

### NAMING MOUNTAINS

Charlotte Observer.

The indications are that the bill creating the Smoky Mountains National Park will be shortly on the presidents desk for the signature that will make it law, and The Observer has in mind names for some of the nameless peaks within the Smoky range which it may propose later. There's that of Bryson and Kephart, for instance, without inclusion of which the Smokies would always cry out in reproach to an ungrateful people.

Silage keeps up the milk flow of dairy cattle in winter and the time to prepare for having silage is during early summer, state dairy workers of State College.

## The BULL'S EYE

Editor and General Manager  
WILL ROGERS



Another "Bull" Durham advertisement by Will Rogers, Zigfeld Folies and screen star, and leading American humorist. More coming. Watch for them.

### No Governorship For Mine

My good old friend the Governor of Oklahoma was in to see me at the theatre the other night. I had just had humorous mention as a candidate for that position, as they wanted to revive the Populist Party with me as the Standard Bearer.

Well, the Governor showed me what had happened to a friend of his who had been defeated for Governor in our state, so he discouraged me. I won't accuse him of doing it purposely, but he did. His friend's campaign expenditures were as follows:

"I kissed 6,000 babies; helped 42 voters thrash wheat; shook hands with the entire State; smoked 3,000 sacks of 'Bull' Durham; cut 22 cords of wood; helped brand 8,000 calves; spayed 4,000 of them; was sprinkled 8 times in Methodist Churches; totally immersed in cold water in muddy creeks three times by the Baptist; went to confession in every Catholic Town; paid dues to 11 Synagogues; charter member of the Holy-Rollers; listened to 800 get-together Kiwanis, Lions, and Rotary speeches; bought sheet and pillow slip in every Ku Klux Klan in the State; and then I was defeated.

"'Bull' Durham was my sole satisfaction not only during, but after election. It is the only thing that stayed with me."

*Will Rogers*

P.S. There will be another piece in this paper soon. Look for it.



**"BULL" DURHAM**  
Guaranteed by  
The American Tobacco Co.  
INCORPORATED  
111 Fifth Avenue, New York City

### UPHAM TAKES MEXICAN JOB OF ROAD BUILDING

Raleigh, N. C., May 21—Chas. M. Upham, managing director of the American Road Builders' Association and until recently chief highway engineer of the North Carolina highway commission, has been appointed by the government of Mexico as general manager of highway commission in that country.

Mr. Upham has accepted the appointment and will leave Raleigh Wednesday to take up his duties with the Mexican government, he told the Associated Press tonight. Under plan worked out, he said, the Mexican government plans to spend \$12,000,000 annually for roads. Mr. Upham visited Washington last week and at that time discussed his plans with various representatives of the Mexican government and state department officials of this country. His appointment meets with the approval of authorities of both nations, he believes.

"The road under construction," Mr. Upham said tonight, in discussing his plans for Mexican road construction, "are being rushed to completion as quickly as possible in order to complete the highway between the United States and Mexico. The longest highway will extend between Mexico City and Laredo, to the American border. Two other highway will emanate from Mexico City. "Our plans call for the immediate expenditure of approximately \$12,000,000 per year. The total system under contemplation will include approximately 1,600,000 miles of progressive roads."

### STATE SCHOOL SUPPORT

In 44 years state appropriations for education in North Carolina increased from \$8,000 for the biennium 1877-79, to \$14,157,200, for the biennium 1923-25 according to a recent issue of the State School facts.

This issue of the department of public instruction's publication is devoted to "Educational Appropriations," and reviews the history of state support and maintenance of the public schools, teachers' colleges and institutions of higher learning. The two-year period of 1923-25 was the banner biennium in educational appropriations, it is shown, the total appropriated for 1925-27 dropping to \$10,666,000. This drop was due to a cut in the appropriations for improvements.

The first money set aside by the state for maintenance of its schools and institutions was the \$8,000 appropriated for the two-year period '87-79. This money was to be used for the support of normal schools and teachers' colleges. The maintenance appropriations for the present biennium, 45 years later, totals nearly eight millions of dollars—\$7,896,700, in exact figures. Of this amount \$3,757,500 is appropriated for the public schools; \$856,000 for the normal schools and \$3,282,500 for other institutions.

### GAY

We are having some very pretty weather at present. All our farmers are done planting.

The road work is again on a boom. We hope to see our road completed at an early date.

Mr. G. C. Turpin is able to be out again, after a long period of illness.

Mr. Frank Howard is still confined to his home but we hope to see him out again very soon. His son and wife, Mr. and Mrs. Garnet Howard of Atlanta spent last week at his bedside, but returned to their home Sunday.

Mr. Hurshell Cabe who is working with Cannon Brothers spent last week end with home folks, Mr. and Mrs. Mitchell Cabe.

Mr. John W. Murray of Cowee visited his daughter, Mrs. R. O. Higdon last Monday night, his two little grandsons, Rosco, Jr. and Woodrow Higdon, returned home with him to spend a few days.

Mrs. Alora Barron celebrated her 68th anniversary on Mother's Day May 9th at her home. Her children, carrying large baskets full of the very best "rations" enjoyed their 68th birthday in the old home Mrs. Barron is the mother of six children, all of whom were present with the exception of one. Also 22 of her grandchildren and five great grand children were present, besides a large number of close relatives and friends. We wish Mrs. Barron many more pleasant birthdays.

Miss Viola Jones of Robbinsville is visiting her sister, Mrs. Lyn Barron for several weeks.

Mr. Ellis Jones of Asheville spent last Sunday night with his parents, Mr. and Mrs. N. P. Jones.

If nitrate of soda is to give best returns as a side dresser, it should be applied early to both cotton and corn.

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# COAL NOW

## and Save Big Money

Let us put your Winter's Coal in your bin. We bought at a low price, for good coal, and can save you money.

# Builders Supply and Lumber Company

J. CLAUDE ALLISON, Manager



WHY is ESSO so much better than anything else you've ever used?

Why does ESSO do away with all motor knocks; why does it literally unlock all the latent power of your motor, make your car perform in traffic, on the hills, and over the long country roads in a manner so superior that there are no previous performance standards by which to judge it?

The answer is not difficult to find. It is because ESSO is not an experiment; not a chance product. On the contrary, ESSO has been developed out of the long refining experience of the Standard Oil Company (N. J.), and has been especially designed to give just this sort of super performance.

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Test it today. Test it in any way you want.

Start clean with a tankful of ESSO. Watch traffic melt away as you beat the whistle. Start cold on the longest, toughest hill you know. Watch ESSO pick up speed, go sailing over the crest in record time—clean ahead of the rest of the field. That's exhilaration, that's power, that's speed,—that's ESSO.

After this test—we'll leave ESSO to your judgment.

Red in Color. Packed with Power. Costs 5c more—worth it.

**"Standard" Gasoline**  
is the ideal fuel for normal requirements

ESSO is manufactured to meet the following special conditions:

1. For motors that knock.
2. For motors with excessive carbon.
3. For high compression motors.
4. For motors which from long use no longer develop full power.
5. For motors operating under excessive loads.
6. For any motor from which the driver demands extra power and performance.

What consistent use of Esso gives

1. All your motor's power—and no knocks.
2. Greater flexibility—less gear shifting.
3. Freedom from use of choke—no crank-case dilution.
4. Quick start—lightning fast.
5. Instant pick-up—quick as a cat.
6. Speed and pull for the long hard hills.
7. New and longer life to the engine.

STANDARD OIL COMPANY (N. J.)