

Urged To Follow State's Advertising Drive

Names and addresses of the more persons who have for information regarding the state advertising campaign, have been sent to every board of commissioners in the state, to the Chamber of Commerce, and to recognized agencies, where they are on file at the present time. It was announced today by Massie, chairman of the State's Hospitality committee in the Advertising Division of the Department of Conservation and Development, that every week or so he prepares lists containing the names and addresses of all persons who have written for information to the state, which are sent to the boards of county commissioners and other organizations in every county. These agencies in the counties and towns are asked to make these lists on file and to make them available to any citizens or organizations that may want to use them following the State Advertising Campaign.

These lists are much more valuable to the local communities than to the Department of Conservation and Development or to the state as a whole, since they make it possible for the local communities, through interested individuals and organizations, to tell these people their immediate sections," said Massie. "For all the advertising campaign is to tell about the state as a whole without mentioning any particular localities. But by making use of these lists which are being sent to every county, individuals and organizations may write to people in other states who have indicated an interest in North Carolina and tell them about their respective sections.

In this way every county in the state is given a direct opportunity to advertise itself and its communities and attract new residents and home-owners and eventually receive direct benefit from the advertising campaign. In fact, this is the only way in which communities and individuals are able to benefit directly from the advertising campaign. For the local communities and the people in them must do the actual selling

of North Carolina to those from other states who are becoming interested in coming here either as visitors or to establish homes. The state advertising campaign is merely the show window through which the state is being displayed. It is going to be up to the localities and the people living in them to do the actual selling."

The first letters sent out to the persons on these lists should be purely informational and give general information about the county and locality from which the letters are written, in the opinion of T. E. Pickard, Jr., executive secretary of the Governor's Hospitality Committee, and should not try to sell any property. These letters should try merely to arouse interest in that locality. If replies are received from these first letters, asking for more information about property for sale, prices of land, and so forth, this information can be given in subsequent letters, he points out.

For the past six or seven weeks the Conservation Department has been sending out the lists of those who have replied to the state's advertising, designed to attract homeseekers, especially farmers. These lists should prove of particular value to counties, cities, towns, and individuals wanting to attract new residents, Mr. Pickard believes.

Woodmen Will Meet In May

According to an announcement received today from Mrs. Effie E. Rogers, Raleigh, member of the national legislative committee of the Woodmen Circle and state manager of North Carolina, the second Eastern Regional meeting of the society will be held at Myrtle Beach on May 23, 24 and 25. Mrs. Rogers will head a large delegation from this state.

A number of local members expect to take part, according to Miss Jane Coward, secretary of Grove No. 180, at Sylva.

In addition to Mrs. Rogers, national officers who will have important parts in the program are: Mrs. Dora Alexander Talley, Omaha, Neb., national president; Mrs. Jeanie Willard, Denison, Tex., national vice president; Mrs. Mamie E. Long, Omaha, Neb., national secretary; Mrs. Ethel Holiway, Montgomery, Ala., national treasurer; Mrs. Katie Ferguson, St. Louis, Mo.; Mrs. Rosa L. Canada, Conway, Ark.; Mrs. Margaret G. Meadows, Fort Worth, Tex.; Mrs. Clara B. Cassidy, Atlanta, Ga.; and Mrs. Harriet T. Dorelan, Columbia, S. C., national directors.

Miss Annie Johnston Watts, Meridian, Miss., regional director of the

Eastern Region, Will Preside. The eastern region comprises the following states: South Carolina, Alabama, Connecticut, Rhode Island, Maryland, District of Columbia, Florida, Georgia, Tennessee, Indiana, Kentucky, Michigan, Mississippi, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Virginia and West Virginia.

It is expected that six or seven hundred will attend, including national, state, and grove officers, members and 25 uniformed drill teams.

A tentative program consists of exemplification of the ritualistic work, including a lodge clinic, meetings for instructions for field workers, a Tau Phi Lambda meeting, pageants, swimming, game tournaments, and other forms of entertainment.

To Whom It May Concern

Notice is hereby given that under and by virtue of the power contained in Section 2135 of the Consolidated Statutes of North Carolina, I will, on the 15th day of April, 1938, at the Hooper Motor Company, in Sylva, North Carolina, sell for cash to the highest bidder, at public auction, the following described property:

One Ford Coupe, 4 Cylinder, 1931 Model, Motor No. 4637659.

This sale is made to satisfy an indebtedness incurred for repairs on said automobile.

This the 19th day of March, 1938.
HOOPLER MOTOR COMPANY
 By Dexter Hooper

CORN PLANTER

You can't beat this corn planter. It's got everything any other planter has and then some.

The precision mechanism measures and deposits the seed accurately, spacing them to suit the operator any distance from 7 to 36 inches. The depth of planting is set by a simple adjustment.

Another important feature of this machine is that it puts the fertilizer under the seed, where it belongs, instead of on top. It will distribute as little as 40 pounds of fertilizer to the acre or as much as 600 pounds (based on 22-inch row).

Backed By
SERVICE and PARTS

Farmers Federation

SYLVA WAREHOUSE
 Main Street

Sufferers of STOMACH ULCERS HYPERACIDITY

DEFINITE RELIEF OR MONEY BACK

THE WILLARD TREATMENT has brought prompt, definite relief in thousands of cases of Stomach and Duodenal Ulcers, due to Hyperacidity, and other forms of Stomach Distress due to Excess Acid. **SOLD ON 15 DAYS TRIAL.** For complete information, read "Willard's Message of Relief." Ask for it—free—at

SYLVA PHARMACY

SALESMEN WANTED

Raleigh Route now open. Best opportunity for men who want permanent, profitable work. Sales way up this year. Start promptly. Write Rawleigh's, Dept. NCA-318-K, Richmond, Va.

NOTICE

North Carolina, Jackson County.

In the Superior Court.
WALTER F. JONES, Plaintiff,
 vs.
DOROTHY R. JONES, Defendant.

The defendant Dorothy R. Jones will take notice that an action entitled as above has been commenced in the Superior Court of Jackson County, N. C., for the purpose of obtaining a divorce "a vinculo" on the grounds of two years separation; and the said defendant will further take notice that she is required to appear at the office of the Clerk of the Superior Court of said county in the courthouse in Sylva, N. C., on the

OLIVER

Farm Implements



CORN PLANTER

COGDILL MOTOR CO.

1st day of April, 1938, or within thirty days thereafter, and answer or demur to the complaint in this action, or the plaintiff will apply to the court for the relief demanded in said complaint.

This the 14th day of March, 1938
DAN M. ALLISON,
 Clerk Superior Court
 Jackson County, N. C.

Used Car Specials

1934 Dodge 4 door Sedan	\$300
1935 Dodge 4 door Touring Sedan	450
1935 Dodge Coupe	300
1933 Dodge Coupe	300
1937 Plymouth 2 door Sedan	550
1933 Plymouth Coupe	200
1934 Ford Coach	300
1934 Ford Coach	275
1930 Ford Coupe	150
1931 Ford Coupe	150
1936 Dodge Pickup	375
1934 Ford Pickup	300
1932 Chevrolet Pickup	150
1937 Dodge 3-4 ton Truck	630
1934 Chevrolet 1 1-2 ton	375
1935 Dodge 1 1-2 ton truck	375
1934 Ford 4 door DeLuxe	300

1938 License Tag will be furnished Free with each purchase before April 15.

COGDILL MOTOR CO.



25 Years Of Progress

Show that Jackson County is building for permanent and increasing prosperity.

When you build a house, you want to build for permanency. Every good building is an addition to the county. When you build--paint--repair--re-roof--or remodel--remember

Sylva Coal and Lumber Company

V. V. Hooper

1938
 APR 11 1938
 1938