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BIBLE THOUGHT THE KING'S HIGHWAY

"And a highway shall be there, and it shall be called the way of holiness; the unclean shall not pass over it... BUT THE REDEEMED SHALL WALK THERE." (Isa. 35:8,9)

"My Father, God, I pray that I may walk the way of Life with a firm and confident step. Take the feebleness out of my knees and uncertainty out of my feet. Let me march as a soldier on the King's Highway, and let my steps be taken to the music of Thy grace. Amen."

ONE-TENTH OF ONE CENT

For One-Tenth of One Cent for each subscriber of The Times-News any local business can send a daily message to the thousands of people in this trade territory who are regular readers of this newspaper—can send that daily message in space large enough to attract attention and get a reading.

This fact completely knocks out the alleged argument about the high cost of advertising space, which is offered as an excuse for not advertising by some business men.

Would you pay one-tenth of one cent each to send a vital message about your business to a majority of the people of Hendersonville and this town's trade territory?

If the message was mailed unsealed it would cost 1 1/2 cents for a postage stamp, not to mention the cost of the enclosed message and the envelope. The total cost for each person addressed would undoubtedly amount to several cents.

Then the chances for the message getting a reading if delivered in that manner would be only a fraction of its chance to get a reading in The Times-News. People read this newspaper. Most of the unsealed mail is never read but goes into the waste basket or the fire.

If the message was mailed in a sealed envelope the postage would be three cents; and that would be THIRTY times the cost of reaching the person addressed by using an advertisement in The Times-News. The cost of the printed message and envelope probably would average from 100 to 500 times the cost of the advertisement; and the effectiveness of the direct-mail appeal, under any circumstances, probably would not be as great as the influence of newspaper advertising.

Remember, Mr. Business Man, The Times-News is here presenting figures for daily advertising—not a large advertisement, but one of sufficient size to contain an effective story or message about one's business.

With a daily appropriation of one-tenth of one cent for each subscriber of The Times-News the monthly sum would amount to sufficient to enable the advertiser to place an impressive display in this paper two or three times a week. That would be worth doing—and that at the smaller daily Ad. would be the best business promotion investment any local business man could make, for the very simple reason that The Times-News is the best, most effective, and lowest-cost advertising medium available for Hendersonville business men.

The people of the town and county—including some of the people of adjoining counties—who compose the body of citizens having by far the greater part of the buying power in Hendersonville's trade territory, can be reached with a daily business message in The Times-News at a cost of ONE-TENTH OF ONE CENT for each subscriber to this newspaper.

That is certainly a golden (or silver, if you prefer it) opportunity for local business men—an opportunity to expand the business of this town and to build up its trade and to get a long start on the recovery road in this year of 1934.

Tie a dog to a cat and they fight; so with wedding ties.

NEWSPAPERS' OPINION

REVISING THE CODES

General Johnson's statement yesterday on the workings of NRA was hardly calculated to encourage that freedom of criticism which he has invited but it is plain, nevertheless, that significant changes in the operation of the codes are in the offing.

When the NRA program was projected and the movement to organize industry under government supervision was launched the belief was entertained that once the codes were adopted there would follow a kind of self-government on the part of the various industries. This has not worked out. In some directions good results have been achieved. In other instances a condition of rather dangerous stalemate has been reached. No proved method of extending control over certain activities has yet been evolved. The confusion which still exists in the cleaning and dyeing field in spite of the code is a case in point.

The effort of the NRA is to bring all business to a pattern and the fact that conditions vary in different sections and in different communities makes it no easy task to fit the country as a whole to the pattern as Washington designs it. There is powerful support for the code idea, there has been little open opposition to the program. The difficulty has been to make the thing work acceptably everywhere. Where the NRA means increased employment and larger payrolls it has been applauded. Where it means larger earnings for industrial concerns and business establishments it has been warmly welcomed. The buying public has not been eager in its support of the resulting rise in prices, however, and those businesses which have had their costs increased without a betterment in their earnings have occupied an attitude of at least passive resistance.—Asheville Citizen.

TWO CORPORALS

In 1804 Napoleon the First determined to be emperor of France. He called for a vote of the people and more than 300,000 votes were cast in his favor against less than 3,000 in opposition. He invited Pope Pius VII to come to Paris to perform the coronation ceremony and the pope came. Impatient of the delay in getting the crown upon his head, Napoleon snatched it from the pontiff's hands and crowned himself.

This was the general known to his soldiers as "The Little Corporal," who had come from Corsica the year after it became a French possession to be educated at a French military school and to be schooled at by his fellow students. It was he who saved Toulon for the Republicans and who, with his artillery, put down the mobs in the streets of Paris, who took his armies across the Alps and crushed Austrian and Italian power, who won at Austerlitz and Jena, who carved the map of Europe to suit his ambition, who seated his brothers and favorites on thrones and who, 11 years after his coronation, was defeated at Waterloo and died in 1820 on the Island of St. Helena, an exile from France.

We read in the dispatches that Adolph Hitler, corporal in the Austrian army during the World War, now chancellor of Germany, last Sunday became practically emperor of that nation when more than one million Nazis, all men in authority, swore personal obedience to him.

In Germany, Hitler is as strong as Napoleon was in France. Outside the boundaries of his adopted country he has not yet gained that power. Does he hope to gain it? So far as 65,000,000 persons in Germany are concerned he can make the effort to increase the nation's territory. Already he has his eye on the 32,369 square miles of Austria with her 7,000,000 people and unless other nations interfere Austria will be added to Germany.

Two interesting personages—Napoleon and Hitler. Both gained the power of emperor in foreign lands. Both made their way up the ladder until they demanded supreme honors. Napoleon held his for little more than ten years when allied nations crushed him at Waterloo. And Blucher, with his German army, turned the trick.

Hitler has just embarked upon his imperial career. Will it last as long as that of Napoleon and how will it end?—Spartanburg Herald.

DIFFERING ON THE CHILD LABOR AMENDMENT

President Roosevelt's son, James, says openly in a public address that he is opposed to the federal child labor amendment, although his father favors it. Incidentally, Massachusetts, in which young Roosevelt made his remarks, seems to have about decided to sidetrack the amendment.

The president dislikes the clause in the newspaper code just adopted that permits boys under 16 years old to sell newspapers out of school hours. We confess that we are unable to join in such tender regard for 15 year old boys as to forbid their earning some honest money that way. We don't see that moderate work is bad for a 15-year-old boy. The proposal to allow congress to say how the boys and girls under 16 years old all over the country shall spend their time concentrates too much of the proper authority of parents and of local governments better acquainted than Washington can be with local conditions in the federal government.—Newberry (S. C.) Observer.

GIVE ROADS TO THE LAWLESS?

"At the rate we are going in North Carolina," writes J. F. Hurley in the Salisbury Post, "it will be only a question of time until a great many well behaved men and women, drivers for years without a criticism, shall feel it necessary to get off the highways that they paid to build and allow the incompetent, the menacing, the drinking driver to have the road at will."

Mr. Hurley was championing the cause of a drivers' license system for his state, which has none now.

North Carolina ought to have it and it should go a step beyond South Carolina in its provisions when it does.

No driver's license should be issued to any person who has not demonstrated by actual test his ability to drive and whose record and reputation for driving and sober driving isn't good.

South Carolina's plan, enforced by the state highway patrol, has saved numbers of lives, this newspaper is convinced, and a stricter plan would save more.—Greenville (S. C.) Piedmont.

JUST A MAN WHO CAN TAKE IT



EXERCISING FOR HEALTH

By WICKES WAMBOLDT

Health advocates lay much stress on the need of physical exercise.

Physical exercise is a big subject. It has many ramifications and many applications.

Probably as many persons have been harmed by physical exercise as have been helped by it.

Strenuous physical exercise is more likely to be injurious than beneficial.

An athlete of a man accustomed to heavy muscular activity can usually employ vigorous exercise and keep it up without harmful effects to a green old age.

But the ordinary person should not go in for strenuous exercise at all and certainly not after he is thirty-five or forty.

Many a man unaccustomed to heavy physical effort, has killed or incapacitated himself by some unusual muscular exertion. My own father, enjoying good health at the age of sixty-four, assisted some workmen to lift a heavy window frame into place in a home he was having built and ten immediately brought on a heart trouble from which he suffered for the rest of his life and which ultimately caused his death.

It is sheer nonsense for a man living a sedentary life to take a ten or twenty mile mountain climbing hike at the week end, but he is likely to come through sore and stiff and the worse for it. It is not infrequent that a person will come back from his vacation the worse for it because of over exertion.

Some health authorities declare that walking is an exercise of doubtful value, except as it takes one into the fresh air. The walking muscles are used so much anyway in the course of the daily duties that as a rule they get all the exercise they need.

Physical culture experts have told me that to exercise to the point of fatigue is not advisable, that an overtaxed muscle is a harmed muscle, and that to obtain the best beneficial results the muscles should be exercised to the point of exhilaration, and not beyond. Of course that rule may not apply to the man who is developing himself to become a wrestler or a boxer, but the average man has no need of any such physical development.

It would in fact be harmful to him, unless he would make a business of continuing to take the amount of exercise that he had used in securing his unusual muscularity. When extreme muscular growth is not kept at par, it is apt to become a menace to the health of the one possessing it.

The exercises most beneficial to the average person are the twisting, stretching exercises which not only bring all the muscles of the body into play but which shake up and stimulate the vital organs. Tomorrow I shall outline in my column a series of twisting, stretching exercises furnished me by a prominent mechanotherapist.

(To be completed tomorrow)

MEN MODELED CLOTHES

SOUTHINGTON, Conn. (UP)—At a fashion show staged by Union Rebekah Lodge on "Brother's Night," men were the models and wore women's clothes.

More Vehicles, More Crashes

Birmingham, which has a greater proportion of licensed vehicles to its population than any other British city, also holds the less welcome record for the highest number of fatal and other road accidents in any provincial center.

BEHIND THE SCENES IN WASHINGTON

BY RODNEY DUTCHER NEA Service Staff Correspondent

WASHINGTON—Rome had its free cruises for the people. The modern counterpart is the Senate investigation.

Within a year, congressional committees will have starred Father Coughlin, J. P. Moran, and Lindbergh, with supporting casts including many lesser celebrities.

You can't ask much more than that. Anyone arriving early enough at a hearing is entitled to a seat. It doesn't cost a nickel.

If you've never been, let's go see Senator Hugo Black put former Postmaster General Walter Brown on the pan about those airmail contracts.

At 9:45, some 200 people are in the caucus room. The room is walled and pillared in marble, about 200 feet long, 100 feet wide, and 30 feet high. The long committee table across one end abuts on two lengthwise press tables for about 40 reporters, forming a horseshoe within which are small tables for the witness and the stenographer.

A few feet behind the witness table are chairs for his associates and lawyers. Behind them are the spectators, though the "somebodies" of the audience usually herd behind the press tables.

It comes Brown, inexpressive, bushy black hair parted in the middle, brown-clad, octagonal steel-rimmed glasses, carrying a bulging black briefcase.

Preceding him is his Ohio political buddy, Senator Simon P. D. Fess, with a vest pocket full of yellow pencils.

SAY RALEIGH UNDER LIQUOR DOMINATION

Two Baptist Pastors Set Capital By Ears By Pulpit Charges

By J. C. BASKERBILL The Times-News Bureau Staff Writer

RALEIGH, Feb. 28.—Two Baptist ministers here—Dr. E. McNeill Potrat and Dr. J. Powell Tucker—have set the city somewhat by the ears by proclaiming from their pulpits Sunday that Raleigh is ruled by liquor and that speakeasies and liquor "joints" exist within one or two blocks of four of the city's downtown churches.

They also have expressed surprise and indignation at the manner in which the law enforcement officers have apparently disregarded the "mandate of the people" against the repeal of the Eighteenth Amendment last November.

LETTERS TO THE EDITOR

NOTE—No unsigned communications are published by The Times-News. All letters must be signed with the real name of the author. No communications signed with a fictitious name will be published.—EDITOR.

CAR TAGS

Editor The Times-News: Dear sir: The price of state auto tags is entirely too high and in many cases prohibitive. Hundreds of cars are being operated today in North Carolina that would not sell for anything like the tag price. Something radically wrong here. If other states can do better why not North Carolina?

Tag prices should be according to weight and age of car, the present rate being about sixty cents per hundred lbs. at least double what it should be. A thirty cents per hundred rate should be for new cars only and then reduce the rate twenty-five per cent annually until the price is lowered to \$2.00 and that be the tag price per year as long as the car is in use.

A law of this kind would be a wonderful relief to almost an army of people and at the same time the state would receive as much money as at present. Think of the cars standing today without tags. It is only a matter of distributing a certain tax over a greater number of people.

Something must be done and it is high time we are thinking about who will represent us in the legislature of 1935.

Respectfully, A. E. HUDGINS. Bat Cave, N. C. February 25th, 1934.

that in his opinion there were 2,000 persons here involved by the liquor business in one way or the other. Another bootlegger, recently banished from the state by Superior Court Judge Henry Grady, admitted that he has been operating eleven liquor "stores" in the city.

Egypt's Ruler

Crossword puzzle grid with clues for horizontal and vertical words. Includes a small portrait of a man.

THIS CURIOUS WORLD

Illustration of a man's face with a skull-like texture, titled 'INDIANS DO NOT HAVE RED SKIN. IT IS BROWN! EARLY EMPLOYERS SAW THE RED OCHRE WAR PAINT ON THEIR SKINS AND THOUGHT IT WAS NATURAL... HENCE THE NAME 'RED MEN!' EARLY RAILROADS USED WOODEN RAILS, WITH A THIN STRAP OF IRON ON TOP, AND PASSENGERS OFTEN SUFFERED INJURY WHEN THESE STRAPS CAME LOOSE AND RAN UP THROUGH THE COACH FLOORS.' Below is a small illustration of a train.