

ROCKS AHEAD!

Is The Cry From The Lookout

This cry never fails to get the immediate attention of of the Captain, and every soul on shipboard. Life itself is at stake and everyone stands ready to do his bit—must do his bit—or suffer the inevitable fate portrayed in the picture. It is the organized co-operation of everyone on shipboard that usually brings the craft safely past the dangers, whether it be rocks or storms. Such trials make good sailors, else they would perish.

Continual smooth and rockless seas are not in the scheme of things in life.

In battles with the sea, it is the human factor which decides the issue—the courage and wisdom of the Captain; the faithfulness of the crew; and a promptness in the execution the moment danger is known. We might do



well right here in Murphy to learn a lesson from these facts.

In regard to the town's growth and development, there are rocks ahead which call for the co-operation, prompt action and loyalty of every citizen!

The lurking danger is our failure to understand that we as individuals have appointed tasks to perform. If we are to pass along a better Murphy to our children, then each one must act now. It is a simple duty—merely being loyal to Murphy; patronizing home merchants and home industries; keeping our money in circulation in Murphy; building better homes in Murphy; and having vision enough to know that it will all come back to us in the way of better jobs—more pay—and an increase in value of our properties!

The firms listed below have underwritten this series of page advertisements. They are for Progress and make a special bid for your patronage

<p>THE BONITA THEATRE F. O. Bates, Manager "PETER PAN" Adapted from James M. Barrie's Story of the same Name. Every Child should see it—grownups will enjoy it. Matinee: Friday afternoon 3:00 P. M.; Friday night 7:00 P. M. Come early if you want a seat WATCH THIS SPACE WEEKLY</p>	<p>THE BANK OF MURPHY HALF MILLION RESOURCES WE SOLICIT YOUR BUSINESS</p>	<p>THE CHEROKEE BANK RESOURCES \$300,000 Prompt, Courteous, Reliable</p>	<p>W. D. TOWNSON COMPLETE HOUSE FURNISHER MUSICAL INSTRUMENTS The Store With a Conscience</p>
<p>MURPHY SERVICE STATION G. W. ELLIS, Manager LADIES REST ROOM—FREE PARKING GROUNDS AIR AND WATER RIGHT UP TOWN Good Gulf Gasoline Supreme Motor Oil Free Crank Case Service</p>	<p>Candler's Department Store Ladies' Dresses, Coats, Shoes, Millinery Piece Goods and Dress Trimmings Men's Clothing, Hats and Shoes</p>	<p>J. W. DAVIDSON Gent's Clothing, Shoes, Hats And Furnishings</p>	<p>JOHNSON'S MARKET Fresh Meats of All Kinds Phone 97</p>
<p>J. C. Slocumb Variety Store Dishes, Aluminumware, Enamelware, Tinware, Other fine Wares and Light Hardware "SOMETHING FOR EVERYBODY"</p>	<p>W. P. PAYNE General Merchandise "Just Over The River"</p>	<p>J. W. McMILLAN'S GARAGE Automobile and Machine Repairing Standard and Gulf Gasoline and Motor Oils Day Phone 81—Night Phone 122</p>	<p>Johnson's Garage & Machine Shop WE SPECIALIZE IN VULCANIZING And All Kinds of General Repair Work GIVE US A TRIAL At Junction of Blue Ridge and Bellevue Roads at Beil Branch</p>
<p>Cherokee Manufacturing Co. MANUFACTURERS OF LUMBER and Dealers in Everything for the Builder Phone 95</p>	<p>J. G. GREENE Complete Line of Fancy Groceries Phone 124 Free Delivery</p>	<p>W. B. DICKEY AND SONS Staple and Fancy Groceries, Hay and Feedstuff Famous Selz Shoes for the Family Heavy Notions Phone 131 Prompt Service Free Delivery</p>	<p>W. M. Fain Grocery Company Wholesale Fruits and Vegetables FRUITS, GROCERIES, FEED, PRODUCE AND COAL Phone 101 101-103 Depot St.</p>
<p>MURPHY COAL & ICE CO Lay in Your Supply of Coal Now WE HAVE IT Call Phone 80</p>	<p>T. N. BATES Dry Goods, Notions, Groceries and General Merchandise Office Phone No. 1—Residence Phone No. 90</p>	<p>GRIFFITHS, Inc. Hats, Dresses and Coats Women's and Children's Wear Children's Shoes</p>	<p>MURPHY HARDWARE CO. Hardware, Tinware, Cooking Utensils and Farm Implements</p>
<p>R. H. KING General Merchandise Dry Goods and Sh-</p>	<p>WOMACK & HAMETON Automobile and Machine Service Station Phone 76</p>	<p>A. M. WILEY Cleaning, Pressing, Repairing Phone 75 Upstairs Opera Bldg. AGENTS SWANNANOVA LAUNDRY</p>	<p>THE CHEROKEE SCOUT PRINTING AND PUBLISHING</p>