

Sylvan Valley News

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ORA L. JONES - Editor and Publisher

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FRIDAY, JUNE 11, 1915

USE "HOT STUFF."

The following article has been credited to Mr. John G. Anderson of the Rock Hill Buggy Co., and the ideas contained therein are so good and contain such good advice we wish to pass it on. In these unsettled times business men are apt to overlook the importance of carrying on their advertising campaigns, when as a matter of fact the most successful men are spending more than ever for advertising.

Here is the remedy proposed by Mr. Anderson:

"How can I start things to moving (again)?" you ask. In a very few words here is our suggestion: Put a little "hot stuff" in your newspaper advertising and double, or, what is better, quadruple your space, and change your copy every issue. Let this "hot stuff" be the real thing. Open your own eyes first then you can see to open the other fellow's. If you don't happen to have the knack of putting your thoughts on paper in good, strong, striking, convincing, sledge-hammer way, don't try it yourself—get the editor, or some one who is qualified, to do it for you. It will pay, and pay big. The newspaper's ink you can use judiciously, the better. Judiciously—don't overlook that.

Follow up your newspaper campaign with letters, circulars and personal interviews. Newspaper advertising can only begin the work. Don't expect two dollars' worth to round up customers and even go so far as to put the shafts on the buggy and hitch up the horse. It can't do that, and never will. But it will revolutionize any business, if properly handled and followed up. Try it and you will be amazed.

Now is the psychological moment. Write an advertisement and send it carefully, and then go over and correct and re-write it, and note the effect on your own self. It will actually get on your system like a tonic and you will see things in a new light. Try it. We know it will help you for it has helped us.

The chief of police has announced that he will arrest all parties who in future fail to display proper lights and allow cars to run with radiator open.

The situation of the Episcopal church services is especially liable to interruption during services by the constant passing of automobiles. All the other churches are protected in this respect by their positions in streets little frequented. Not only is the Episcopal church on a main thoroughfare but also is a part very attractive to motorists out for a ride. The result is that services at that church are often interrupted by the honking of the machines and the honking of the horns. This is a matter that every driver of a car should keep in mind. Day rides should be taken elsewhere during worship hour as much as possible. It is certainly unnecessary to make a pleasure a thing of unpleasantness to others.

The action of the board of aldermen at its last meeting in repealing the Sunday closing ordinance will doubtless be received with mixed feelings by the people of the town. To many it will be a cause of disappointment. The ordinance was passed in deference to the expressed wish of a large number of citizens—a wish expressed in the form of a petition. The new board has seen fit to repeal the ordinance without any counter petition, so far as we have heard. The board doubtless has its reasons; but the public will wonder why the selling of drinks, cigars, etc., on Sunday is any more of a necessity now than when the people asked for it to be stopped.

The matter of establishing a creamery route in this county is important, and it is to be hoped that the farmers will interest themselves in the movement. It has been suggested that all who are interested should meet at some time when the promoters of the project can be present. All who are interested in this matter should send their names to Prof. C. H. Trowbridge, Brevard Institute, and he will see that proper notices are sent in regard to time and place of meeting.

INFORMATION FURNISHED

In answer to some questions asked by Dr. C. W. Hunt in the last issue of the News, under heading "Information Wanted," addressed to the mayor, I will say that it gives me much pleasure to answer the questions to the best of my knowledge.

1st. When anyone on horseback or in any kind of a vehicle meets an automobile it is the duty of both parties to gradually drive to the right until they pass each other, each one giving half the road.

2nd. When meeting an auto in a narrow piece of road it is the duty of both parties to stop and pass each other slowly so as not to run into each other.

3rd. When an auto runs up behind anyone on horseback or in a vehicle of any kind and blows his horn it is the duty of the one in front to pull to the right when the horn blows, the auto passing on the left, taking the right again as soon as he passes. The auto or any other vehicle has no right to pass any one on the right side of the road, no matter how much he blows his horn.

4th. When an auto is driving up behind any kind of a vehicle or goes back rider and blows his horn for half the road it is the duty of the party or parties in front to pull to the right at the same rate of speed they are going when the horn blows.

5th. When driving an auto or other vehicle around a curve it is the duty of both parties to drive as far to the right as possible, and that the driver of the auto blow his horn as many as three times on each curve in the road, where you cannot see far in front of you.

Now to conclusion I wish to say that I am glad Dr. Hunt has asked for this information, and if every body will drive to the right and not too fast no one will be hurt.

I am also glad to note that Editor Jones has called the attention of auto owners to the two white lights in front and one colored one behind. I have seen several cars in the last week with only one light in front and none behind. That is a violation of the state law and all violators are liable to be fined. So here it is in a nut shell and easily obeyed. Always drive to the right, giving half the road. Don't drive faster than the state law provides, blow your horn at all crossings and curves and keep your hands trimmed and burnt in, and all will be well. Respectfully,

C. W. Whinnans

Famous Products of Cyprus

Cyprus gave its name to the metal copper. For it was from this island that the Romans got their supplies of the metal, which they knew as "cuprum," or for short, "Cyprium," in Latin "cuprum." Another famous product of this island was a resin—the Cyprus, which has nothing to do with Cyprus, but the "cuprum" from which a valuable oil was made. But it is more worth remembering as "cedar," the Hebrew name of the wood of which Noah's ark was built—London Chronicle.

Insects as Food.

The star beetle, a wood-boring insect, is used in some parts of the world, especially in the mountains of Italy, as a food. An Australian species of butterfly, called by the bushmen "buring," is a standard article of food there. They are caught clinging to the trees in the Bugony mountains, and great fires are made literally to cook them off. They are baked from the embers and ground into a pulp or flour for cake baking.

Only One Entirely Satisfactory

I have tried various colic and diarrhea remedies, but the only one that has given me entire satisfaction and cured me when I was afflicted is Chamberlain's Colic, Cholera and Diarrhea Remedy. I recommend it to my friends at all times," writes S. N. Galloway, Stewart, S. C. For sale by all dealers.

EOTH LOVE AND WAR

By JUNE GAHAN.

(Copyright, 1914, by the McClure Newspaper Syndicate.)

"The soldiers are coming! Hurrah! Hurrah!" sang Gretchen Armour, as she danced into the family living room.

"Coming? When?" gasped her mother, laying down her book and losing her place thereby.

"Tomorrow—they've been enlisted upon us! We're to have 29 of them over night. In the name of the government!" mocked Gretchen, trying to imitate the deep bass of the man's voice who had been at the door with the news.

"Let me see," said Mrs. Armour, taking the slip of paper her daughter waved as she still sang her improvised song to the good old Scotch tune of the "Campbells Are Coming." "Do be quiet for a moment and let me think, Gretchen."

The old Armour household stood far back from the main road and it was to be expected that, sooner or later, the family would have to shelter some of the many troops that were starting out on their long march in support of their colors.

Usual guest rooms were turned into ready-to-live-in chambers, couches and cots were brought from attic and basement and the place looked like a variable depository.

In the kitchen Gretchen drove the cook almost frantic with her efforts at cooking. She had apple peelings everywhere, doughnuts in every available platter dripping their grease, chocolate filling on the fire for the cake that had not even started and which Gretchen said she could make later.

Even when the soldiers began to approach the house on the following afternoon Gretchen was still in her enfolded kitchen apron.

"We shall not be hurt," mouthed one of the soldiers in uniform, told her, after she had mingled with them as they set about and rested after the long day's march. "The name of you—no need?"

"Don't," said Gretchen, her cheeks flushing back and forth as she talked. "Why, it's too good to be true to have you here. It's the one spot of joy in the whole war—no need!"

And then, until it was time to have supper, the two talked and Gretchen learned much of the young man's home. He told her he had wanted to go to the front all the time and that he hoped to come back—he believed he would return. And then—

It was the supper arrived that had interrupted his story, and Gretchen had to help serve the many soldier boys.

But Gretchen managed to see him before they all "turned in." She extended her hand to say goodnight.

"Goodnight," she said. "I do hope you'll be comfortable."

"Compliments," the soldier said. "I'll be comfortable, but you've upset my comfort of mind. Good night."

"Good-morning," she said to the soldier when she saw him next morning. "It's good morning and—good-by," he said, gravely. How pretty she was in the morning!

"So early!" exclaimed Gretchen.

"We march in an hour," he told her.

Neither one spoke. They stood beneath the great elm tree near the dining room. Gretchen's eyes were on the lawn.

"I—can't you give me something?" the soldier finally stammered. "A talisman—something of your own?" he asked.

Gretchen did not reply. She looked about helplessly. "I don't—my handkerchief—is all I have," she said at last.

The soldier took it. It had a delicate white perfume that he knew he would never forget. He put it in his pocket. "I shall carry it till I see you again or—"

"Don't say it," Gretchen cried. "Don't." It was one of the few serious moments of her long young life.

The soldier laughed, but the truth was proved. "All right—all I come back don't say when the good old band plays 'The Girl I Left Behind Me' this trip may I think of you as my girl?" he asked.

Breakfast was being called from the house. "May I?" he inquired.

"I'm not anybody else's," Gretchen said, simply.

And when the troops passed along the main road and the soldiers who had been enlisted on the "armies" joined them, Gretchen stood beside the gate holding fast to a large square of linen that had been pressed into her hand when the soldier boy shook it in farewell. Tears rolled down her cheeks as the band played "The Girl I Left Behind Me," and she wiped them again and again with her soldier boy's handkerchief.

Man's Conquest of Nature.

More than half a century ago Buckle, in his "History of Civilization," wrote: "Formerly the richest countries were those in which nature was most bountiful; now the richest countries are those in which man is most active. For in our age of the world if nature is parsimonious we know how to compensate her deficiencies. If a river is difficult to navigate, or a country difficult to traverse, an engineer can correct the error and remedy the evil. If we have no river we make canals; if we have no natural harbors we make artificial ones."

Encouragement

"If you want to feel happy and actually experience prosperity and peace of mind, encourage yourself. Successful business is built up on encouragement."

We believe in this thing of encouragement. That is just what we are striving for when we bend our best efforts to make every feature of this bank's service so satisfactory. If we can succeed in making every transaction here pleasant and worth while, if we can get you as a patron to realize that we feel a personal interest in you and your efforts for success; then, when we try to encourage you to save money, to handle it wisely, and to make sure of the safety of any investment before putting your money into it, you cannot but feel that we have done something for you. Our encouragement will come from the good word you speak among your friends which will induce them to use this bank that they may obtain the same good service and careful consideration we have sought to extend you.

Brevard Banking Company

BREVARD, N. C.

Reliable Time

Keepers

A watch to be all it's supposed to be should keep correct time. Yet for all the good many watches are in telling the correct time, an empty case would serve as well. Time is money. Our watches are money savers. When you buy one of our watches you can feel certain it will tell you the truth. You will experience real pleasure in its possession. We guarantee the movement.

We are offering some exceptionally good values in watches for ladies and gentlemen, that make selection now opportune for personal or gift buying. A Waltham jewel watch for \$5.00. Come in; see these values.

Frank D. Clement

The Jeweler of Transylvania County.

THAT TIRED FEELING.

If you are blue and have that tired feeling that some folks are vexed with, the chances are that you have not been buying your Groceries from the under signed. Load up on some of our goods and note the effect.

MITCHELL

GOOD ADVICE

Stop talking war and talk business. Stop talking hard times and talk good times and better roads. Turn your dollar loose and put it in circulation. There is more money in the country than ever before, so let us put it to work and make 1915 the best year for business in our history. Thanking you for your liberal patronage during the past year, and hoping for a larger share of it next and with best wishes to you and yours for a happy and prosperous New Year we are, your for more business.

Duckworth Drug Company

C. C. YONGUE

THE GROCER

In these days of "high cost of living" the housewife has has to economize in every way possible, and I always keep this fact in mind while fixing prices on my goods. Let me help you keep expenses down.