Copy. NUMBER 22

This Week



By Arthur Brisbane
A \$2,009,000,000 WORD.
NATURE IN NO HURRY.
ONLY HUMAN BABIES
"THE LORD HAVE MERCY"

Mr. Woodbridge, new head of the Advertising Clubs of the World, says newspapers are the "per-eminent advertising medium for selling merchandise quickly."

To the real business man it is more than that. It is the ONLY advertising force that can BUILD UP A NAME. Repetition is Reputation.

And only newspapers can give a REPUTATION the REPETITION that creates value. Dollars put into brick, mortar, steel and glass will tear down. Money invested in advertising, building up a name WORKS. To be advertised, will outlast all your factories.

Ford's factories perhaps are worth fifty millions. The one Ford is worth at least TWO THOUSAND MILLIONS.

South Africa, land that produces gold, returns to the gold standard imitating old Mother England. Down there, below the equator, under the hot sun, tens of thousands rush to a new gold field. About ten times as many blacks as whites are in the rush. But, needless to say, when the dust settles, the whites will have the gold dust.

What would happen to the gold standard and the world's finance if this new gold field should suddenly multiply by two, or ten or twenty the world's gold supply? That however will surely not happen.

All through the ages, while men have cut each other's throats to get them, gold and silver have maintained their value, based on scarcity with slight fluctuations. Providence seems to have arranged that for its mysterious reasons.

This is the only country that has any supply of helium gas worth while. We get it after it has leaked up through the earth and in pools of natural gas.

According to Dr. Elind, chief of the Bureau of Mines, "it takes 20,000,000 years for helium to leak from minerals and rocks and come within our reach."

Many things happen in science that couldn't happen if this earth were only 6,000 years old, as was once believed. It took millions of years for evolution to change a creature as big as a fox, with seven toes, into the horse of today.

It takes 20,000,000 years for helium gas to become available. It will take our sun 300,000,000 more years to cool off.

A New York lady on a baby farm. The babies died rapidly, especially if their board bills were not paid. One poor infant dug up after burial had a fractured skull. The rate of mortality was horrible.

If anybody kept such a farm for baby dogs or cats, the "Cruelty to Animals Society" would probably regulate it. How does it happen that the so-called Society for the Prevention of Cruelty to Children know nothing about the baby farms or its deaths?

Dean Inge, who doesn't like to be called "gloomy" is in London describing America.

He says "our rushing energy is mostly pose" and that the language we speak is something like the English language. On the whole the dean is friendly.

In one of his essays he tells you that when St. Paul thought he was inspired he was suffering from an attack of epilepsy.

If St. Paul could stand that, we ought to be able to stand criticism of our Yankee language.

In Pennsylvania, William Cavalier, fifteen years old, and a murderer, has been sentenced to die in the electric chair. The sentence wound up with, "And may the Lord have mercy on your soul." The re-

DISTRICT CONFERENCE WAS WELL ATTENDED

The District Conference of the Methodist church which was in session in Boone last week opened on Tuesday with a sermon by Rev. Mr. Lucas.

On Wednesday morning the regular business of the conference was begun, an unusually large crowd being present and the reports of the pastors being especially good, telling of revivals and other successes with the high hopes of pastors and people. Mr. O. V. Woosley, the Sunday School Secretary of the Annual Conference, made a fine talk in the interest of the Sunday Schools and Rev. McLarty addressed the Conference. At 11 a. m. Rev. H. G. Allen of North Wilkesboro preached a most thoughtful sermon. The routine business of the conference was carried on during the afternoon and at night Rev. R. A. Taylor of the Watauga Charge, preached an inspiring sermon.

The closing day of the conference was a session of very fine reports from the committee and enthusiasm and deep interest. The following were elected delegates to the annual conference: J. R. Hix, W. H. Worth, C. W. Brown, J. S. Stanbury, J. D. Rankin, T. J. Carson, Mrs. N. L. Mast, and Miss Bonnie Dickson; Alternates Dr. J. H. Turner, R. L. Wiseman, W. H. Jones and Miss Clara Perkins.

The General Committee appointed at the conference offered resolutions which the conference passed to the effect that the stewards of each charge appoint a committee of ladies and one man to inspect the parsonage once a month and report in writing the needs to each quarterly conference. In their financial report this committee says that nine charges out of the fifteen in the District pledged to pay everything in full. A vote was taken on this line in the conference and every member voted to use every effort to pay all charges out in full. This committee asked that all charges paying out in full be on the honor roll and that such charges and their pastors be published in the papers in the District.

Now we have an Eastern man who faints three times while being married. What will he do when he kisses good-bye to his salary check.

NEWS ITEMS FROM THE STATE NORMAL SCHOOL

The Normal College was glad to have a visit from Hon. Eugene Transou, a recently appointed member of the Board of Trustees. He was in town attending the North Wilkesboro District Conference and came down to look over the plant.

President B. B. Dougherty of the Normal College has just returned from Raleigh where he had a conference with the Governor and the Budget Commission. He is greatly pleased with their attitude and consideration. He does not think that anything will be done by them that will not be for the highest good of the State. Mr. Dougherty states that fine discretion will be used, and no person or institution doing full duty and living up to obligations needs fear but that the interests of each one will be carefully looked after by these distinguished men.

Prof. Dougherty is insisting that that the next work done at this college should be on the campus, working out the drives and walks, inclosing and beautifying it, and he is glad that the Governor agrees with him in this important matter. The engineers are staking off the walks and drives and it is expected to be worked out very soon by experts, making it one of the most attractive beauty spots to be found and which will make for the higher culture of the splendid young people who shall come to this college for their training.

Porters thought the boy winced a little at that and at the words about "Death—electric current—passed through body—until dead." The boy smiled as he left the court and a few minutes later, in his cell, he was playing a popular song, "Katerina" on his phonograph.

Fred Lennig, Warden in charge of the young criminal said, "Listen to that music. He doesn't know what it's all about." You may truly say the same of a system of "justice" that sentences to death a feeble-minded boy of fifteen.

LADIES' CLUB ENTERTAINED AT DANIEL BOONE HOTEL

Last Friday evening from 8 to 10 o'clock the ladies of the Worth White Club were entertained by their husbands at the Daniel Boone Hotel. The men of Boone have not yet won the distinguished reputation for entertaining that the ladies have, but by all appearances, and from the expressions of appreciation heard the ladies enjoyed the time to the fullest.

There were forty six present and after a while of social intercourse in the lobby of the hotel, supper was announced—each one present taking a partner to the table. Between the courses there were short spicy talks made by many present, interspersed by jokes and laughter. Each lady present was required to write a short paper on her idea of an ideal husband. The following three papers were given prominent recognition: Mrs. F. M. Huggins, Mrs. W. H. Gragg, and Mrs. Ed Qualls. Watt Gragg acted well as toastmaster.

After supper numerous witty games were played, after which several short talks of appreciation were made with reference to the gracious hospitality accorded by the hotel management. The supper could not have been equaled by any hostelry in the country or in the larger cities, and the ease and spirit with which the waitresses performed their duties, brought forth much favorable comment. Mr. Sharp, the manager, talked a few minutes about how the management appreciated the loyal support it is receiving from the people of the town, and earnestly asked for its continuance, and urged that the people make the hotel their home and resting place at any time. It would not be proper to pass without throwing a large bouquet at the entire management of the hotel. They have already proven themselves adequate to all occasions; and the service Mr. Sharp and his able associates are rendering in every phase of their work, deserves the hearty commendation of all, and has already put the hotel before the people as one of the very best. We must give them the support they so richly deserve.

FRIDAY AFTERNOON CLUB

One of the prettiest and most delightful meetings of the Friday Afternoon Club, was one held last week with Miss Annie Stanbury at the home of her parents.

Miss Stanbury in a charming and hospitable manner, greeted each guest upon her arrival and ushered them into rooms in which large dark red peonies were tastily arranged.

The first hour of the afternoon was spent in conversation and sewing, after which came the interesting and well planned program the hostess had arranged:

Song "Cloud Shadows"—by Mrs. Woosley.
Sketch of Edgar Guest's life and His poem "Home"—Mrs. Sproles.
The following poems of Guest's were given:
"Folks"—Mrs. Rankin.
"The Apple Tree"—Mrs. Tracy Council.
"Ma and the Auto"—Mrs. Greer.
"Pa at Breakfast"—Mrs. Greer.
"Sunset," "The Florist" by Ralph M. Thompson—Mrs. Linney.
Songs "At Dawning," "O Sole Mio" Mrs. Oscar L. Hardin.

Miss Stanbury, assisted by Mrs. Ben Council and Miss Mary Stanbury, served two delicious courses. The first consisted of chicken salad in tomato cups, saltines, pickles, cucumber and tomato sandwiches and hot coffee. The plates containing the second course presented a scene of beauty with the pink and white black cream shaded by miniature Japanese umbrellas of many colors; gold and white cake and gold baskets filled with pink green and white mints.

Guests of the Club were Miss Mattie McNinch and Mrs. Warden of Charlotte and Miss Jennie Todd.

Long after the hour for departure had passed the guests slowly took their leave.

The next meeting of the club will be with Mrs. McD. Little.

DISTINGUISHED MEN GUESTS AT DANIEL BOONE

Col. Wade H. Harris, Editor of the Charlotte Observer, A. O. Kuesche, Business Manager of the Charlotte Chamber of Commerce, C. A. Williams of that city, president of the Williams and Sheldon Wholesale Dry Goods establishment, the largest in the Carolinas, and J. W. Moon, photographer, also of the Queen City were guests at the Daniel Boone last night. One of the gentlemen at least made reservations for himself and family for a month's stay at the popular hotel a little later on, while another in whom we are much interested, thinks of bringing his family here for the summer.

They were all delighted with our little city, and speak in high terms of the splendid service they received at the Daniel Boone. They came via Boone on their return from the big celebration at Spruce Pine yesterday.

THE OPENING AT THE APPALACHIAN NORMAL

Last Tuesday marked the most auspicious opening ever held at our State school since its establishment just a quarter of a century ago. The registrar cannot make a report yet, but putting it at a conservative figure, the student body in the dormitories, and those who have had to seek homes in the town combined, number well above seven hundred. The registration is still going on and new students are arriving daily.

About seventy five per cent of the student body are ladies.

QUALS NOW OWNER OF BETTER BREAD BAKERY

Mr. J. L. Qualls closed a deal yesterday for the bake shop which has been conducted for some time by Mr. B. R. Bryan with good success. The new owner will increase the output of bread from the start, and a little later expects to furnish pies, cakes, jelly rolls, etc.

AUTO TAGS WILL BE DISPENSED IN BOONE

The Carolina Motor Club has established an office at the Taylor Motor Company. State automobile license tags will go on sale at this office on June 15. The people of this county can secure their tags in Boone without the necessity of sending to Raleigh.

The Club's office will be open throughout the year but licenses must be prepared by July 15th on all cars purchased prior to June 15th.

METHODIST NOTES

One hundred and ninety six were present last Sunday at Sunday school. Only four Sunday School members kept the attendance from the 200 mark. Isn't that too bad? Oh, well, Sunday will be a red letter day. All that were present last Sunday and more should be on hand to welcome the students. Don't let the students come and not find you at your home church to extend welcomes. Welcomes cannot be extended by speeches, but they can be extended by your presence, dispositions and attitudes. Yes, we shall welcome the students of the summer school.

Some say that the District Conference last week was the largest in the history of the District. I don't doubt that saying. Everyone seemed to enjoy the occasion. Lots of good was evidently accomplished by the good sermons, reports and resolutions and too, the ladies of the Missionary Society served and made welcome the visitors in such high order that the writer cannot refrain from boasting. That was the best District Conference the writer ever attended.

The dust is settled all right, but why not mend our streets anyhow? One of the best advertisements of a town is her streets. Now that we have one of the best hotels in Northwest Carolina, let's have better streets.

Do we actually appreciate the Appalachian State Normal, a school that helps to furnish a community of some of the best people in the world? If so, watch her grow with a greater delight, and give her sympathetic cooperation.

Sunday School at 9:45. Be on time.
Preaching 11 a. m. and 8 p. m.
Epworth League 7 p. m.
Prayer meeting and choir practice Wednesday evening 8 o'clock. All are welcome.

BOONE CHAMBER COMMERCE WILL AGAIN BE ACTIVE

At the Daniel Boone Hotel on last Saturday evening the Boone Chamber of Commerce was reorganized, after several months of absolute inactivity. A good crowd of representative citizens was present, and much enthusiasm prevailed. Fortunately for the meeting the Hon. John J. Parker, former candidate for Governor of the State, with his family, was a guest in the hotel, and heartily joined in the spirit of the meeting. He made a most timely and helpful talk on "Co-operation," he having had varied experience in the work of a like organization. Hon. Frank Linney and Prof. R. B. Dougherty addressed the assembly along the same line, setting forth some of the much needed improvements in our rapidly growing town.

Mr. W. H. Gragg was elected as chairman and Russel D. Hodges Sec. and Treas. The membership is growing nicely, and every town booster is invited to join, but knockers are sorely needed at the gatherings.

The next regular meeting will be held in the lobby of the Daniel Boone next Saturday evening, beginning at 8 o'clock, when many things of interest will be discussed. Come, bring a new member and let's make up for the last time during the past year. At this meeting it will be decided definitely on what night the future meetings will be held, that is, the most convenient one for the majority of the members.

ROBBERS ENTER SUGAR GROVE POST OFFICE

Last Friday afternoon the post office at Sugar Grove was entered by some party or parties who took there from \$25 in currency and made good their escape. The office is located right on the Boone Trail and the supposition is that the theft was made and the perpetrator escaped by auto.

A Mr. Cole living nearby owns a trained blood hound, which was put on the job in a very short time. She picked up the trail at the office but lost it at the highway. She was tried on all the roads and paths in that section but could never pick it up again. On Saturday morning she was brought to town and was taken to all the business houses and other public places with like results. The effort was abandoned and the owner came up the walk near the Democrat office. The hound came off to a branch nearby, crossed over, and hit a hot trail. She went with all possible speed to the waiting room at the railroad station, where the trail had to be again abandoned. However that afternoon Mr. Cole had his dog on the job again when the 5:30 train arrived. She mounted the steps and went to a seat which the conductor said was occupied by two strange young men who got off at Johnson City. Evidently the animal did her duty well, and if the owner had brought her a few hours earlier, evidently the robbers would have been apprehended.

MARSHALL WAS FAMED FOR HIS QUIANT WIT

Thomas R. Marshall, Indiana's governor and the nation's vice president, was full of epigrams, many of which have been widely quoted.

In nearly every speech he made was at least one odd observation on current events. Some of these sayings follow:

"The only difference between this generation and my generation is that they have different ways of making fools of themselves."
"The average idea of home is a flat and a flivver."
"A man should marry and then kiss his wife every day as an evidence of good faith."

"Let us live our democracy. Let us level all distinctions on class and make this America really democratic."
"I believe in vested rights, but not in vested wrongs."

HARR-GRAGG

Miss Carrie Gragg was happily married to Mr. Harr of Bristol, Tenn. at the home of her father G. W. Gragg Saturday evening, F. M. Huggins, performing the ceremony. An appetizing supper was served just after the ceremony to which a number of friends had been invited. Miss Carrie's many friends wish for her and her husband a long and happy life.

DEATH CLAIMS THOS. R. MARSHAL

Washington, June 1.—Thomas Riley Marshall, vice president of the United States for eight momentous years of its history, has followed his chief, Woodrow Wilson, into death.

Recurrence of a heart attack which sent him to bed last Monday immediately after a trip from Indiana, brought on the end unexpectedly today, after reports had come from the sick room throughout the week that despite his 71 years he steadily was recovering from nervous exhaustion and a cold.

Death came to him quietly in his room on the fourth floor of the New Willard hotel where he lived during his two terms as vice president. Propped up in bed with pillows after eating his breakfast with an enjoyment that strengthened the impression of those about him that he was regaining his health, he was smoking a cigar and reading a favorite passage of the Bible.

Suddenly but without haste while Mrs. Marshall was in an adjoining room he laid the Bible face downward, open where the fourth chapter of the gospel of St. Mark ends and the fifth begins. His cigar dropped, and he fell gently back, without speaking and apparently without pain. The nurse who had been at his side, quickly summoned aid. But he was dead.

Brief services, attended by the nation's highest officials, will be held late tomorrow in the hotel and then the body will be placed aboard a train for Indianapolis, where the funeral party expects to arrive at noon, Wednesday. The funeral will be in his home there at 10 a. m. Thursday, under the auspices of the Scottish Rite Masons, among whom he held high degree.

His body will be placed temporarily in a receiving vault at Crown Hill cemetery in Indianapolis. It had been planned first to hold the funeral at Marion, Ind. and lay his body beside those of his parents and his foster-child, Clarence Ignatius Morrison, whose death at the age of 10, brought one of the greatest sorrows into his immensely friendly life. It was decided, however, that Mrs. Marshall should determine later his final resting place.

CLOSING EXERCISES AT THE VALLE CRUCIS SCHOOL

The closing exercises of the Valle Crucis School for Girls were held on May 27 and 28th. The annual Field Day events marked the opening of the program. The Blue and White and Orange and Black teams engaged in a spirited contest for the cup which was won by the orange and Black team. The total score of events was 45 to 35. The high school exhibits, especially in cooking and sewing were said to be the best ever shown here.

Wednesday evening, after a beautiful program of songs and drills Bishop Horner chairman of the board of trustees, presented the prizes and certificates. In his greeting the Bishop said the plan of the school was ideal in that it gave ample opportunity for the development of mind, body and soul.

The Rev. Clarence S. McClellan, Jr. delivered the commencement address. His theme was "service." He said life is like a great picture in which each detail is essential to the whole picture. Each slacker mars the picture. No true labor is lost. He urged the students to lend ears of service.

On Thursday Bishop Horner preached the commencement sermon and confirmed a class of fifteen.

SPRUCE PINE PICNIC WAS GRAND SUCCESS

The big all day picnic at Spruce Pine yesterday was a success from every viewpoint. The lowest estimate of the crowd present was 8,000. A rather voluminous program was prepared, and every speaker, as well as others who were to help make the success were on hand. The three counties interested, Yancey, Avery and Mitchell are to be congratulated upon this scheme. It will at least give them a big bunch of advertising they would otherwise have missed.

The multitude was fed with the proverbial baskets-full of fragments left.