

# The Cherokee Scout

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## SUBSCRIPTION RATES

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## MEDITATION

"As we recall the checkered experiences of the unquiet and fateful years that have recently passed and are passing, may we be upheld by the consciousness of God's sure presence with us and His gracious purpose concerning us, and amid all the mysteries that remain unsolved, may we be trustful and patient, courageous and unafraid. May He tinge with golden light the dark cloud of every sorrow, and by the power of His hidden life may we be enabled bravely to put away all our forebodings and unfaith and fears."

## Electrifying The Areas

A dozen years ago the Governments of the World sent representatives to the United States to study the electrification of the Hughes farm a few miles out of Washington. Cows were milked by electricity. A single strand of wire with an electrical current running through it was a first-class fence against which cattle poked their noses only once and then kept their distance. The Government Rural Electrification Administration is now loaning about 6 million dollars a week to farmers throughout the country to enable them to install rural establishments and transmission of electrical systems. That is one way the farmers are marching on.

## An Institution

Each year polio strikes with deadly effect. Each year this mysterious crippling disease attacks thousands of children—killing, maiming, depriving helpless little ones of their right to a normal childhood.

Last year was no exception.

The scourge of polio struck again, claiming approximately 10,000 victims. This was the fifth consecutive year of unusually high incidence—five years in which roughly 80,000 persons have been infected with the disease. Thousands of these will require care and treatment for months—even years—to come.

What are we doing to stem this terrible tide? What Can we do?

The March Of Dimes will be held throughout the nation January 15-30. It is our opportunity to engage actively in the fight against infantile paralysis. This is the only annual fund-raising appeal of the National Foundation for Infantile Paralysis, which in 1948 marks a decade of service in fighting polio with the dimes and dollars raised through the March Of Dimes.

The National Foundation is your army, working in the field, fighting epidemics, bringing aid to the stricken, supplying equipment; doctors, nurses, physical therapists and other polio specialists. It assures the best available care and treatment for all, regardless of race or religion. It supports intensive research to find the cause of polio and eliminate it as a threat to our homes and our children.

The MARCH OF DIMES has become an American institution. It is our guarantee that everything possible will be done to repulse the savage onslaught of a mysterious killer.

Join in the fight. Give generously to the March Of Dimes. W. T. Teas of Andrews is our county chairman, and our quota is \$1,800.

The old complaint, "My feet are killing me!" literally applies to thousands of Americans each year, the National Safety Council reports. About one in every three traffic victims is a pedestrian.

We do not suppose there is a more potent factor in keeping up the necessity for asylums, penitentiaries, and jails, and in producing pauperism and immorality thruout the entire country, than liquor, and yet it is argued that it is to be placed on the same footing with the breadstuffs and other ordinary commodities of life.—Supreme Court of South Carolina.

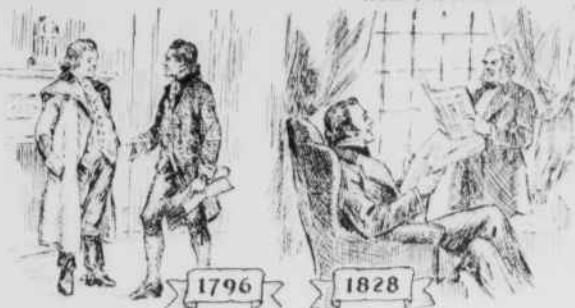
"At a certain age some people's minds close up. They live on their intellectual fat."  
—Mm. Lyon Phelps.

## OUR DEMOCRACY

—by Mat

"Freedom exists only where the people take care of the Government."

—WOODROW WILSON



THIS YEAR, AS IN EVERY FOURTH YEAR OF OUR HISTORY, WE AMERICANS WILL BE CALLED UPON TO ELECT A PRESIDENT. THIS IS OUR PRIVILEGE AS A FREE PEOPLE—A GREAT AND SOLEMN RESPONSIBILITY.



LET US BEGIN NOW, WITHOUT PREJUDICE OR PERSONAL BIAS, TO ACQUAINT OURSELVES WITH THE ISSUES, TO CONSIDER CANDIDATES AND WHAT THEY STAND FOR, TO PREPARE OURSELVES FULLY, SO THAT WHEN WE MAKE OUR CHOICE IT WILL REPRESENT AN INFORMED DECISION IN THE INTEREST OF OUR DEMOCRACY.

## LETTERS to the EDITOR

Asheville, N. C.  
January 9, 1948

The Cherokee Scout,  
Murphy, N. C.  
Dear Sirs:

I am mailing you this letter, requesting that you publish it, in order that this expression may reach each and every individual, company or department, that so readily and unreservedly gave their time, their sleep and rest, their goods, and even their blood to Patrolman T. B. Whatley, following his tragical injury, during his short existence thereafter, and continuing through the following hours of investigation and necessary final activities.

Patrolman Whatley's death showed that during his brief period of service, he had made for himself, and for the Patrol, a vast number of true, steadfast, and loyal friends—not those who are only "clear weather" associates, but friends who immediately offered and rendered much needed help, and stood by ready and eager to assist in any way toward his necessities, and the welfare of both him and his fellow Patrolmen.

We especially want to thank all local officers, and those of adjoining towns and counties, who immediately came to assist and offer their services; also the other officers who did extra or additional work, or assumed such responsibility, to enable their fellow workmen to come to our aid.

We are especially grateful to Walter Whitaker, Rube Rogers and Howard Martin of Andrews, and Tom Jenkins of Sylva, who gave a blood transfusion to Patrolman Whatley, and are just as sincere in our thanks and appreciation to each and every individual of the more than two hundred (200), some of whom knew him only by sight and reputation, who presented themselves to be typed and offer their blood, if needed; and to Charles Higdon, who voluntarily gave immediate publicity to the need of blood donors, and afterwards provided food, at all hours, for many of the Patrolmen and others on duty.

We are also quite mindful and deeply appreciative of the entire night of continuous and thoroughly competent work of the Surgeons and Nurses of the Rodda and Van Gorder Clinic, and the Special Nurses who helped.

It is not possible to personally thank everyone, but to each and every individual who in any way helped or offered to help us, this is a most sincere expression of thanks for myself, Sergeant T. A. Sandlin, and for each member of Troop "D", District 6, personally, and officially, for the entire North Carolina State Highway Patrol.

Sincerely yours,  
W. B. Lentz, Captain  
State Highway Patrol  
Commanding Troop "D"

The important place of sunlight in conjunction with green feed should not be overlooked in poultry raising, especially at hatching time, the combination of the balanced ration plus green feed and sunlight is highly necessary in the hatchability of eggs.

## DAVID AND GOLIATH 1948



## 'Twas the Day After NEW YEARS

'Twas the day after New Year's  
And down in our town,  
A merchant was fretting  
And wearing a frown.

For the New Year before him  
And open book lay,  
And what sales it held for him  
Not one scul could say.

For the customers came and  
The customers went,  
Maybe some of them looked  
And the other ones spent.

Yet expenses kept climbing,  
With taxes and such,  
And to know how to meet them  
Took figuring much.

For gone were the days  
When he "hoped" most the time,  
He had to anticipate  
Right down to the dime.

It took so much for lighting  
And so much for rent,  
'Til he'd figured it down  
To the very last cent.

Now he said to himself,  
With expression forlorn,  
'I have got to sell more  
Or my profits are gone!'

Newsprint is still very scarce, and we cannot enlarge the Scout to require paper above our allotment from our supply house, but it is our sincere desire to serve the merchants and other business firms in our trade area to their best advantage.

We will be glad to help you plan an effective schedule of advertising for your individual business.

But to sell that much more  
Took wisdom too wise,  
'Til he remembered it  
PAID TO ADVERTISE!

So he figured his cost  
And he figured his rent  
And he added below it  
A proven percent.

"Now with this," said the man,  
'Twelve months a year  
I will use to tell people  
My store is still here."

So he started to smile,  
As his worries took flight  
And sighed with relief  
That the year was planned right!

## Proven Percentages

These are the usual and correct amounts of Advertising Expenditures for Successful Retail Stores. Percentages shown are of gross sales.

Dept. Stores	1.9 to 3.1
Grocery Stores	1.0 to 2.0
Haberdashers	3.3
Women's Wear Shops	3.1
Furniture	6.1
General Merchandise	1.5
Drug Stores	1.0
Jewelry	3.1
Millinery	2.2
Meat Markets	1.0 to 3.0
Restaurants	3.1
Special Shops	3.3

Percentages for lines not shown may be determined by comparison.

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