

THE BOOK

the first line of which reads, "The Holy Bible," and which contains Four Great Treasures

by BRUCE BARTON

JOSEPH
 And Joseph was brought down to Egypt; and Potiphar, an officer of Pharaoh, captain of the guard, bought him of the hands of the Ishmaelites.
 And Joseph found grace in his sight, and he served him; and he (Potiphar) made him overseer over his house, and all that he had.
 And it came to pass after these things, that his master's wife cast her eyes upon Joseph; and she said, Lie with me. . . and he fled, and got him out.

The illicit love of Potiphar's wife, and her revenge when the young overseer refused to betray the trust of his master, is the most widely remembered episode in Joseph's career. It has been the theme of plays and novels, and the cynical writers of all ages have scoffed at the young man's scruples and by their scoffing condemned themselves.

For the story of Joseph is the finest single story in the Old Testament. His father's favorite, and therefore the scorn and envy of his brothers, he made trouble for himself by the strange wisdom of his dreams and by his "coat of many colors," his father's gift. "Behold this dreamer cometh," they sneered, and forthwith they cast him into a pit, and smearing his coat with the blood of a kid took it home to their sorrowing father with a lie.



Bruce Barton

A commonplace age is always suspicious of dreamers. But what continent was ever opened, what railway built, what great discovery made, without their help?
 He whom a dream hath possessed treads the invincible marches;
 From the dust of the day's long road he leaps to a laughing star;
 And the ruin of worlds that fall he views from celestial arches.
 And, rides God's battlefield in a golden, and shining car.

The dreamer may ride in the golden car at the end, as the poets inform us, but he treads a long hard path in the beginning. The Ishmaelites bought Joseph when his brothers removed him from the pit into which they had cast him, and then tramped beside their camels down the dusty trail into Egypt. By sheer brains and force of character he won his way into Potiphar's employ:

And he (Potiphar) left all that he had in Joseph's hand; and he knew not aught he had, save the bread which he did eat.
 Joseph's life stretched out before him with the fine promise of success when the passion of a woman intervened, and evil days descended. "Behold this dreamer cometh," unlock the prison door and let it clang behind him.

In prison who remembered him? Potiphar's wife, perhaps, with a sinister smile at his scruples. His guilty brothers, like enough, with a lessening prick of conscience until they almost persuaded themselves they had forgotten. But the people whom he had benefited did not remember him.

sight he had into the wellsprings of human conduct, and how keen an understanding of the comic spirit which pervades all life.

I am beginning to believe that the movie magnates have really seen a great light. The realization that there is more to life than crime and sensuality, and that there is a great public which is truly appreciative of the very best that it can get, seems to have come home to them.

I hope we have more pictures of the quality of "David Copperfield." **CRIME** ^{too much}
 I think I can see signs that the public mind is becoming aroused over the prevalence of crime. The enthusiasm over the successful work of Federal agents in "getting" Dillinger and other outlaws indicates that those charged with law enforcement need not hesitate to adopt drastic measures.

It would be easy to wipe out crime if crime could be divorced from politics. Too many politicians and political organizations are in cahoots with criminals. The police commissioner of New York remarked the other day that he and his men could round up every important criminal were it not for the political protection those felons have managed to obtain.

Loopholes in the laws should be stopped up, but lawmaking is in the hands of politicians, and courts are bound by the laws. The tendency to regard any law, whether it is backed by public opinion or not, as more sacred than human lives and property, has been carried too far. I believe the reaction is setting in.

CHANGE constant
 No human institution ever stands still. Nothing else, much, does, either. Even the solid earth has sixteen different motions, pulling it every which way at once.

All that any individual human being can do about it, when he finds social, economic, moral and political conditions changing in ways he doesn't like, is either to change with them, doing his best to direct the line of movement along paths which he considers more likely to lead to the general good in the long run, or else sit tight and let the world go by.

It is more trouble to keep up with the world, after a man reaches a certain age, than to pull himself into his shell and refuse to have anything to do with the new things about him. But the only way an intelligent person can get much satisfaction out of life is to be a part of it, and to try to find what good he can in its constant changes.

Some fundamental truths never change. It is possible to hold fast to the elemental virtues of personal honor and integrity, to hold one's self-respect, in short, and still achieve a fair degree of contentment, if not of happiness, in the midst of a changing social order.

"I have been young and now I am old," wrote the Psalmist, "but I have not seen the righteous forsaken nor his seed begging bread." That is as true now as it was when it was written.

DISTRIBUTION faulty
 I tried to buy some Northern Spy apples in a neighborhood grocery the other day. All I could get were fine-looking but—tasteless western apples, shipped from 2,500 miles away. Northern Spies grow only 250 miles from the New York market.

The same day my wife wanted some Florida oranges. None of the nearby stores had any but Californias, which we hold inferior. They had come 3,000 miles; Florida is only a thousand miles away.

Organized distribution versus unorganized marketing is the answer. Uncle Sam is paying a lot of attention these days to agricultural production. It would be of far greater public service to reorganize the distribution methods of food products.

MARDI GRAS
 The New Orleans Mardi Gras immediately precedes Lent. Shrove Tuesday, which is one of the big carnival days, falls on February 12. Parties and street carnivals are held for five days previous.

New Kidneys
 If you could trade your neglected, tired and lazy kidneys for new ones, you would automatically get rid of Night Rising, Nervousness, Dizziness, Rheumatism, Burning, Itching and Acidity. To correct functional kidney disorders, try the guaranteed Doctor's special prescription called CYSTEX (Silo-tex). Must fix you up in 8 days or money back. At all drug stores.

CHURCH Announcements

FRANKLIN METHODIST
 Rev. C. C. Herbert, Jr., Pastor
 (Every Sunday)
 9:45 a. m.—Sunday school.
 11 a. m.—Morning worship with sermon by the pastor.
 5 p. m.—Vesper service with sermon by the pastor.

EPISCOPAL
 Rev. Frank Bloxham, Rector
 St. Agnes, Franklin
 (Sunday, Feb. 3)
 11 a. m.—Holy communion and sermon by the rector.
 7:30 p. m.—Y. P. S. L.
 (Tues. and Wed., Feb. 5 and 6)
 Diocesan convention at Christ School. No Bible class Wednesday.

Incarnation, Highlands
 11 a. m.—Church school.
 3 p. m.—Bible class.
 4 p. m.—Evening prayer and sermon by the rector.

Blossomtown

It seems as though a part of the people of our community are, or have been, on the sick list in the last few days. They are Mrs. G. A. McCoy, Pauline Long, Mr. and Mrs. Wiley Holbrooks, Mrs. Sanford Mann and Mrs. Velma Street.

Jerry Holbrooks spent Saturday night with his daughter, Mrs. Thad Dowdle, and Mr. Dowdle, of Prentiss.

Roy Stockton, of Franklin, was visiting Dock Stockton Sunday.

Several of the patients at the County Home have been ill with influenza, but are better now.

Mrs. Joe Yance and Laura Yance, of Iota, were visiting Fannie McCoy and Mrs. Arwood Lee Sunday.

Mr. and Mrs. Thad Dowdle, of Prentiss, spent Sunday with Mr. and Mrs. Dock Stockton.

AIR AND GASOLINE USED

The National Bureau of the Standards say that about 15 or 16 pounds of air will be required to burn completely 1 pound of gasoline. A gasoline weighing 6 pounds per gallon, would thus require 90 pounds of air or about 1,200 cubic feet at normal atmospheric conditions for complete combustion of one gallon of fuel.

WEAK AND SKINNY MEN, WOMEN AND CHILDREN

Saved by new Vitamins of Cod Liver Oil in tasteless tablets.

Pounds of firm healthy flesh instead of bare scraggy bones! New vigor, vim and energy instead of tired listlessness! Steady, quiet nerves! That is what thousands of people are getting through scientists' latest discovery—the Vitamins of Cod Liver Oil concentrated in little sugar coated tablets without any of its horrid, fishy taste or smell. McCoy's Cod Liver Oil Tablets, they're called! "Cod Liver Oil in Tablets", and they simply work wonders. A little boy of 8, seriously sick, got well and gained 10½ lbs. in just one month. A girl of thirteen after the same disease, gained 8 lbs. the first week and 2 lbs. each week after. A young mother who could not eat or sleep after baby came got all her health back and gained 10 lbs. in less than a month. You simply must try McCoy's at once. Remember if you don't gain at least 5 lbs. of firm healthy flesh in a month get your money back. Demand and get McCoy's—the original and genuine Cod Liver Oil Tablets—approved by Good Housekeeping Institute. Refuse all substitutes—insist on the original McCoy's—there are none better.

FREE! about STOMACH TROUBLE

Explains the marvelous Willard Treatment which is bringing amazing relief. Sold on irrevocable money-back guarantee. PRICELESS INFORMATION—for those suffering from STOMACH OR DUODENAL ULCERS, POOR DIGESTION, ACID DYSPEPSIA, SOUR STOMACH, GASTRITIS, HEARTBURN, CONSTIPATION, BAD BREATH, SLEEPLESSNESS OR HEAD-ACHES, DUE TO EXCESS ACID. Ask for a free copy of Willard's Message. We are Authorized Willard Dealers. PERRY'S DRUG STORE

THE FAMILY DOCTOR

By JOHN JOSEPH GAINES, M.D.

THE HUMAN SKIN

This wonderful envelope for our bodies, it seems to me, with its seven layers, is second in importance only to the brain. And, like the poor "we have it with us always."

A young doctor, explaining why he had selected skin diseases for his specialty, is reported to have said "well, skin patients never require night visits; they never die and they never get well." Those with experience can testify to his accuracy.

I wish I had the space and time to say all I would about the skin, but I am limited to only gross statements here. The skin is full of pores—millions of them, which should never be plugged up on prolonged occasion; keep the pores open for a healthy skin. The best agent for maintaining a

healthy skin is PURE WATER with the addition of mild soap. People spend hundreds of dollars for chemicals supposed to be "skin food." The best skin food comes from our daily dietary.

A good bath tub and a coarse towel are the very best friends of man when properly used. The skin is not hard to take care of, if we but use common sense with practical judgment. Soda is a good bathing salt as is boric acid; both should be kept in every household. Very few skin remedies will be needed if the surface of the body is kept in good, sanitary condition.

It is not a good plan to try experiments on the skin. Merely to bathe with the idea of perfect cleanliness, and rub afterwards with the coarse towel, to produce a bright healthy glow is a good prescription. For anything more elaborate, see your personal physician.

TODAY and TOMORROW

by FRANK PARKER STOCKBRIDGE

ENTERTAINS rich field

Young men and women sometimes ask me for advice in shaping their careers. That is always a compliment, but I am not always sure that I can give them any advice of real value.

If the inquiring youngster has any talent for public entertainment, however, I always advise him to follow that line. The big money flows into the pockets of those who can stir people's emotions, not to those who try to stimulate their minds. If you can make people laugh or make them cry, stir them to sentimental blissfulness or arouse them to anger, you have something for which they will pay you more than they pay Presidents or heads of big corporations. Where are the largest salaries

paid? In Hollywood, to the great screen stars. Who gets the big money for writing? Not the serious thinkers whose books contain, sometimes, the distilled essence of wisdom, but the humorists, the romantic novelists, the story-tellers—in other words, the entertainers. In music, in all the arts, in the theater—even in the pulpit—the ones who get the money are the ones who are most skillful in playing upon the human heartstrings.

I know a Negro tap-dancer who earns more money every year than any bank president I know. He has the essential quality of showmanship. So if I see signs of showmanship in any youngster I always advise them to cultivate it. It is worth more than diamonds.

DICKENS on the screen
 At last the greatest novel of Charles Dickens—who was essentially a showman—has been put on the screen in a manner which preserves all of its comedy, its pathos, and its essential humanity. If you who read this haven't yet seen the new film, "David Copperfield," by all means go to see it. Whether you have ever read any of Dickens' immortal stories or not, you will realize what a wonderful in-

get a Lift with a Camel!

CARTOONIST. (Below)
 Chon Day says: "I often work 10-11-12 hours at a stretch—and am smoking Camels all the time. They help to increase my pep when I feel tired or glum."



ARCHITECT. (Below)
 "When I feel listless, a Camel restores my energy," says W. R. Ballard. "I can smoke all the Camels I want, without having the slightest suggestion of ruffled nerves."



PRO SQUASH CHAMP. (Above)
 John L. Summers, Squash Racquets Champion of the U. S., says: "I often fight my way through a tournament—come out exhausted. Then—a Camel. My energy is brimming again."



NEW BUS LINE

Now Operating Between Asheville, Brevard, Highlands and Franklin

READ DOWN P. M.	READ UP A. M.
5:50 P. M. Leaves Asheville	Ar. A. M. 10:55
6:45 P. M. Leaves Brevard	Ar. A. M. 9:50
7:35 P. M. Leaves Sapphire	Ar. A. M. 8:55
8:15 P. M. Leaves Highlands	Ar. A. M. 8:05
8:45 P. M. Leaves Gneiss	Ar. A. M. 7:35
8:55 P. M. Leaves Cullasaja	Ar. A. M. 7:25
9:10 P. M. Leaves Franklin	Ar. A. M. 7:15

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