

Active  
And  
Attractive  
That's—  
MURPHY

# The Cherokee Scout

IDEAL  
VACATION  
RESORT

The Leading Weekly Newspaper in Western North Carolina, Covering a Large and Potentially Rich Territory in This State

Vol. 50.—No. 3.

Murphy, N. C. Thursday, Aug. 18, 1938

\$1.50 YEAR—5c COPY

## Scout's Golden Anniversary Is Observed

### Publication Of Scout Is One Of Largest Local Businesses

#### MUCH TIME IS REQUIRED IN PRINTING SCOUT

##### Work Of Various Departments Requires Many Services

With this issue of the Cherokee Scout, a half century of journalism in Cherokee county has been completed.

Few people realize, off-hand, the work, struggle and amount of labor and expenditure that goes into 50 years of reporting the news in a community.

Everyone is familiar with the late Will Rogers' statement; "All I know is what I read in the papers." Will, whose family philosophy was intended to entertain the world rather than instruct, exaggerated the truth, of course; but we people who put out newspapers day in and day out, week in and week out, and year in and year out, feel that there is some part of fact in the statement.

For writing for newspapers is different from "sending the news from home".

Most people think of the presentation of news as a process of periodically gleaming a few facts, like picking them off a tree, and setting them up in type.

What is not realized, without delving into the facts of the manufacture of a newspaper, is the patience, foresight and tact that go into their make-up. There is more to "getting out" a paper than merely getting facts and reporting.

The publication of any single issue of a newspaper, no matter how small, is big business.

When one reads the expression "all of the news", one can be assured in a small measure that he is being misled. There is no such thing as "publication of all the news", for every person's every action is news, no matter how important that action might be.

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#### Many Subscribers Have Taken Paper For Years

Professor L. E. Mauney and W. M. West, both of Murphy, are without doubt the oldest subscribers to the Cherokee Scout, having subscribed for the paper since it was first published in 1888.

Professor Mauney says he can remember when people said, "That's what I read in the Bulletin". (The Bulletin was the predecessor of the Scout.) Now the people all quote what they read in the Scout.

A. E. Sudderth, H. B. Elliott, W. P. Brittain of Peachtree and T. N. Elrod, of Patrick have each been subscribing for the Scout for over forty years.

To these men and to hundreds of others all over the county the Scout has become almost a necessity. It would be missed from their homes as much as would the old horse that has been in the family since it was a colt; or perhaps a faithful dog, guarding the children through their growth into adulthood.

The Scout has become in its fifty years of existence a necessary institution in this county.

PUBLISHER



L. A. Lee, the present publisher of the Scout has had many years experience in newspaper work in Georgia and North Carolina. He came to Murphy after purchasing the Scout in 1934. A little over a year ago he married Miss Fannie Hatchcock, Murphy high school teacher.

#### Campaign Is Conducted Here By The Scout

In an effort to give everybody a chance to subscribe and opportunity to receive the cash bonus of \$100.00 for subscribers only at the end of our circulation campaign, the publisher of the Scout have formulated the "Anybody Plan."

Many of the contestants in our drive have met with people who just "didn't have the money right now" but would be glad to subscribe a little later. It is to these people and to everyone, that the Scout now offers this plan.

On the back page of this section will be found a note and application for subscription which anyone who gets a paper can use. By filling in this note any person will be eligible to receive the Scout for 60 days without paying a red cent. If you wish to pay up a subscription before that time it will be all right but just remember—you don't have to!

If you don't happen to have the money right now it won't make any difference. You can go right ahead and subscribe and pay any time you like within 60 days from date of note. At the low subscription rate on this paper this offer will make it possible for everyone to subscribe at the very minimum of cost.

In addition to the opportunity to subscribe and pay as you please, you will also be eligible to receive the \$100.00 cash bonus now being offered by this paper.

#### Post Offices' Biggest Customer Is The Scout

If a business can be judged by its volume of mail, then the Scout is a leader in the community.

It is estimated that more mail is received by the Scout than is by any other business or person in Cherokee county, and certainly the entering of the Scout in the post office each week is the largest volume of mail entered by any other firm or individual in the county.

#### CORRESPONDENTS MAINTAINED IN 33 COMMUNITIES

##### Scout's Coverage Of County Is Full And Complete

The Cherokee Scout's news coverage of Cherokee County is complete in every respect in that the remotest part of the county is represented by some correspondent of the paper without discrimination of any kind.

Little do the people who read the Scout (and that is almost everybody in the county) realize that this paper has the cooperation and aid of as many people as it does. All over the county of Cherokee there are thirty-three newspaper writers who contribute every week with the latest news about everything that goes on in the home, business, churches, schools, clubs, etc., whether urban or rural and this news is carried to the bulk of the people through the pages of the Scout.

In covering the news for this paper, thirty-three correspondents report for over forty-five communities and towns throughout the section and virtually bring their personal and social thoughts, activities, and civic movements right to the door as if seen or heard from the very persons involved.

These correspondents do not in any way try to make for themselves a name or reputation unless they come by it justly in serving their county in any way they possibly can. Rather do they go about their work week in and week out and many of them remain obscure from the greater part of the inhabitants of this county but their work is shown every week through the columns of this paper. For this reason we wish to bring these servants of the public to the light in order that the readers may realize whom are responsible for the service they receive every week through this newspaper.

The correspondents now serving this community are as follows:

Nellie Hendricks, Peachtree; Irene (Continued on back page. This Sec.)

#### Feature Section Carried In Each Issue Of Scout

One of the most select and fascinating features of The Cherokee Scout is the "Feature Magazine" that comes out regularly every week with the paper, carrying the very best efforts of the leading writers of fiction and specialties and comic cartoonists and illustrators.

This eight-page magazine is a compound of the very best in literary works, containing everything from history to modern romance in fiction, fact and comedy.

"Hairbreadth Harry", the comic that has been among the leaders through the years of comic pages, and "Billy Make Believe", one of the most popular comics of today, especially with the children, make the covers for the magazine. These comics are in four colors and fully illustrated by their authors. "Hairbreadth

#### Has Given Half Century Of Service To Community

Its Golden Anniversary!  
This week marks the 50th birthday of the Scout and its predecessors. A half-century of unstinted service to the community in one of its leading enterprises has been completed.

It is with great pride that the staff dedicates this small section of this issue of the Cherokee Scout to the valiant work that has been done in the past 50 years, a small part of which has been done by the present force.

From its beginning in 1888 as a little "hand-spiked" journal to the present day, each issue of the paper has been devoted to better ideals and the best interest of the community. Much of Cherokee county's success has been dependent on the paper. Its history has been accurately recorded in it.

EDITOR



Sam Carr, the editor, came to Murphy in 1934 with Mr. Lee to serve as editor and advertising solicitor. Born in Wilmington, Del., he lived in Georgia for a number of years where he studied journalism at the University of Georgia and later worked on a daily newspaper.

#### Cherokee Scout Goes To 32 States in U. S.

Many subscribers will be surprised to learn that the Scout, "Just a little old weekly newspaper", has a circulation that reaches into 32 states of the U. S. and 1 outside territory.

During the entire life of the paper, there have been subscriptions from several foreign countries, not to speak of every state in the Union.

Junius Posey, nephew of Mrs. Nora White, of Bellevue, receives the Scout in Panama, where he is located with the U. S. Navy. On his visits home, Junius says that he just "couldn't do without the old Scout."

At one time the Scout had a subscriber in China.

At present the Scout fields are highly valued. Its pages week by week have been filled with the events, the progress and the trend of the community. Many have remarked that few papers in North Carolina have been consecutively printed for 50 years, and that few of those have kept the prestige that the Scout has.

As far as the present management can ascertain the first paper printed in Cherokee county was the Murphy Herald which was owned and operated by a Mr. J. L. Morgan. Then the Bulletin sprung up. It was published by Mr. A. Campbell.

A few years later the first issue of the Cherokee Scout appeared with A. D. Towns and Mr. Morgan as the publishers. The Herald was new extinct and the Scout and the Bulletin, bearing different political standards, merged under the ownership of Messrs John Meroney and Towns.

Since that time there has been several other publishers, the most recent being Mr. Bailey, Mr. Bryan W. Sipe and Miss Hattie M. Berry.

There is evidence that the Scout switched its political affiliations and changed its principles a number of times, as all papers did in the old days.

During the first 30 or so years of its publication the paper was completely "hand set". That means each letter in the paper, a separate and individual piece of type, had to be gathered by hand before the paper could be printed. Then the Linotype made its appearance in Murphy and the work of putting out the paper was greatly facilitated.

The earliest copies, now yellow and faded with age, indicate unusually good workmanship for their day which shows that much time was used in its presentation and the printing methods used here were the most modern of their day. Few communities have been as fortunate as Murphy in maintaining a good weekly newspaper.

On several occasions it has been learned that the Scout was given a nation-wide citation for appearance and general excellence.

Always the Scout has had complete circulation in Cherokee and surrounding counties in the states of North Carolina, Tennessee and Georgia, and at one time it was the only paper printed in North Carolina west of Waynesville, and five counties were dependent upon it for local news.

The old issues present some startling arrays of type which may seem gaudy today but "were really the stuff way back when". Advertisements appeared regularly on the front pages, and news stories were carried from all over the nation.

There are few pastimes that are as interesting as thumbing through these old copies which at present has been sent off to the North Carolina Historical society and which will soon be bound.

The history of the county has been richly preserved in its pages. Many persons in different occupations find it helpful occasionally to look through the old files for information.

For generations the sons of Carr have been railroad men. Sam Carr III is the only exception.

The third page of the section is (Continued on back page. This Sec.)