

JACKSON COUNTY JOURNAL
DAN TOMPKINS Editor

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The electorate of Nebraska seems to think right well of wild jackasses and their sons.

Add to the season's unimportant items that the airplane endurance record has been broken again. By the way, who was it that broke it last month?

The endurance fliers and tree-sitters haven't a thing on the rest of us: We are all up in the air any way.

Somebody is blaming the radio for the drought. Anyway, some of the programs are rotten enough to make the weather act up.

Since H. L. Mencken has married a girl from "the Bible belt," we won't be in the least surprised if he should petition to join a luncheon club, and even speak favorably of the American Legion.

ADVERTISING

After careful survey and much deliberation, the Fox Film Corporation has decided to spend all its future advertising money on newspaper space, discontinuing all other forms of advertising. Which should make other advertisers take stock of just what kind of results they are getting from the money they spend.

The Journal is of the opinion that more money is thrown away on advertising, or rather so-called advertising, than in almost any other way.

Vast sums of money are expended throughout the country on various schemes of publicity. Most of it might as well be thrown in the river.

In nearly every town there are business concerns that rarely advertise in the papers and yet when some salesman comes along with a plan of publicity, these same concerns sign up the contract, and send their money out of town, to pay for some quack advertising scheme. If the same amount of money should be used for the purchase of space in the local paper, it would bring many times the results.

It has been demonstrated, time and again, that the best results, for the amount of money spent for advertising, is obtained through the columns of the newspaper.

And, not all newspaper advertising yields the dividends that it should. Only a few weeks ago, a stranger came into this office, and tried to sell us a pseudo-special edition scheme, that was only a plan to fleece our home business firms of money. We knew that most of them would fall for it; but we did not believe that they would get the returns from their money that they should, and we turned the salesman down. The next week, we saw the special advertising in an out-of-town paper, and a number of Sylva firms were represented in the list. We don't know how much the space cost them; but we do know that if they paid as much as a dime apiece they were stuck for at least a nickel more than it was worth to them.

Most men, who are ordinarily good buyers, who know the value of what they purchase, and pay no more than the commodities are worth, exercise little judgment when they buy advertising. They pay out good money to help somebody or some cause. They have a feeling that they are "giving" somebody something, and spend their advertising appropriations on that basis; or they stray from the legitimate field, and try novelties and the like.

If the money that is spent by Jackson county people for what is called advertising, money that is sent out of the county, each year, should be used for the purchase of space in The Journal, this paper would be second to no weekly in the country; and the advertisers would get real results. It would increase the volume of business done in the county; would keep many thousands of dollars at home (dollars that the business people spend for advertising, and dollars that the people send to mail order houses), and everybody in the county, merchant, bank, people, and paper would profit by this change of advertising attitude. Think it over.

THREE HOSTESSES GIVE BRIDGE PARTIES

On Thursday afternoon of last week, Mrs. Joseph R. Ryan was hostess at a bridge party, at the home of her parents, Dr. and Mrs.

Candler. The affair was one of the largest of the summer season, a number of out of town ladies having been included in the guest list.

Mrs. Ben N. Queen was hostess to the members of her bridge club, at the Country Club, on Tuesday afternoon of last week. Besides members of the club, several guests were invited. Those playing were Mrs. J. R. Ryan, Mrs. Alex Kizer, Mrs. Harry Hock, Mrs. B. E. Gray, Mrs. Ramsey Buchanan, Mrs. J. L. Dillard, Mrs. C. B. Thompson, Mrs. Harry Buchanan. Mrs. Ramsey Buchanan held high score and Mrs. Harry Hock low. Mrs. Queen served a delightful salad course.

Monday afternoon of last week Mrs. Alex Kizer entertained a number of her friends at bridge, the party being at the home of her mother, Mrs. Carrie McKee. Five tables were in play, the prize for high score going to Mrs. Ben N. Queen, while Mrs. Cyrus Nicholson held low. Those present were Mrs. John H. Morris, Mrs. Dan Allison, Mrs. C. B. Robinson, Mrs. L. C. Hall, Mrs. J. R. Buchanan, Mrs. H. E. Buchanan, Mrs. E. M. Hale, Mrs. D. E. Murray, Mrs. John Irwin, Jr., Mrs. E. E. Bain, Jr., Mrs. Walter L. Jones, Mrs. D. M. Hall, Mrs. Cyrus Nicholson, Mrs. J. R. Ryan, Mrs. J. H. Council, Mrs. A. H. Weaver, Mrs. B. E. Gray, Mrs. J. L. Dillard, Mrs. Ben N. Queen and Miss Margaret Candler. Mrs. Kizer served a salad course.

CAROLINA IS INVADED

North Carolina is threatened with a foreign invasion. We know it is so, because no other authority than the Hon. George Pritchard, our present congressman, and candidate for United States Senator, says it is so. Raskob, and Tammany Hall are about to swallow up Tarheelia, and soak it with rum. Mr. Pritchard told the Republican convention in Catawba county that this is the danger, and called upon the elect from Hatteras to shoulder arms and repel the invasion.

Mr. Pritchard harked back to 1928, and started the invasion all over again, forgetting only to mention the danger of the Pope moving into the White House, and the whispered advice to all and sundry to hide their Bibles.

North Carolina is about to have her remarkable dry record bedampened by Raskob and the Tammany Braves, and the only way to stop it is for the people to turn thumbs down to Mr. Bailey and elect Mr. Pritchard to the United States Senate. What matters it if the Democratic party was and is the original dry major party in North Carolina! What matters it if Mr. Bailey has served the cause of prohibition long and faithfully! What difference does it make if Mr. Bailey was once the Superintendent of the Anti-Saloon League in North Carolina! Mr. Pritchard forgot to say that after a Democratic legislature had called a vote of the people of the State on the subject, and after the North Carolina voters had voted to outlaw liquor in this State, with a Democratic governor, Mr. Bailey, and other Democratic leaders stumping the State for prohibition, that at the very next session of the Republican State Convention, a resolution was passed, and put in the platform, condemning prohibition, calling for its repeal, and declaring for local option. All that is beside the question.

Mr. Pritchard wants to be elected to the United States Senate, and he knows full well that he can't carry North Carolina on the issues that divide the political parties, in the face of the Hoover administration. Therefore, he seeks to arouse old prejudices, to revive the imaginary issues of 1928, and thus befuddle the minds of the voters.

Mr. Pritchard also forgot to mention that Mr. Morrow is running for the United States Senate, up in New Jersey, as the regular Republican nominee, that he is a declared and avowed wet, and that as soon as he won the nomination, running as a foe of prohibition, he immediately received the personal and presidential blessing of Mr. Hoover, who was presented to the people of North Carolina, no longer than two years ago, as the High Priest of Prohibition, and the moral bedfellow of Scott McBride and Bishop Cannon.

MARRIAGE LICENSES

Moody Youngdeer, 28, to Sallie Partridge, 20, Cherokee Indians, of Jackson county.

NOTICE OF SUMMONS

NORTH CAROLINA, JACKSON COUNTY IN THE SUPERIOR COURT BEFORE THE CLERK T. L. Moss, and Elizabeth Norton; Bessie Davis Norton; John Paul Norton, minors by their General

Guardian, Julia Moss Norton, vs Lessie Harrington; C. S. Harrington; Winnie Green; William B. Green; Kim Bryson; Thomas Jamerson; Emmie Harris; Jehu Stewart; Praelou Stewart; Ruth Vernon; Vernon, husband of Ruth Vernon; Claude Wilson; Daisy Turnquet; Robert Turnquet; Lizzie Triplet; William Triplet; Myrtle Brown; Harold Brown; Elsie Davis; Jake Davis; Fred Wilson; Ernest Wilson, E. H. Harris; J. M. Harris; T. M. Wilson; John Collins; Fred Bryson; Callie Bain; Elmer Hooper; Addie Hooper Wilson; Don Wilson; Victor Henderson; Lawton Henderson; Sadie Nicholson; Frank Nicholson, R. C. Henderson, and the unknown heirs at law of Emmie Harris, E. H. Harris, J. M. Harris and T. M. Wilson

The defendants above named will take notice that an action entitled as above has been commenced in the Superior Court of Jackson County, North Carolina, before the Clerk, which said action is brought for the partition by sale of the interests of the plaintiffs and defendants in State Grant No. 476 granted to Alexander Wilson, duly registered in the office of the Register of Deeds of Jackson County, North Carolina, said plaintiffs and defendants being tenants in common therein; and the said defendants, and each of them, will further take notice that they are required to appear before the Clerk of Superior Court of Jackson County, N. C., on or before the 23rd day of September, 1930, and answer or demur to the complaint in said action, or the plaintiffs will apply to the Court for the relief demanded in the complaint.

This the 12th day of August, 1930. J. T. Gribble, Clerk Superior Court, Jackson Co., N. C.



Mother Brags on Him

"Why shouldn't I brag on Otto? If you had seen him a while back you couldn't believe he's the same boy," says Mrs. McGuire Thigpen, San Antonio mother, whose home is at 1816 S. Presa St. "If he tried to play he'd get all out of breath right away. He rolled and tumbled instead of sleeping. We had to drag him out of bed in the mornings so he would be sure to get to school. He's such a healthy specimen now because we finally reached his trouble by giving him Herbine. He eats big meals now, sleeps sound and even works after school from 5:30 to 11:30."

A teaspoonful of Herbine, taken as directed on the bottle, is usually all a sluggish, irritable child needs to help his stomach and bowels so he can eat and grow strong. Try it.



What Will you do



When your Children Cry for It

There is hardly a household that hasn't heard of Castoria! At least five million homes are never without it. If there are children in your family, there's almost daily need of its comfort. And any night may find you very thankful there's a bottle in the house. Just a few drops, and that colic or constipation is relieved; or diarrhea checked. A vegetable product: a baby remedy meant for young folks. Castoria is about the only thing you have ever heard of that is safe for infants. Stronger medicines are dangerous to a tiny baby, however harmless they may be to grown-ups. Good old Castoria! Remember the name, and remember to buy it. It may spare you a sleepless, anxious night. It is always ready, always safe to use; in emergencies, or for everyday ailments. Any hour of the day or night that Baby becomes fretful, or restless. Castoria was never more popular with mothers than it is today. Every druggist has it.



Try the Drug Store First

There is no end of things that you will find in The Drug Store

Supplies

- For School
- For Gifts
- For The Home
- For The Office
- For The Party
- For The Picnic
- For The Motor Trip
- For The Medicine Chest

And Hollingsworth's unusual candies to take along when you call on her

To say nothing of the ever-ready service that the drug store gives when you are sick

Buchanan Pharmacy

J. D. COWAN, Prop.

6 Chairs Free

For the next 30 days we will give absolutely free, a half dozen home made, strong and durable, straight chairs, with each range sold.

THE ROMAN RANGE



\$58.50 cash \$65.00 on terms

delivered and installed, together with the chairs. in your kitchen

We have sold hundreds of Roman Ranges, in Jackson county, and throughout this trade territory, and they have given universal and complete satisfaction.

Medford Furniture Company