

The Cherokee Scout
The Official Organ of Murphy and Cherokee County, North Carolina.

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SUBSCRIPTION RATES
CHEROKEE COUNTY

Year \$1.50
Six Months .75
Four Months .50

OUTSIDE CHEROKEE COUNTY

Year \$2.00
Six Months 1.00
Four Months .70

SEEN THROUGH THE WINDSHIELD

- New filling station going up.
Mail carrier crossing the street.
Baby, calf getting its supper.
Two women gossiping over the back fence.
Children playing marbles.
A woman digging in the flower garden.
Field Fire.
Workman moving chimney rock from remains of burned dwelling.
Small girl throwing dirt at a small boy.
Garage going up where a barn used to be.
Groups of golfers moving about on the course.
Housewife hanging out wash.
Water pouring over the wheel.
Laborers along the highway with dinner pails.
Oldest board house standing in the county.
Two horses pulling a plow and man.
Swinging bridge across Valley River.
Boys riding harnessed mules.
Store keeper sitting on a goods box.
Woman cutting wood.
Farmer sitting on road bank; horse grazing near by.
Flock of guineas in the road.
Doz hen on the concrete.
Man toting stovewood.
Boy pumping air in a bicycle tire.
Mountain fires on right and left ridges.
Two men walking the highway, one smoking the other one whittling on a stick.
Boy sitting on the porch reading a book with his feet propped on the banister.
Two little girls making a play house.
A little white boy riding a black horse.
Children jumping the rope.
Two lonesome lads idly loitering on the bridge of sighs.
Two little boys riding a mule.
Ira Butt wearing a black derby.

THE TOWN DOCTOR

(The Doctor of Towns)
ON

COMMUNITY SELLING

The vital problem that confronts every community today is one of selling. It has always been one of selling—but in the past, probably of less importance, since most towns could get by on the rising market, so to speak.

A few years ago store keepers thought of their business as many now think of their community. They thought because their store had been in existence for years, it always would be; there were people, and people had to buy what the store carried in stock. Then came automobiles and good roads, free mail delivery, radio, telephone, and MERCHANTS. With the coming of these "store keepers" and "clerks" had to become merchants and sales people, or lose their business to those who were.

Because for ages past comparatively no constructive attention has been paid to community building, community planning, selling and analysis, it is often considered as unnecessary. Many people reason that because there always have been cities, towns and villages, there always will be, the same as some retailers still think of their store as a supply depot where people who have a definite idea of what they want, will get it without occasion from them or encouragement or service from the clerk. You know what happens to "store keepers" who refuse to be merchants—who do not sell. The same will happen to towns and communities who take a like attitude.

This is a Selling Age. There isn't a business, a profession or a job, that doesn't require some form of selling. Every married man WAS a salesman, when he induced "her" to say "yes." And the wise married man hasn't quit selling! Every married woman sells, sometimes, and how! She has to, to make life bearable. The shrews and the sticks are constantly selling. You and I are selling. We may not carry a sample case, we may not be behind the counter, but we are over-lustily selling something—in idea, ourselves, or perhaps a friend. When you ask for a raise a day off, a little more credit, or any favor or courtesy, you are selling. Someone said, "Selling is giving the other fellow a reason why he should do what you want him to do or not do, and salesmanship is getting him to do it."

COMMUNITY SELLING is getting other people to THINK your town is a better place in which to invest their money for a factory, a business, an enterprise, for real estate, merchandise or any of those things that will materially benefit. COMMUNITY SALESMANSHIP is doing those things that will induce them to do it, and avoiding those things that will keep them from doing it.

You are a salesman or a saleswoman for the place where you live. You are working on a commission basis; you get paid according to what you do, and you will get paid, and generously. You do not have to own real estate, operate a store, be a professional man or in any business, to profit from community growth and expansion, but even if you didn't make a dime actual cash out of it, it is worth the effort to enjoy better, more interesting and attractive surroundings, to have better schools, more parks, etc., which are bound to come as a result of SELLING your community—not considering the satisfaction you get out of doing something for the good of all—something that you know, you ought to do.

No doubt there will be "store keepers" and "clerks" for several years always been, as far as you are concerned, that is no reason why it will continue to be. It may EXIST throughout your lifetime, as a sickly city, a tired town, vanishing village, or callous community, but without getting sold on it yourself, and without selling it to others, by your every action, word and deed, your community CANNOT keep up to and ahead of date.

Don't let your community get behind the times. Do YOUR part. It will be just as modern, just as ALIVE as you will work to make it.

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A man wearing a black derby and protection of the school building and grounds, fuel and all needed repairs. These facts should be made available for the Board of Education's use in preparing the May budget. You can render valuable service along these lines during the next sixty days. Until these matters have been attended to, I should like to suggest that all applications for teaching positions be received by you and held for the consideration of your entire committee when it has been completed and fully organized in the manner prescribed by the law.

By having your sincere attention and earnest co-operation along the lines mentioned above, I feel that better results can be secured for all the schools of the county. In the meantime, may I suggest that you be thinking out remedies for existing evils, if any, and means for the general improvement of your school. As soon as it is convenient for you to do so, I should like to have suggestions from you as to whom you think would make good members on your committee. If this information can be in my hands to present to the Board at its April meeting, it will greatly facilitate the matter of completing the committees of the county.

Please read this letter carefully and hand it to other members of the committee for their consideration. Sincerely yours, A. L. MARTIN.

Murphy, N. C., March 13, 1929. Dear Committeemen:

OPEN LETTER TO COUNTY SCHOOL COMMITTEEMEN

I am sending this letter to all committeemen of the county to bespeak your hearty co-operation in the matter of directing the schools for the year 1929-30. The success of the schools depends largely upon the attitude and interest of the committee toward the school in the community. This interest is to be made effective through the committee as an organization rather than by the individuals composing the committee. Therefore the committee should be well organized, as provided by the law; but this organization cannot be effected till all vacancies in the various boards of the county have been filled by appointment by the County Board of Education. This will be done at the first meeting of the Board in April, or as soon thereafter as is convenient. As soon as can be learned what the legislature has done affecting the duties of the committee, if anything, and as soon as your board can be completed by the board of education, I think we should have a meeting of your committee, relative to the employment of teachers,

THREE PEGS
A COMEDY IN THREE ACTS
Presented by
MURPHY GIRL SCOUTS
Friday Night, March 22, 7:30 P. M.

- Emily Weston, a woman of thirty-five, rich, cultured Woodfin Posey
Amy Euphemia, fifty, who sees no romance in life Mary Weaver
The Three Pegs:
Marguerite, habitual user of slang Grace Parker
Madge, delicate in health, sweet disposition Edna Patton
Peg, earnest, sincere, eager to make others happy Margaret Witherspoon
Sarah, the Irish cook Mary Witherspoon
Lily, her sister, the maid Mildred Akin
Mrs. Contino, talkative Italian Fannie Deweese
Miss Barclay, Emily Weston's refined friend of about forty Grace Wills Bell

ACT I. Sitting-room at Miss Weston's. Morning.
ACT II. Same scene, two weeks later. Twilight.
ACT III. Same scene, two weeks later.

SYNOPSIS

THREE PEGS—A rich woman makes an arrangement to adopt a girl and a confusion of names naturally lends to a veritable "comedy of errors." Two other Pegs turn up and the kindly lady mothers all three. One turns out to be the real heiress who was kidnapped as a baby, the other shows up as a cheat, but not altogether a bad girl, who actually saves the situation in the end. The third Peg is an unfortunate but self-sacrificing waif. In fact, the play is rapid with an interesting plot in which strength of character and virtue triumph, while the farcical element will fill the house with roars of laughter.

ADMISSION 15c AND 25c
Furniture by courtesy of W. D. Tomson

Murphy Bakery & Cafe
Retail Bread Price
Small or Family Loaf .75
Large or Pullman Loaf 1.00
Plain Rolls, Doz. 1.00
Parker House Rolls, Doz. 1.25
FRESH DAILY
L. M. CEARLEY, Proprietor, MURPHY, N. C.

DICKEY'S FEED PRICES
Seed Burt Oats (5 Bu. Bags) per bag \$4.25
White Feed Oats, per bag 3.75
Corn, No. 2 White or Yellow Per Bushel 1.40
Full O Pep Scratch Feed per cwt. 3.00
Full O Pep Starting Mash per cwt. 5.00
C. S. Meal (yellow 75) per bag 2.40
C. S. Hulls, per bag 1.00
Blue Cow Shorts, per bag 1.75
Pure Soft Wheat Bran, per bag 2.25
Flour (Family Patent) per bbl. 7.25
Lard, 3 lb bucket, per bucket 1.20
V.-C. 16% Acid, 200 lb bag, per bag 1.75
V.-C. 10-2-2 (Corn Fertilizer) per bag 2.50
We have other Fertilizer's at reasonable prices. Carry full stock all the time.
Cabbage Plants, Frost Proof for sale.
On and after April 1st, we will sell for Cash to all. If you have been running an account with us please remember that after this date it will be cash to all on everything we sell.
DICKEY FEED CO.
MURPHY, N. C.

Somach Trouble
If gas, dyspepsia, heartburn, bloating, sour stomach, and poor digestion make you miserable and grouchy, and many foods do not agree with you, why not make the Diotex, 15 minutes test? Diotex is harmless to young or old, yet works with surprising speed. One ingredient has the remarkable power to digest 3,000 times its own weight. Don't give up. Get Diotex at any drug store. Put it to a test. Money back if you don't soon feel like new, and able to eat most anything. Only 60c.

MEMORIALS IN BERRY
GEORGIA MARBLE
Regal Blue Marble and High Grade Granite. Call and see Samples. SAVE MONEY
Murphy Monument Co.
Phone 18 Murphy, N. C.

EASTER EXCURSIONS
WASHINGTON D. C.
MARCH 29TH, 1929.
RETURNING: Tickets will be good returning on all regular trains (except Crescent Limited trains 37 and 38) so as to reach original starting point before midnight of April 3rd, 1929.
SEE: Cherry Blossom Time in Potomac Park, Rainbow Fountain in Lincoln Memorial Pool, Capital, White House, Washington, Monument, Mount Vernon, Public Buildings, Art Gallery, The Zoo and many other points of interest.
ROUND TRIP FARES
Murphy \$15.00, Andrews \$15.00, Marble \$15.00, Topton \$15.00, and equally low fares from all stations in Western North Carolina. SPECIAL SLEEPING CARS
Thru sleeping cars for this occasion on No. 12 leaving Asheville 2:30 P. M., Friday 29th.
No baggage will be checked on these tickets and no stop-overs will be granted.
Call on local ticket agent or address the undersigned for further information or pullman reservations.
J. H. WOOD
Division Passenger Agent
ASHEVILLE, N. C.

FOR SALE—Part or all of the "Bobbie" Hyatt tract of land lying South of the State Highway on the waters of Wolf Creek, 3 miles East of Isabella, 21 miles West of Murphy, and 6 miles East of Copperhill, containing one water Grist Mill, with plenty of timber and agricultural and pasture lands. My age with no children to heir it is reason for selling. See, Rev. F. R. CARTER, Culberson, N. C., Route 2.