

## Social and Personal

Miss Marjorie Grindstaff spent the week-end in Waynesville and Asheville.

Mr. and Mrs. T. C. Wilburn were here, from Knoxville, Tenn., the first of the week.

Mr. and Mrs. John L. Davis, of Waynesville, spent Sunday here, the guests of friends.

Mr. and Mrs. Harry Buchanan and young daughter, Pearle, were here, from Hendersonville, yesterday.

Mrs. L. B. Mooney, of Springhope, is visiting her parents, Rev. and Mrs. George C. Snyder, at their home at Beta.

Mrs. Lucile Herren Foy, of Waynesville, was here, Sunday. Mr. Jack Messer was, several years ago, a teacher in the high school here.

Mr. John Irwin, who is a student at Davidson College, spent part of the spring holidays here, with his grandmother, Mrs. T. H. Hastings.

Miss Evelyn Gibson, who is employed in the TVA office, in Waynesville, spent the week end here, with her parents, Mr. and Mrs. Herbert Gibson.

Mr. and Mrs. J. M. Smith and baby and Miss Sutton, of Candler, were here this week, enroute to Highlands and Glenville, for a short visit with relatives.

Mr. Graham Grindstaff, of Keene, N. H., who is spending some time in Asheville, because of the illness of father, Mr. B. C. Grindstaff, spent a day or two here, this week.

Miss Kitty Dean McGuire and Miss Martha Jones, students at Mars Hill College, spent the week-end here with their parents, Drs. Wayne and Daisy McGuire and Mr. and Mrs. John R. Jones.

Mr. and Mrs. Charles L. Allison and Mr. Edwin Allison arrived, Wednesday, from Umatilla, Fla., where they have been spending the winter.

Mrs. Olin Williams and two children, of Harriman, Tenn., are visiting her parents, Dr. and Mrs. D. D. Hooper, at their home here.

### Schedule For Meeting of Methodist Missionary Society

A schedule of meetings for the year, for the Missionary society of the Methodist church has been prepared by a committee appointed recently. The list of hostesses and leaders for the remaining meetings of the year is as follows: April, hostesses, Mrs. Herbert Gibson; leader of devotional, Mrs. Dora Collins; program leader, Mrs. J. Claude Allison. May, hostess, Mrs. J. Frank Freeze; leader of devotional, Mrs. H. P. Cather; program leader, Mrs. Ben Sloan. June, hostess, Mrs. David M. Hall; leader of devotional, Dr. Daisy McGuire; program leader, Mrs. Philip Stovall. July and August meetings will be held at the church, devotional in the July meeting being led by Mrs. Sadie J. Long and the program leader Mrs. J. R. Long. The devotional leader for August is Mrs. Annie Tompkins and the program leader is Mrs. Cary Allison. The September meeting is to be held at the home of Mrs. Dan K. Moore, with Mrs. Jim Kindley leading the devotional and Mrs. Harry Hastings in charge of the program. October, hostess, Mrs. Philip Stovall; devotional leader, Mrs. Margaret Moore; program leader, Mrs. H. H. Morris. November, hostess, Mrs. A. A. Park; devotional leader, Mrs. Ida Keener; program leader, Mrs. R. L. Atrial. December, hostess, Mrs. A. S. Nichols; devotional leader, Mrs. A. S. Nichols; program leader, Mrs. John Wilson.

### The Ninth Annual Banquet Given By Cannon Brothers

More than seventy-five gasoline dealers of Shell Union Oil Corporation, for Jackson and neighboring counties, attended the ninth annual banquet given them by Cannon Brothers, at Dillsboro, Wednesday night in the main dining-room of Jarrett Spring Hotel. Mr. J. C. Cannon was in charge of the program and introduced Mayor Jarrett, who made a short welcoming address, being followed by Mr. Dan Tompkins, who also spoke briefly, and interesting, and who was well received.

Following the banquet a preview of the 1938 Shell advertising program was presented to the dealers by means of a talking moving picture

starring Fred C. Foy, the Shell advertising manager. Mr. Foy illustrated his talk by turning the pages of a huge guide book, twenty feet high, in which the characters to be featured in the year's newspaper advertisements, actually acted and spoke their lines.

It was emphasized that newspaper advertising will be the backlog of the 1938 Shell campaign, liberally supported by magazine, poster, radio and direct mail advertising.

The picture was followed by a most enlightening and interesting talk on Merchandising and Advertising by Mr. Sid Troy, of Charlotte, who outlined further details of the 1938 program, and pointed out a number of important points in service station management and salesmanship. He referred to the record of Cannon Brothers and their dealers, making special mention of Mr. Ras Barrett, who has been an active and faithful employee for the past seven years.

Mr. Troy stressed the importance of the right kind of advertising campaign, or sales promotion, as business is conducted today. His talk, while being particularly directed to the Shell dealers of this section, can as well be applied to any business of selling. He said, "We no longer speak of a filling station, but we are now running service stations, and we must merchandise our products—telling our customers the pertinent, vital facts, and he pointed out several important things for the dealers to keep constantly in mind when dealing with their customers.

1. Think of the customers himself or herself, and try to make him a regular customer. This can be done by seeing the customer's point of view.
2. Station organization; the right approach, type of service needed being rendered promptly and efficiently without loss of time and effort to customer or attendant.
3. Personality of the service station man.
4. Salesmanship; knowing how to merchandise Shell products, and how to sell your customers without unnecessarily detaining him or antagonizing him by being too insistent or aggressive—a combination of per-

sonality, salesmanship and diplomacy—or use of imagination, determination and perspiration! All to be used as "pump-side" salesmanship.

Mr. Troy also spoke of the appearance and cleanliness of the station being of great importance in getting full value from gasoline and motor oil advertising. The traveling public is becoming more and more "beauty conscious," and attractive surroundings and well-kept stations have no small part in attracting desirable customers.

Mr. Troy's address was followed by an entertaining talking picture entitled "Alias Jimmy Whitaker," a picture produced in Hollywood early this year, which was very much enjoyed by all present.

In this picture and elderly service station operator, who has no use or time for modern methods suddenly finds himself in competition with his son, who has disguised himself, and opened a super service station just across the street. After a series of futile attempts to keep his business, which he sees is gradually slipping away from him and going to the new station, the father admits finally his mistakes and agrees to go into partnership with his son.

The meeting and banquet were greatly enjoyed by the dealers and their wives, all of whom feel indebted to the Cannon Brothers for such an enjoyable occasion and entertainment.

### Allison To Operate Central Station

Dan M. Allison, proprietor of Allison Motor Company, has taken over the Central Service Station, at the corner of Main and Walnut Streets, and will operate it in addition to his other business at the Allison Motor Company.

The Central Station dispense Shell products, while the Allison Motor Company sells Puroil gasoline and oils, and deals in Oldsmobiles, International Farm Machinery and Trucks, Leonard Electric refrigerators, and repairs all makes of automobiles and trucks. In addition to selling Shell products, the Central station will service automobiles, with

greasing, washing, polishing and oiling.

Roy Allison will manage the Central Station, and Major Allison will continue as office manager at Allison Motor Company.

The salesmen in the Allison organization are: Geo. Gibson, located at Franklin, S. P. Penland, located at Hayesville, and N. Don Davis, at Sylva.

Sim McGinniss is the wrecker and service man for Internationals and Oldsmobiles; and the repair shop is in charge of Frank Terrell and Carl Cagle, expert mechanics.

### CARD OF THANKS

We wish to thank all our good friends who rendered such noble help during the illness and death of our dear father, M. W. Matthews, Speedwell, who died February 13, 1938.

We wish to thank, especially, our good friends, Mrs. Sula Holden, Mr. and Mrs. Roy Holden, Mr. and Mrs. Robert Knight, Mr. and Mrs. Charles Knight, Mr. and Mrs. Vernon Bumgarner, Mr. and Mrs. Glenn Bryson, Mrs. Della Wilson, Mr. Zeb Watson, Mrs. Dills and son, and all who helped in any way.

Also, we thank these good friends for the beautiful floral offerings and we especially wish to thank the three

### Will Rogers' Humorous Story

By WILL ROGERS

I CAN never understand where some people get their ideas on charity. If a guy comes up to you and asks you for a dime for something to eat, I think he deserves it,



just because he is hungry. But there are lots of people who would ask him a million and one questions wanting to know what happened to his last job, whether he is married or single, why he never saved any money, etc.

A little while ago a tramp came up to the back door of a house, and when the mistress came out, inquired about his chances for a meal. The woman looked at him and said, "I'd be glad to do something for you, my good man, but first answer me one question. Do you use liquor?" The tramp looked her over and replied, "Well, lady, that all depends on whether this is an invitation or not."

good preachers who conducted the funeral services: The Rev. Mr. Heffner, Rev. Corrie Hooper and Rev. Albie Fox, for the many consoling things they said about our dear father. May God bless these good people abundantly. HIS FAMILY.

**Another New Shipment Just Received!**

**BLACK PATENT**

**COPPER TAN CALF**

\$ 2.99

Choose either! ... They're gorgeous... rich COPPER or sparkling PATENT LEATHER. All the very newest styles "draped" vamps... pinhole perforations... peeping toes. Start Spring in PARIS FASHIONS newest!

Guaranteed as advertised in Good Housekeeping

## Schulman's Department Stores

Style Centers of Western North Carolina

SYLVA                      FRANKLIN

### Laughing Around the World

With IRVIN S. COBB

#### Without Professional Assistance

By IRVIN S. COBB

A LADY who lives on a plantation in the southern part of Alabama went up to Birmingham on a visit. Upon her return an old negro man, living on an adjoining place, who occasionally did odd jobs



for her, dropped by to welcome her home and to tell her the news of the neighborhood. "Whilst you was gone Aunt Mallie died," he said. Aunt Mallie was a poor old black woman who lived in a tumbledown cabin half a mile away on a back road. "Oh, that's too bad," said the white lady sympathetically. "How long was she sick?" "Jes' three or fo' days," he said. "What ailed her?" "They didn' nobody know. One mawnin' she up and fell sick and she kep' on gettin' wuss and wuss till de fo'th day come and den, all of a suddenlak, she hauled off an' died." "Who was the doctor?" inquired his patron. "She didn' have no doctor—she died a natchel death!" (Amateur News Features, Inc.)

**Travel anywhere..any day on the SOUTHERN for A fare for every purse...!**

**2**

**CENTS PER MILE**

- 2¢ One Way and Round Trip Coach Tickets** ..... for each mile traveled.
- 2 1/4¢ Round Trip Tickets** ..... for each mile traveled ... return limit 15 days. Good in Sleeping and Parlor Cars on payment of proper charges for space occupied.
- 2 1/2¢ Round Trip Tickets** ..... for each mile traveled ... return limit 6 months. Good in Sleeping and Parlor Cars on payment of proper charges for space occupied.
- 3¢ One Way Tickets** ..... Good in Sleeping and Parlor Cars on payment of proper charges for space occupied.

**AIR - CONDITIONED PULLMAN AND DINING CARS**

Be Comfortable in the Safety of **TRAIN TRAVEL**

Consult Your Local Ticket Agent, or Write

**R. H. DeBUTTS**  
ASSISTANT GENERAL PASSENGER AGENT  
ASHEVILLE, N. C.

SOUTHERN RAILWAY SYSTEM

We also

Are Jackson County boosters. We sell merchandise at prices that are money-savers for the people.

# The Leader Department Store