

# The Jackson County Journal

\$1.50 the Year in Advance in the County

Sylva, N. C., Wednesday Sept. 7, 1927

\$2.00 the Year in Advance Outside County

## Does It Pay to Trade With Home Merchants?

### JOURNAL TO GET VIEWS OF CONSUMERS—\$25 IN PRIZES OFFERED FOR BEST PAPERS

Does it pay to trade with the local merchants? The Journal thinks it does. What do you think about it? How many reasons can you give for the people of this trade territory to do their buying at home? Think the matter over. Investigate local conditions. Find out whether it pays you to do your buying here. Write it down in your own way and send it to the Journal. The Journal is offering \$25.00 in prizes for the best papers telling why you will buy locally. \$12.50 in cash will be paid for the best paper, \$7.50 for the second best, and \$5.00 for the third best. In addition we will give a year's subscription to The Journal. Jackson County's own paper, to the writer of every article that is submitted and published.

The contest opens September 12 and closes October 15. Each article must be not more than 100 words in length. Write only on one side of the paper. Style, ideas, neatness and originality will be taken into consideration. Three judges, to be announced later, will grade the papers and award the prizes.

Anyone in Jackson county and Sylva trade territory is eligible to enter the contest.

No one connected with the Jackson County Journal or any mercantile establishment in this county will be allowed to submit a paper.

Every article submitted must be in the office of The Journal by 6 P. M. October 15.

#### WILMOT

Our schools started Monday with a large attendance. Mr. A. D. Parker principal with Miss Painter and Miss ... We are glad to have them back with us again.

Our Sunday school at the Pilgrim ... is progressing nicely with a large crowd of little folks. We ... every Wednesday night. Also preaching every first and third Sundays.

Mrs. Marce Ashe visited her daughter, Mrs. Ollie Seagle Sunday.

Mrs. Essie Ogles spent the week end with her mother at Barkers Creek, Mrs. Maggie Gibson.

Mrs. Bonnie Bradley spent Sunday with her parents, Mr. and Mrs. J. P. ...

Mrs. W. M. Brown visited her daughter, Mrs. J. T. Reeves Monday. We are glad to see her out again after being ill for some time.

We are sorry to say Mrs. Fred ... has undergone an operation at the Candler-Tidmarsh hospital at Sylva. We hope her a speedy recovery.

Mr. Frank Hensley was a visitor in Wilmot Saturday.

Miss Zella Davis was a visitor in Wilmot Monday.

Mr. Lee Cook got hurt at Ravenscroft. We hope he will soon recover.

Mr. and Mrs. Lee Cook are at ...

Mr. Jaek Nations visited Mr. Price ... Sunday.

Mr. and Mrs. R. B. Ward are expecting to start to Akron, Ohio, at ...

Mrs. J. R. Bumgarner and family were guests of Mrs. Ora Ward Sunday.

Mr. and Mrs. Vivian Nations of Barkers Creek were here Sunday.

Miss Florence Brown attended the ... at Kirklands Creek Sunday.

Mrs. Myra Nations was a visitor in Wilmot Sunday.

Mrs. Maggie Segles and Miss Ella ... were visitors of Mrs. W. ... Brown Sunday afternoon.

Mr. and Mrs. Alvin Revis of Coopers Creek spent the week end with their parents, Mr. and Mrs. Lee Na-

#### JOURNAL'S AD RATES ARE LOW

The advertising rates of the Jackson County Journal are 35 percent lower than the average rate charged by weekly papers in North Carolina, according to the rate book on advertising just published by the American Press Association. Not only are the Journal's rates lower by 35 per cent than the average for this state; but the circulation of this newspaper is above the average; making the rates, based upon weekly circulation about 40 per cent below the average in North Carolina.

A survey of advertising, rates and circulation throughout the United States and Canada, of the weekly newspapers, as disclosed by the figures published by the American Press Association, shows that the Jackson County Journal has a circulation of 633 papers, above the average of North America from the Rio Grande to the frozen fastnesses of the North, and that its advertising rate is 2c per inch higher than the average for that vast territory. But this takes into consideration the many papers with circulations of from 200 to 500.

The Journal's Advertising rates are about 30 percent lower than the average of the United States and Canada of weekly papers of the same weekly circulation.

Arthur Brisbane says of the weekly papers of the United States:

"They are the most important newspapers and incidentally, in proportion to their circulation, their advertising results are the biggest and their advertising rates the smallest in the country. They are read through from end to end. Every copy of circulation means an entire family, not a family that lives in one room with a can opener, but a family that owns its own house, and land around it, at least ninety times out of a hundred, a family that buys everything from the roof of the house to the cement on the cellar floor, from the hat on mother's head to the skates on the boy's feet. The service that their publishers render to the public is, in my opinion, the most important service rendered by any class of citizens in the United States."

#### CULLOWHEE STATE NORMAL WILL OPEN MONDAY

Cullowhee State Normal School will open the fall semester, Monday morning of next week. From the present indications, the school will have the largest enrollment in its history.

#### QUALLA

On August 28th Rev. Lucius Rogers preached an interesting sermon at the Baptist Church.

At the close of our singing school, on September 5th, an all day singing "with dinner on the ground," was held in the school auditorium. A very large congregation was entertained by splendid music rendered by East Sylva Quartet, a choir from near Franklin, and Whittier and Qualla choirs. Visitors were present from Sylva, Whittier, Bryson, Olinet and all the surrounding country. Qualla choir has made fine progress under the leadership of Mr. James Higgs of Asheville.

On September 5th Qualla High School opened with a large attendance of eager, bright eyed boys and girls. Rev. H. C. Crist delivered an interesting address. He advised each student to have a definite plan for their life work. Quite a number of parents manifested their interest by being present, making talks and speaking words of encouragement.

With Dr. J. C. Coggins as principal and five intelligent young ladies viz. Misses Iva Higgs, Llewellyn Rhodes, Lou Ella Brown, Lois Edwards and Vivian Jones, as co-workers, we see no reason why this should not be one of the most successful years in the history of our school.

Born to Mr. and Mrs. D. C. Hughes, on August 31st, a daughter, Wilma Christine.

Mr. J. O. Terrell left Sunday for his school near Biltmore.

Miss Irene Ruby and Messrs. Jack Battle and Guy Moody are attending S. C. I. at Sylva.

Mr. Claud Riddle and family of Gray Court, S. C., are spending a while at Mr. D. M. Shuler's.

Mr. Troy Martin and family of Bryson and Mr. and Mrs. Ross Reagan of Wesser spent the week end at Mr. Hansel Bradley's.

Mrs. Ethel Blain of Asheville was the guest of Mrs. H. G. Bird.

Mrs. Charles Ray of Waynesville and Mrs. Ed Rhinehart of Asheville accompanied by a party of young folks, called at Mr. H. G. Ferguson's and Mr. J. L. Hyatt's.

Mrs. Alton Colecord with Alton, Jr. of Jacksonville Fla., is visiting her sister, Mrs. P. C. Shelton.

Mr. B. A. Gillespie of near Rosman visited his sister, Mrs. W. H. Cooper. Mr. P. C. Shelton motored to

#### FUNERAL FOR AUTO VICTIM

The funeral services of John Cochran were held in Dillsboro Tuesday afternoon and interment was in Long Branch Cemetery. Cochran, whose home was near Dillsboro but who has been spending most of his time in Knoxville, for several years, was instantly killed Sunday afternoon when the Dodge Coupe which he was driving, pitched over the bank from Highway No. 10, and overturned in J. M. Work's field, a short distance below Wilmot. He leaves a widow and one child it is said.

Charles Robinson suffered severe cuts and bruises and three broken ribs, at the same mishap, and is said to be doing well. John Robinson who was also in the car was uninjured.

#### MARRIAGE LICENSES

Ralph Jones, 22, Dillsboro to Mary Hooper 17, Green's Creek.

Albert Monteith, 34, Greenville, S. C. to Pessie E. Alexander, 30 Cashiers.

Dr. S. C. Duncan 30, Monroe to Ora Lee Gaddy 23 Monroe.

Thos. W. Buchanan, 19, Jackson county to Lilly Etta Cabe, 18, Jackson county.

Alvin Cope, 21, Jackson county to Hessie Hensley 20, Jackson county.

Franklin and Cullowhee.

Mesdames J. E. Battle and P. C. Shelton visited Mrs. J. L. Hyatt.

Mr. Carl Hoyle returned to Charleys Creek after a visit with homefolks.

Mr. and Mrs. Dewey Enslley of Beta visited relatives.

Mrs. J. H. Hughes visited friends at Whittier.

Mr. and Mrs. C. M. Hughes of Asheville, Mr. and Mrs. W. H. Hoyle Mr and Mrs. J. H. Hughes and Mr and Mrs. Horace Howell were supper guests at Mr. J. M. Hughes.

Miss Essie Anthony returned to Ravensford after visiting at Mr. W. W. Anthony.

Mr. and Mrs. James Sitton called at Mrs. A. C. Hoyle's.

Mr. Will Freeman and family, Mrs. A. J. Freeman and Mrs. Steve Bradburn visited relatives at Bryson.

Mr. Dixon Hyatt and family were visitors at Mr. John Bradburn's.

Mr. and Mrs. Oscar Gibson have moved to their new residence.

Mr. Boyd McGuire of Asheville was a guest at Mr. J. K. Terrell's.

#### WHITESIDE COVE

Born to Mr. and Mrs. Charlie Edwards August the 31st a daughter.

Mrs. Alfred Miller of Sapphire spent the week end with her daughter Mrs. D. C. Picklesimer.

Mr. W. S. Alexander has had a fall house of summer guests this season.

Miss Edith Picklesimer is to teach the fourth and fifth grades at Cashiers this term.

Miss Lois Edwards is to teach the fourth and fifth grades at Qualla.

Mrs. Mabel Edwards Bumgarner is teaching a very satisfactory school here this term.

Rev. Frank Bumgarner is conducting a series of meetings at Buck Creek this week.

Miss Edna Bumgarner has returned home after spending some time at Highlands.

Little Miss Christine Miller returned to her home in Brevard Saturday after spending several weeks with her aunt, Mrs. D. C. Picklesimer.

Mrs. Loris Bumgarner, Miss Edith Picklesimer and Rev. J. E. Brown attended the box supper at House Cove Wednesday night. The amount collected was \$50.00.

Miss Cora Lee Picklesimer will enter school at Brevard Institute Monday.

Mrs. S. I. Lombard visited her daughter, Mrs. P. E. Henson at Cullowhee this week end.

Misses Edna, Maud and Lola Bumgarner will enter Highlands high school Monday.

Rev. J. E. Brown leaves September the 5th to enter Wake Forest College.

Edison Picklesimer went to Highlands Sunday to enter Highlands school Monday.

Mrs. Liza Rice is visiting her daughter, Mrs. Charlie Edwards.

Mrs. Ed Edwards of Horse Cove spent Sunday with her parents Mr. and Mrs. D. C. Picklesimer.

Mrs. Mary Zachary of Cashiers spent Saturday with Mrs. C. R. Edwards.

So many of our young people are going away to school or to teach we are going to be quite lonely.

But with plenty of work and papers to read with the dear old Jackson County Journal for good measure, we will try to be content.

Why don't some one in each community in the county write up the news in the Journal occasionally?

With best wishes to all the Journal's staff.

#### MAN SEEKS TO RECOVER TEETH

Raleigh, Aug. 25—Ollie McNeal is seeking \$50 damages from R. E. Paris, charging that Paris carried off McNeal's false teeth when he seized a bookcase under claim and delivery proceedings. The teeth were in the bookcase and not subject to the legal move, McNeal declares in demanding reimbursement for loss of his demountable masticators.

#### TWO HURT IN AUTO SMASH

Miss Cissie Henson and Miss Geraldine Shook, both of Cullowhee, were injured in an automobile wreck, Sunday afternoon; but are said to be doing nicely, at the Candler-Tidmarsh Hospital.

The mishap occurred when two automobiles collided, near Addie, just east of the Buff Creek bridge. Both cars were demolished.

#### PARENT-TEACHER TO MEET

The Parent-Teachers Association will hold its first meeting for the school year next Monday afternoon, September 12, at the graded school building, at 3 o'clock. All members and interested persons are urged to attend by the officers.

The Embroidery Club which was to meet the same date has postponed its meeting because of the conflict.

#### METHODIST WOMEN TO MEET

The Woman's Missionary Society of the Methodist church will meet at 3 o'clock next Tuesday afternoon at the home of Mrs. S. W. Enloe in Dillsboro with Mrs. D. M. Hall as leader.

## DO GOOD COWS PAY?

### JACKSON COUNTY COW TEST ASSOCIATION RECORDS FOR JULY

With butterfat 45 cents per pound the average price for one year, and skim milk 75c per 100 pounds value for feeding young calves, pigs and chickens. Pasture per cow is valued at \$2.00 per month and feed at farmer's selling price.

#### TEN HIGH TEST COWS AND OWNERS

Owner's Name	Address	Cow's Name	Breed	Pounds Milk	Test	Pounds B. Fat	Value Fat 40c Lb.	Value Skim Milk	Value Milk Fat	Feed and Pasture	Net Profit
H. G. Ferguson	Whittier	Sook T	Tenn Jersey	1,130	4.6 P.C.	52.0	\$23.39	\$8.48	\$31.87	\$5.72	\$26.15
J. E. Rogers	Whittier	Brendle	Durham Jersey	901	4.6 P.C.	41.5	\$18.65	\$6.75	\$25.30	\$2.00	\$23.30
J. E. Tritt	East LaPorte	Lilly T	Tenn Jersey	767	4.6 P.C.	41.4	\$18.63	\$5.75	\$24.38	\$3.86	\$20.32
J. E. Tritt	East LaPorte	Bonnie T	Tenn Jersey	799	5.1 P.C.	40.7	\$18.23	\$5.99	\$24.22	\$3.86	\$20.36
J. E. Tritt	East LaPorte	No. 9	Tenn Jersey	908	5.0 P.C.	45.4	\$20.43	\$6.81	\$27.24	\$8.20	\$19.04
Cullowhee State Normal	Cullowhee	Heifer	Jersey	865	4. P.C.	34.6	\$15.56	\$6.49	\$22.05	\$3.24	\$18.82
J. E. Tritt	East LaPorte	No. 7	Tenn Jersey	958	4.4 P.C.	42.1	\$18.96	\$7.19	\$26.15	\$3.86	\$17.95
Cullowhee State Normal	Cullowhee	Ethel T	Tenn Jersey	800	4.2 P.C.	33.6	\$15.12	\$6.00	\$21.12	\$5.72	\$17.26
J. E. Tritt	East LaPorte	Shuler	Jersey	727	5.3 P.C.	38.5	\$17.33	\$5.45	\$22.78	\$2.00	\$17.06
H. G. Ferguson	Whittier	Patsy T	Tenn Jersey	637	4.6 P.C.	29.3	\$13.19	\$4.78	\$17.97		\$15.97
J. E. Rogers	Whittier			8,492	4.7 P.C.	399.1	\$181.49	\$63.69	\$243.08	\$46.66	\$196.42

The high herd profit for this month was made by H. G. Ferguson of Whittier. 2 cows netted him \$43.21 or \$21.60 per cow.

The second high herd profit was made by J. E. Tritt of East LaPorte. 5 cows netted him \$38.25 or \$17.65 per cow.

The third high herd profit was made by J. E. Rogers of Whittier. 4 cows netted him \$62.34 or \$15.57 per cow.

The 33 cows tested in Jackson County Cow Test Association for July by eight farmers returned their owners an average net profit of \$13.00 per cow per month.

The 8 farmers testing these cows weighed their milk every night and morning on Government Test Milk Scales and feed also was weighed and recorded each day.

The work on the farms was supervised by County Agent, C. W. Tilson while the milk tests were made on the 15th of the month by Prof. Frank H. Brown in the Cullowhee State Normal Laboratory. These records were carefully worked out by Prof. Brown and Mr. Tilson and are accurate.