

Social and Personal News from Highlands

Studying India

The Woman's Auxiliary of the Episcopal church met last Thursday afternoon at the home of Mrs. W. S. Davis. After the business session a study of India was taken up, which will be continued through Lent.

Has Birthday Party

Miss Peggy Thompson celebrated her ninth birthday with a party at her home last Saturday afternoon. Entertaining games were played, at the conclusion of which delicious cocoa, cake and buns were served. About 37 boys and girls were present.

Entertains Merrymakers

Miss Louise Henderson, of Cullasaga, delightfully entertained the Highlands Merrymakers at her home last Thursday evening. Among those attending from Highlands were Miss Caroline Hall, Miss Sue Rucker, Mr. Jack Hall, Miss Amy Henderson and Miss Beatrice Mosely.

Hold Expression Contest

The annual girls' expression elimination contest was held last Friday morning at the weekly gathering for chapel in the school auditorium. Nine girls from the high school and seventh grade entered. Those selected by the judges as eligible for the finals were Helen Holt, Louise Beale, Eva Potts and Bess Hines. These four will try at commencement for the gold medal awarded yearly to the best girl speaker.

The boys' debating elimination contest will be held next Friday morning in chapel. All who wish to attend are invited to do so.

Literary Society Meets

The girls of the M. C. S. Literary society of the Highlands high school held their semi-monthly meeting last Friday afternoon in the school auditorium. The following program was enjoyed:

- Song (Spanish Cavalier), by society.
- Series of stunts, Bessie Craine, Mary Paul, Kitty Reese and Mary Lizzie Potts.
- Jokes, Amelia Wright.
- Poem, How the Old North State Was Made, Osceola Everett.
- Mountain story, Eula May Potts.
- Music (piano and harmonica), Helen Holt and Eloise Beatey.

Personals

Mr. J. A. Hines returned to his home Tuesday from a visit with relatives in Clinton and Wilmington, N. C.

Mr. Robert Reese made a trip to Atlanta last week to consult a

Minister Firmly Endorses Sargon

No matter where you go—North, East, South or West—there are thousands who testify that they owe their strength, vigor and well being to Sargon. Rev. Chas. E.



REV. CHAS. E. AUGER

Auger, 1803 W. 2nd Ave., Spokane, Wash., recently said:

"I was so weak and rundown I was at the point of complete exhaustion. My food disagreed with me, I hardly knew what it was to get a good night's sleep, and I seemed to lose weight and strength continually.

"Sargon and Sargon Soft Mass Pills corrected my troubles speedily. I eat heartily, and my food agrees with me, with none of that former indigestion. I have gained eight pounds and am again strong and vigorous."

Sold by Perry's Drug Store, Franklin, N. C.

specialist about his eyes.

Miss Rachel Davis spent last week-end at home.

Mr. and Mrs. Jim Henry announce the arrival of a baby girl Sunday morning, March 1.

Miss Mearle Cole, of Highlands, was a visitor in Franklin last Friday.

Mr. J. E. Potts spent last week-end at home.

Mr. Bob Beale entertained a number of the young folks of Highlands with a dance at his home one evening last week. Eleven sets were enjoyed.

Mr. W. H. Cobb spent last week-end in Charleston, S. C., in company with Mr. J. Lamb Perry.

The many friends of Miss Carolyn Barker are sorry to hear of her serious illness.

Mr. J. J. Moore and Mr. Bill Pierson went to Franklin last week on business.

Rev. Raymond McCarty filled his regular appointment last Sunday at the Presbyterian church. A large congregation listened to his interesting sermon.

Work is rapidly progressing on Mr. Ernest Brown's home on Chestnut Hill. The carpenters hope to complete the work by May.

North Skeenah

The people of this section are busy now with their spring plowing and ditching.

Mrs. Robert Carpenter was visiting her daughter, Mrs. L. C. Knight, on Setser Branch last Thursday.

Mrs. G. A. Stockton made a business trip to Franklin last Wednesday.

Rev. George Cloer filled his appointment at Pleasant Hill Saturday night and Sunday. There was a large crowd present Sunday.

Mr. and Mrs. E. B. DeHart and children, of Franklin, attended the preaching services Saturday night and Sunday.

Mr. Alonzo Knight, of Mountain City, Ga., spent Saturday night and Sunday at the home of Mr. Robert Carpenter.

Iotla

The Iotla Baptist church and community as a whole, seem to be greatly strengthened by the three weeks' revival held here recently by the Rev. Floyd Sifton and the Rev. John Freeman, of Swain county.

The clerk's report stated 33 additions to the church had been recorded, of which two were received by letter. Rev. Mr. Sifton baptized 31 and preached to an overcrowded church on Sunday morning, February 8. Besides this number there were several restorations; some joined other churches and some are to join here later.

Our pastor, the Rev. G. A. Cloer, preached last Sunday morning. His text was from the Book of Jonah. He preached a very interesting

sermon on this subject. Rev. Mr. Cloer comes through rain and mud to attend this church.

The prayer meetings which are held each Sunday evening are very interesting and it is hoped as the weather gets better the church will be able to do more in its work.

The people of the community made up a truck load of produce for Rev. Mr. Sifton and Rev. Mr. Freeman and are now making up a load for Rev. Mr. Cloer.

Pumpkin Filling

To one and a half cups of steamed, drained or canned pumpkin, add one teaspoon cinnamon, one-quarter teaspoon each of ginger and nutmeg, a half teaspoon salt, and two-thirds cup of brown sugar. Slightly beat two eggs and add to them two cups of evaporated milk. Add this to the pumpkin mixture, with one tablespoon of melted butter. Pour this into an unbaked pastry shell and bake in a moderate oven.

Stringing Beads

When stringing beads, wax the thread to prevent the beads from cutting it and to make it last longer. This also makes the thread slip through more easily.

Potatoes

It is especially fitting that potatoes should be served with meat, as their potassium salts prevent injurious acids being formed in the body from meat. The starch of potatoes gives energy for work, and may also add fatty tissue. Potatoes are mildly laxative, as their cellulose tissue gives bulk and encourages intestinal activity.

Young potatoes have more sugar content and less starch. That is why they are watery and do not mash well. The mature potato should be boiled quickly in salted water. Cooking softens the cellulose and causes the starch to swell and burst the cell walls. This makes the potato mealy and easily acted upon by the digestive fluids. A baked potato is probably the most delicious and easily digested. Wash the skins thoroughly and eat them as the skin contains valuable mineral salts.

When potatoes have been boiled until easily pierced with a fork, drain off the water and let them stand in the kettle in a hot place for a few minutes. Tilt the lid to permit the steam to escape. This will make them dry and mealy.

Laundry Hint

When washing a woolen sweater, first sew up the buttonholes to prevent them from stretching out of shape.

MACON THEATRE

Mon.-Tues., Mar. 9-10

THE PASSION FLOWER

With Kay Francis, Kay Johnson, Charles Bickford, Lewis Stone, Zasu Pitts

The pale, familiar conjugal offerings of wedded wife or the exotic lure of the mysterious "passion flower?" Every husband has faced this problem; every wife has known its inside dread!

Here is a picture of dynamic power—of searing passion!

NOT RECOMMENDED FOR CHILDREN

15 & 35c

Why we spend \$2,000,000 to put CAMEL cigarettes in the new HUMIDOR PACK

We have been in the tobacco business a long time down here at Winston-Salem and we take a lot of pride in the quality of the cigarettes we make.

While we have spent a good many million dollars advertising Camels, we've always held to the old fashioned idea that the thing that really counts is what we put into our cigarette and not what we say about it.

If we know anything about tobacco, and we think we do, Camels contain the choicest Turkish and the mellowest, ripest domestic leaves that money can buy.

In fact we have every reason to be proud of the quality of Camels as they come from the factory, but the remark of an old friend of ours from Denver some time ago emphasized a point that has been the problem of the cigarette industry for years.

As he inhaled the smoke from a Camel we gave him in our offices one morning, he sighed with very evident enjoyment and then asked jokingly, "What is this, a special blend reserved for Camel executives?"

"Certainly not," we told him. "This package of Camels was bought at the corner store this morning."

"Well," he said, "I've been a dyed in the wool Camel smoker for a good many years, but upon my soul I never got a cigarette as good as this in Denver. If you would give the rest of the world the kind of Camels you sell here in Winston-Salem, you ought to have all the cigarette business there is."

THAT statement simply emphasized again the cigarette industry's most important problem. The more we thought about it, the surer we were that he was dead right, and that somehow, something must be done.

Denver wasn't getting a fair break. Neither in fact was any other town. The only people who really knew how good Camels could be, were the folks right here in Winston-Salem.

That was due to a factor no cigarette manufacturer had ever been able to control.

Naturally there is no difference whatever in the quality

of the tobacco in Camels, whether you buy them in Winston-Salem, Denver or Timbuctoo. But up to now there has been a very real difference in the condition of the cigarettes by the time they reached the smoker.

The flavor and mildness of fine tobacco depend upon the retention of its natural, not added, moisture content which is prime at about ten per cent.

In spite of our great pains always to make sure Camels left the factory with just the right amount of natural moisture, no cigarette package had ever yet been designed that could prevent that precious moisture from drying out.

THERE are three things about a cigarette that can sting the tongue and unkindly burn the throat.

- (1) Cheap tobaccos.
- (2) Particles of peppery dust left in the tobacco because of inefficient cleaning methods.
- (3) A parched dry condition of the tobacco due to loss of natural moisture by overheating or evaporation.

Always certain of the quality of our tobaccos we had already made Camel a "dustless" cigarette by the use of a specially designed vacuum cleaning apparatus exclusive with our factory.

Now, if we could perfect a package that would actually act as a humidifier and retain the natural moisture content, then Yuma, Arizona, could enjoy Camels as much as we do here at Winston-Salem.

We knew what we wanted. We tried many things. We asked the Pittsburgh Testing Laboratory to help us.

After many experiments and humidity tests covering all methods of packing cigarettes came the detailed report of which this is the net:

(A) No existing cigarette package, including those wrapped in glassine paper or ordinary cellophane, gives anything like adequate protection against evaporation.

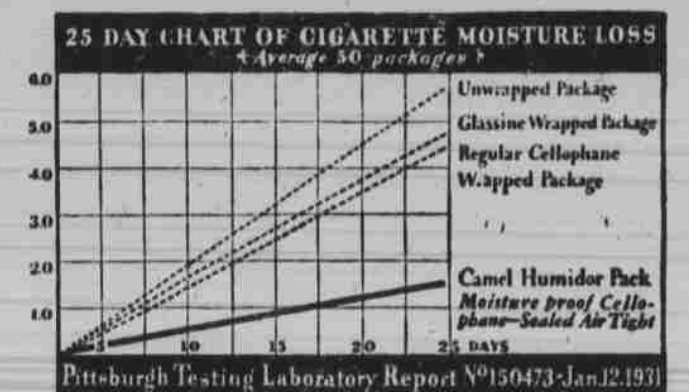
(B) All cigarettes so packed tend to dry out rapidly from the day they are released from the factory.

(C) Only a waterproof material with a specially devised

air-tight seal could give the desired protection.

(D) This measure, while costly, could be relied on to keep Camels in prime condition for at least three months in any climate.

If you have a technical bent, the graph below made by the Pittsburgh Testing Laboratory will show you the exact results of their exhaustive study.



Pittsburgh Testing Laboratory chart above graphically shows you that only the Camel Humidor Pack delivers cigarettes to you in prime condition.

YOU may be sure we gave this report a lot of careful study. We checked it and re-checked it and then we went ahead. We tried this device and that. At last we met success. The air-tight wrapping involved the designing of special processes, special machines.

That costs a lot of money, more than \$2,000,000 the first year, but after you have tried Camels packed this modern new way we are sure you will agree it is a fine investment.

For some time now every Camel that has left our factory has gone out in this new Humidor Pack.

We have said nothing about it until now, to make sure your dealer would be able to supply you when the good news came out.

Camel smokers of course have already discovered that their favorite cigarette is better and milder now than ever before.

If you aren't a Camel smoker, try them just to see what a difference there really is between harsh, dried out tobacco and a properly conditioned cigarette.

You can feel the difference, you can hear the difference and you certainly can taste the difference.

Of course we're prejudiced. We always have believed that Camel is the world's best cigarette.

Now we know it.

Just treat yourself to Camels in the new Humidor Pack and see if you don't agree.

R. J. REYNOLDS TOBACCO COMPANY
Winston-Salem, N. C.

