

Do Your Christmas Shopping In Sylva

The Jackson County Journal

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SYLVA SHOPS READY FOR HOLIDAY RUSH

AL SMITH TAKES LEAD IN NEW YORK POLITICAL BATTLE

(Special to The Journal)

Washington, D. C., Dec. 14.—In these days of "lame duck" Congressmen the whole country is concerned with the fate of the men who have been rejected at the polls. When it comes to the Republicans, nobody questions what their destination will be. Obsolete, at least until the next Congressional election, is bound to be their fate. The biggest "lame duck" of them all, former Governor Smith, of New York, however, seems to have found a berth for himself, judging by the shift in New York City politics.

Although Al Smith does not qualify under the strictly accepted meaning of lame duck, yet he actually comes under that qualification as he was rejected by the public at large four years ago when he ran for the presidency. When Governor Roosevelt was nominated, against former Governor Smith's wishes, the entire country wondered what the "Happy Warrior" would do. For long weeks he gave no sign but finally, in the closing weeks of the campaign, he came out heartily in support of the nomination and unquestionably did wonders in helping to elect Mr. Roosevelt.

Ever since the election returns were made final, politicians have been busy trying to find a spot in which to fit Al Smith. They realized it would take great business of mind on the part of the President elect to name him for a leading portfolio in his Cabinet.

One berth for which he was considered the most eligible man in the country was as Secretary of Commerce, where he would have had a chance to enforce economy more than any other member of the cabinet. Everybody felt that he was entitled to the honor of an office he desired and there was an undercurrent of feeling that with him in the Cabinet the friction that embittered President Wilson for many months during his Administration in having Bryan in his Cabinet as Secretary of State, might be dissipated this time by the close association of Roosevelt and Smith.

Makes Own Berth

Whether Mr. Smith would have been willing to submerge himself in the personality of the new chief of his party will probably never be known now as it is generally considered here that the "Happy Warrior" has definitely removed himself from the field of national politics by his recent action in flinging himself into the thick of Tammany politics in New York City.

Already a powerful organization of business men has been formed with the avowed purpose of making Mr. Smith the fusion candidate in 1933 for Mayor of New York. Whether the former governor of the state will accept the lower position has not become definitely known but everybody agrees that the position is one of sufficient dignity for any man to covet, no matter what office he may have held in the past nor to what he may have aspired.

Municipal Crusader

Smith's elimination of himself as a member of the national government, for such his action in injecting himself into the thick of New York City politics is taken to be, will meet with unanimous acclaim, it is said here. Farmers, who rejected him as a Presidential candidate, are known to have more than a sneaking liking for him. They recognize his honesty, fairness and ability to get things done and now that he is warring against Tammany he will become more popular. The entire country will be for him as mayor of New York City it is freely said here by politicians, especially if it will eliminate him from an important post in the Federal Government.

Al Smith's sudden bid for the Mayorality is based upon his testimony

JOURNAL TO HAVE CORRESPONDENT AT LEGISLATURE

The Jackson County Journal will bring to its readers, each week during January and February, a news story from the pen of its editor and publisher, during the session of the General Assembly, covering the events in the State Capital.

The 1933 session of the General Assembly is generally considered to be one of the most epoch-making and important that has met in North Carolina since the days of the Reconstruction. There will be a great deal said and done that should be of intense interest to every North Carolinian.

The editor of the Journal will be on the floor of the House during the entire session, and will give the readers of his paper complete personal coverage of the events in the State Capital.

In addition to this, he will give his views and paragraphs each week on the editorial page, commenting upon State, National and general news.

The 1933 Jackson County Journal promises to be the best and give the best to the people of the county, that it has ever been and given.

The local news and events will be covered adequately at home during the absence of the editor.

Send in your subscription today. Keep up with the fast-moving march of events in your home state.

From now until January First, we are offering the Journal two year for \$2; one year \$1.50. This applies to new and renewal subscriptions.

313 STUDENTS ENROLLED FOR WINTER QUARTER AT W.C.T.C.

Cullowhee, Dec. 12.—A total of 312 students enrolled Monday for the winter quarter of Western Carolina Teachers College. Class work began Monday morning.

The registration already shows an increase over the winter quarter of last year of over 26 per cent. Last year's winter quarter enrollment was 247. The fall quarter's enrollment this year showed an increase of 49 per cent over the same period last year.

Related registration is expected to put the new winter registration figures up to at least 350 students. Students may register for this quarter when classwork is resumed at the close of the Christmas holidays. The holidays at the college end at 8 o'clock on January 3.

Most of the prospective students for the winter quarter who live a considerable distance from Cullowhee are not expected to register until the Christmas holidays are over. Another factor that is expected to further swell the winter quarter enrollment is that many of the six months schools of Western North Carolina close shortly before Christmas. This and the extended registration opportunities are expected to draw a considerable number of these teachers to the college for the winter period.

The students registering Monday at Cullowhee represent many sections of North Carolina and several other states.

Land Auction Sale

One next Monday and Tuesday, Horney Brothers will conduct auction sales of small farms in Qualla township. The W. M. Clements farm has been subdivided into small tracts and will be sold on Monday, December 19. On the next day, December 20, the J. E. Freeman farm, which has also been cut into a number of desirable small farms, will be sold at auction.

before the Hofstadter Committee, still probing into Tammany's conduct of the metropolis. Smith offered a concrete program of economy in running

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CHRISTMAS SHOPPING

(An Editorial)

Do you want to kill your town deadlier than Hector's proverbial pup? If you do, you don't have to take an axe and knock it in the head. You don't have to shoot it with a cannon. It is unnecessary to feed it an overdose of rough on rats.

All that you need do is to hop in your flivver and go to some larger town and do your shopping, or fill out a nice, little mail order and send a cashier's check or a money order along with it.

Train your children to believe that the proper thing to do is to go elsewhere to buy everything from an automobile to a Christmas seal. Tell your neighbors about things that they can order or buy in some other town.

Don't even investigate the offerings of the Sylva shops. Don't go into your neighbor's and fellow taxpayer's store to see what he has to sell you, and what his prices are. Just keep up the attitude of thinking, dreaming, talking about buying elsewhere, and you will kill your home town so dead that even you can't live in it. You will undermine its institutions, kill its spirit, leave its churches and schools without the support that they must have if they are to continue to live and serve. You will raise the taxes of every property owner in your county, and drive away desirable people who would come and live with us. You will strangle every business man in town until he will no longer be able to carry his share of the burden.

You live here, draw your pay check, if any, here; and expect your town to be a good town in which to live and rear your children. But did you ever stop to think just how much you are contributing to the community good?

The Journal has contended, year after year, that the shops of Sylva are worthy of the support of our people.

We believe that their prices are low. We know that they carry stocks of merchandise that would do credit to towns of 25,000 people. We know that Sylva is a natural shipping center for a large territory. We know that the field can be cultivated to such an extent that the people from a large part of the Southwestern counties will flock here to do their buying.

We are convinced that the loyalty of the merchants of Sylva to the community, their interest in laying before their patrons extensive arrays from which to make selections, their never-failing contributions to the general welfare, merit the support of the people.

We know that the shops are well-stocked. We know that the prices are low. We know that almost anything that one can want can be bought in Sylva.

There is not a merchant in Sylva who knows that this editorial is being written or that it is to appear in print.

This is the personal invitation of The Jackson County Journal to the people to shop in Sylva. It is a part of our contribution to the general good of Sylva and Jackson county, written and presented in behalf of the town and county, and of the progressive and loyal merchants here.

Let's all get together, one time, in the midst of this depression, and put our hearts and heads together to build up a better Sylva and a better Jackson county, for us all.

Personally, we would be ashamed to draw a pay check in Jackson county and go elsewhere to spend the money.

But it is not only a matter of community loyalty. We sincerely believe that the people can shop more satisfactorily and save money by buying from the well-stocked shops of Sylva.

HAVE FREE SHOW MONDAY

More than three hundred of Sylva's populace turned out Monday night to witness a picture in sound, advertising Esso gasoline, which was put on by the Standard Oil Company, and shown at the old Sylvan Theatre.

The picture was entertaining as well as educational and instructive, showing the refining process of Esso. And along this line a comedy and love story was interwoven with the process showing the qualities of the Standard products.

J. C. Allison is manager of the agency distributing Standard products in the counties of Jackson, Macon and Swain, with headquarters here in Sylva.

BAPTIST SUNDAY SCHOOL WORKERS TO MEET 18TH

D. M. Hooper, Associational Sunday School Superintendent of the Tuckasee Baptist Association, has called a meeting of all pastors, Sunday school superintendents, teachers, and workers of the Association to be held in the Webster church at two o'clock Sunday afternoon next, December 18.

COLLECT BOXES FOR NEEDY

The W. C. Reed Bible class is placing boxes in several of the downtown stores for collection of Christmas packages for needy families of Sylva.

These packages will be distributed December 24th. Members of the class request that everybody drop some little package in the box while doing Christmas shopping, if it costs no more than five cents. It will make some one happy.

BROWN TO SELL AUTO TAGS

Automobile tags for 1933 go on sale in Sylva today by the Carolina Motor Club. David H. Brown, branch manager, is in charge of the sales at the Jackson Chevrolet Company.

The local branch of the Carolina Motor Club sells tags for the counties of Jackson, Macon, Swain, Cherokee, Clay and Graham.

STOVALL ADDS TO OLD AND IS

Stovall's 5c and 10c store has added one floor to its shop, displaying a large variety of articles in the basement. There are now two entrances to the store, the old one from Main Street, and a new one from Mil-

Local Merchants Place On Display Large Quantities Of Christmas Merchandise

TODAY and TOMORROW

(By Frank Parker Stockbridge)

Navies . . . and ships

I crossed the Atlantic with Admiral Alberto Alessio of the Italian Navy, whose duty was to report on the usefulness of the biggest of all Italian merchant vessels for naval purpose in case of war.

"All of the world's shipbuilding is under the control of men whose chief preoccupation is war," said one expert. "No important ship can be built anywhere today without government subsidy is to enable the navy to control the design and construction of the ship, so it can take it over for fighting purposes if necessary."

"Yes; and the United States is the most rigid in its requirements," said another, an American. "Our admirals sit in Washington and try to make every commercial vessel built in America into a warship. One result is that we have trouble commencing our business with other nations."

Perhaps the world will sometime get out from under the fear of war, but not if men whose livelihood is earned by preparing for war have their way.

Wireless . . . in thirty years

Thirty years ago I stood with Marconi on Table Head, Cape Breton Island, and listened to him predicting what his wireless telegraphy would some day do. It hadn't done anything up to then.

"Every ship on the ocean will have it," he said. "Passengers will the news of the whole world every day."

It sounded incredible then. It is still a marvel, for his boast came true. I am writing this in midocean on the Rex. A few minutes ago I read the complete report of the day's price fluctuations on the world's principal stock exchanges, received by wireless and posted on the ship's bulletin board. Just now a boy brought to my cabin a daily newspaper, printed on the ship and containing the most important news of the day from America and Europe.

If I wanted to I could go up to the Marconi room and telephone to my folks back in America. Marconi didn't dream that particular development of wireless; the radio telephone is due to Lee de Forest, an American who set out to improve on Marconi's work.

Some time—next year or later, perhaps—it will be possible for travelers at sea or elsewhere not merely to talk with folk at a distance but to see them. Television is "just around the corner."

Courage . . . demand of sea

It is impossible to cross the Atlantic, if one is of thoughtful temperament, without marvelling at the courage of those who first sailed across it. Columbus' largest ship, the Santa Maria, was less than 100 feet long; five hundred Santa Marias would not take up any more room than the single great ship on which I am writing this.

It took him more than two months to make the voyage we are completing in six days; two months of uncertainty and utter loneliness. For nothing can be lonelier than the open sea. For three thousand miles, between New York and Gibraltar, we on the Rex saw no sign of life out side of our ship; we sighted no other single gull or other bird, not even a whale.

Police Commissioner Mulrooney of New York and I stood at the rail looking out over the empty ocean,

It has been rain, rain, rain for the past five days, preventing the shoppers from venturing out in large numbers; but the shops of Sylva have been preparing themselves for the Christmas rush that is expected during the week end, and all next week. The skies are clearing and the air is becoming crisp, with a Christmas twang to it.

The shops up and down the streets of Sylva have spread out their holiday offerings for the thrifty shoppers, and make a most pleasing appearance. A casual stroll in and out and through the stores discloses a feast of holiday goods, well-displayed, and reasonably priced.

The interiors are decorated with the Yuletide colors and evergreens. The windows catch the eye and hold it. In every shop window is a display that pleases. Christmas is just around the corner.

There are toys, dolls, confections, fruits, and everything to delight the heart of childhood. There are those things that appeal to the feminine heart. There are the mannish things that appeal to him. There is something to meet the limits of every pocket-book. This year one does not have to have a well-stocked wallet to buy nice Christmas presents for his loved ones. And yet, if one is financially able to indulge in a Christmas splurge, he can find something that will meet the most exacting requirements.

The shops of Sylva are to be congratulated upon the variety they are offering, the taste that was displayed in buying, and the manner in which their wares are displayed for the holiday shoppers.

START WORK ON NEW BRIDGE

Work on Sylva's new \$11,000 bridge which will span Scott's Creek, in the east end of town, is gaining headway, and is expected to be up in the near future. Work was begun a week ago and the task of tearing down the old bridge has been completed.

Construction work on a new bridge at Cullowhee which is estimated to cost around \$17,500, has also begun. This bridge will span the waters of the Tuckasee river, and will be a much larger construction job than the Sylva project.

Machinery is being moved into Sylva, and soon work will begin on the grading of Highway No. 106 from Sylva to Cullowhee. This is one of the most important roads in Jackson County.

PAPER CO. COMPLETES BASIN

The new settling basin at the Sylva Paperboard plant has just been completed. Work on the plant started in September, and some 25 men have been working on it for nearly three months.

The basin was constructed in order to assure a supply of clear water, one of the essentials in paper manufacture, at such times as heavy rains muddy the waters of Scott's Creek, from which the water used by the plant is drawn.

EPISCOPAL SERVICES

The rector, The Rev. Albert New, will conduct services in St. John's Episcopal church in Sylva, next Sunday afternoon at 4 o'clock. The public is invited to the service.

and debated whether Columbus or Lindbergh showed the most courage. We agreed that Lindy took the greater chance, but that Columbus took the greater responsibility. We left it that they were both brave men.

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