

—Read Herald Classified Ads For Profits—

Is Your Home Like An Oven In The Summer? No Need To Be You Know, If You Insulate The Baldwin-Hill Black Rockwool Way

- WINTER FUEL SAVINGS PAY FOR IT
 - REDUCES YOUR FIRE HAZARD 75%
 - PHONE OR WRITE FOR FREE ESTIMATE
- ROCK WOOL INSULATING CO.**
20 Technical Building — Phone 2949
Asheville, North Carolina



CANDIDATE

For STATE SENATE

32nd

Senatorial

District



W. H. (Gudger) Crawford

In making my Campaign for Nomination in the Democratic Primary for State Senate I wish to state that I am running entirely on my own platform. As far as having lined up with any Faction, such statements are not true.

MY PLATFORM FOR ROADS

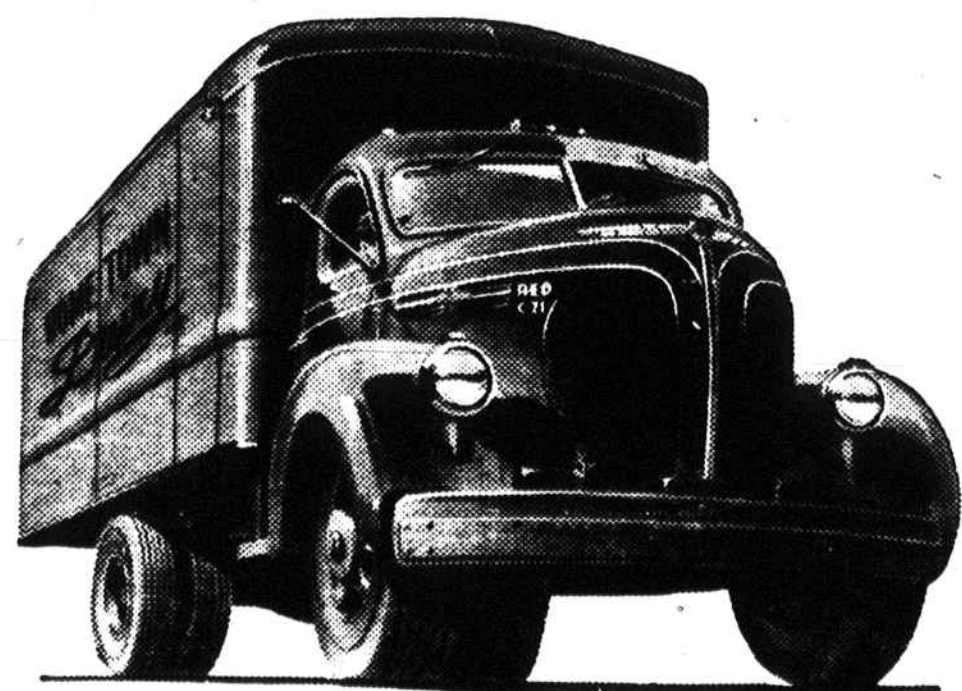
Realizing that the Farmers and Schools of North Carolina can never be adequately served until our secondary roads are greatly improved, it is my desire to see these Farm-To-Market Roads and School Bus Routes improved for all-year use. If nominated and elected, I will use my influence to this end.

I will also use my influence and work for and increase in allowance in the Old Age Pension fund.

YOUR SUPPORT WILL BE APPRECIATED.

W.H. Crawford

GET THE FACTS ON THE 1948 REO LINE



Six handsome, basic 1948 Reo truck models are rolling off the lines—headed by brand-new, extra heavy-duty Models 30-31. All along the Reo line you'll find new contributions to meet the advancing needs of the trucking industry—increased power in many models, side

cowl ventilators, easy-access doors—with the outstanding Reo styling, ruggedness, performance and economy that have made Reo a leader for 44 years! You are invited to visit our showroom for facts and specifications about the great Reo line of fine trucks for '48.

FACTS ABOUT REO MODELS 30-31—Tractor capacity up to 76,000 lbs. • Engines up to 200 H.P. • Big 75-inch, 3-man cab with full-vision all around • Individual, adjustable driver's seat • More leg room and foot room • Side cowl ventilators • Big, straight-drop doors • Wide choice of engines, transmissions, wheelbases and cab-to-axle dimensions.



The finest in 44 years DISTRIBUTOR

CURTIS MOTOR COMPANY, Asheville, N. C.

Now On Display at ELDERS GARAGE, Sylva, N. C.

See Roy Elders, Salesman

JACKSON FARM BRIEFS

By J. C. McDarris

The most unpopular man in Western North Carolina is the weatherman in Asheville who predicted no rain for 7 more days. When pipe becomes available, I believe it would pay every farmer to install overhead irrigation for at least garden and truck patches. Much seed has been lost but keep replanting. Agriculture Council does not recommend replanting with hybrid corn later than this week. Use a faster maturing variety after this time. The aphids or plant lice has been bad on fruit trees, shrubs and rose bushes and has not been controlled too easily with black lead 40. Recommend making some stronger solution than directions and mixing with a heavy solution of soap suds. County Agent says Bordeaux Mixture with arsenate for those potato bugs and blight. Every farm needs a GOOD spray. Soil improvement, using good seed and better farming methods on the upgrade. Control of insects and diseases lagging far behind.

Mr. Jim Farmer and family of Wilmot have sold some 2000 quarts of strawberries and were forced to turn away many customers. Some orders placed for next year. Even with late freeze and drought a good source of farm income this time of year. Says that first of June will have strawberry plants for sale at 1 cent each. Suggests setting plants in corn which provides shade and makes for a higher percent living. These would bear a crop next year. Mrs. John Corbin, Sylva agriculture teacher's wife, testifies his head lettuce project is a success. States none has been purchased from store giving half the quality. Think of the money it would bring to the farmers of Jackson County by supplying head lettuce just to the stores of Western Carolina. Contact the Sylva Agriculture teacher or any of his FFA boys or Veteran Farm trainees on how to grow.

A farm is a business; make it pay. First with an airport and now first to use the livestock insemination program is Johnny Watson of Cope Creek. This is the greatest opportunity ever laid on our doorstep for improving our dairy cattle. Why do we have to go to Haywood County for this Service? Agriculture Council met Friday afternoon. This group is a failure if there is any farmer in Jackson County not knowing five of the following people and what they do: L. A. Ammons; W. T. Brown; John F. Corbin; M. L. Snipes; J. C. McDarris; Miss Mary Johnston; Chas. C. Pettit; and Dennis E. Higdon. In experience and education, these people are qualified to solve any farm and home problem. Make use of them at all times.

Walter Ashe, President of the Sylva Lion's Club and The Jackson County Fair Association states his club will soon call on farm men and women throughout Jackson County to help put the Fair on "Mr. Ashe, I believe all people of Jackson County will stand side by side with the Sylva Lions Club to make the Fair a success."

Bouquet of the week to General Jones and neighbors of Barkers Creek for one of the finest, new churches in Western North Carolina. From the Bryson City road one sees only a Barkers Creek bridge. Travel that road a short ways and you will find prosperity, progressiveness and a good citizenry. Did you know there are at least 10 well cared for orchards in the Barkers Creek Valley? More are being started.

Plan Now For Fair-Feed and Food.

The artificial breeding program is making progress in Union county. The association now has 241 members and between 1,500 and 1,600 cows signed up.

Kidneys Must Work Well-

For You To Feel Well

24 hours every day, 7 days every week, never stopping, the kidneys filter waste matter from the blood. If more people were aware of how the kidneys must constantly remove surplus fluid, excess acids and other waste matter that cannot stay in the blood without injury to health, there would be better understanding of why the whole system is upset when kidneys fail to function properly. Burning, scanty or too frequent urination sometimes warns that something is wrong. You may suffer nagging backache, headaches, dizziness, rheumatic pains, getting up at nights, swelling. Why not try Doan's Pills? You will be using a medicine recommended the country over. Doan's stimulate the function of the kidneys and help them to flush out poisonous waste from the blood. They contain nothing harmful. Get Doan's today. Use with confidence. At all drug stores.

DOAN'S PILLS

SAFETY PROGRAM SHOWS PROGRESS IN SAVING OF LIVES

Raleigh, May 22.—After nearly 11 months of operation, North Carolina's new Highway Safety Program has shown definite signs of progress—progress in the saving of human lives by preventing needless highway accidents. The 1947 traffic death toll of 836 persons killed was 19 per cent lower than the 1946 toll of 1,028 killed. And the 1948 figure through April stands at 186, which is exactly 100 fewer deaths than the 286 recorded for the same four months' period in 1947.

Officials of the Motor Vehicles Department are encouraged at the decrease in highway fatalities and point out that if the current trend continues, the death figure at the end of the year will probably be somewhere around 600. Even that is far too many lives lost, but it will show definite improvement over 1947, and will likely make 1948 the safest year on record for North Carolina on the basis of the number of vehicles now on the roads.

Latest registration figures show there are 829,850 vehicles on the roads, while last year at the same time there were around 56,000 less.

Officials point out that full credit for the reduction in highway deaths should go to the motoring public of North Carolina, who have cooperated with the new Highway Safety Program passed by the last

FARM PRODUCTION COSTS ARE HIGH

Farm production costs reached a new high during the past winter and will probably continue high through 1948, according to Charles E. Clark, Extension farm management specialist at State College.

Quoting a recent report from the Bureau of Agricultural Economics, U. S. Department of Agriculture, the specialist said total out-of-pocket operating expenses of farmers have risen 9 to 25 per cent. General Assembly. The program with its new laws calling for mechanical inspection of vehicles, driver re-examination, doubled force of highway patrolmen, stiffer penalties for certain traffic violations, and a financial responsibility act, has tended to make the motoring public more "safety-conscious."

All phases of the new program are now in operation. Perhaps the "most talked-about" law passed by the 1947 General Assembly was the Mechanical Inspection Law, which is proving to be a big factor in the prevention of accidents. Since the law went into force in January, 36 inspection lanes operating throughout the State have inspected 171,110 vehicles.

666 GIVES Malarial Chills & Fever RELIEF

MALARIAL PREPARATION

TRULY FINE MONUMENTS

For Truly Fine Monuments See Our Many Designs in Granite Or Marble

SYLVA MARBLE AND GRANITE WORKS

JAMES T. BALES, Owner

The Importance of "Stepping Down"

Here is the story of a new principle of design that has rocked the industry and given Hudson unique beauty not possible in any other type of car.

THE recessed floor in the new Hudson—now widely known as the "step-down" feature—is the talk of the automobile world. And rightly so! This interesting development is the key to a new kind of motor-car beauty never before obtainable.

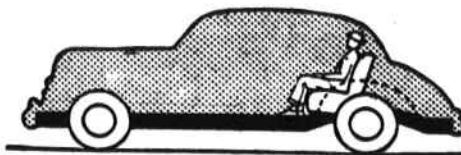
People everywhere are attracted by Hudson's low, streamlined silhouette and free-flowing lines.

Only Hudson, because of its exclusive recessed floor that you step down onto, is able to offer streamlined, low-built beauty without asking you to give up interior head room.

Let's take a frank look at the motor-car designer's problem. Since streamlining an automobile reduces available head room for rear-seat passengers, to achieve a low silhouette and maintain adequate head room, both floor and seats must be lowered to compensate for the lowered roof. The recessed floor is a necessity.

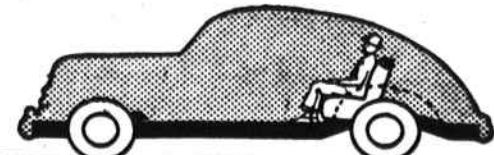
But it is difficult to lower floors and seats, because in all cars, except Hudson, they are built on top of a frame. Only

Hudson has a new, all steel Monobilt body-and-frame*, part of which is a rugged base structure that permits lowering floors and seats down within the frame. The sketches below illustrate this design problem and show how Hudson's recessed floor provides a low, streamlined silhouette, yet preserves head room.



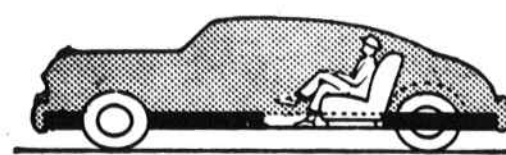
OTHER CARS

The car above cannot be streamlined because the need for head room above the rear seat (which is built on top of a frame) makes it impossible to lower the roof.



OTHER CARS

Of course, it is possible to adopt free-flowing lines without recessing the floor, as sketched in the car above, but over-all height must be raised, and this destroys the possibility of a low silhouette, which is the mark of the modern motor car.



NEW HUDSON

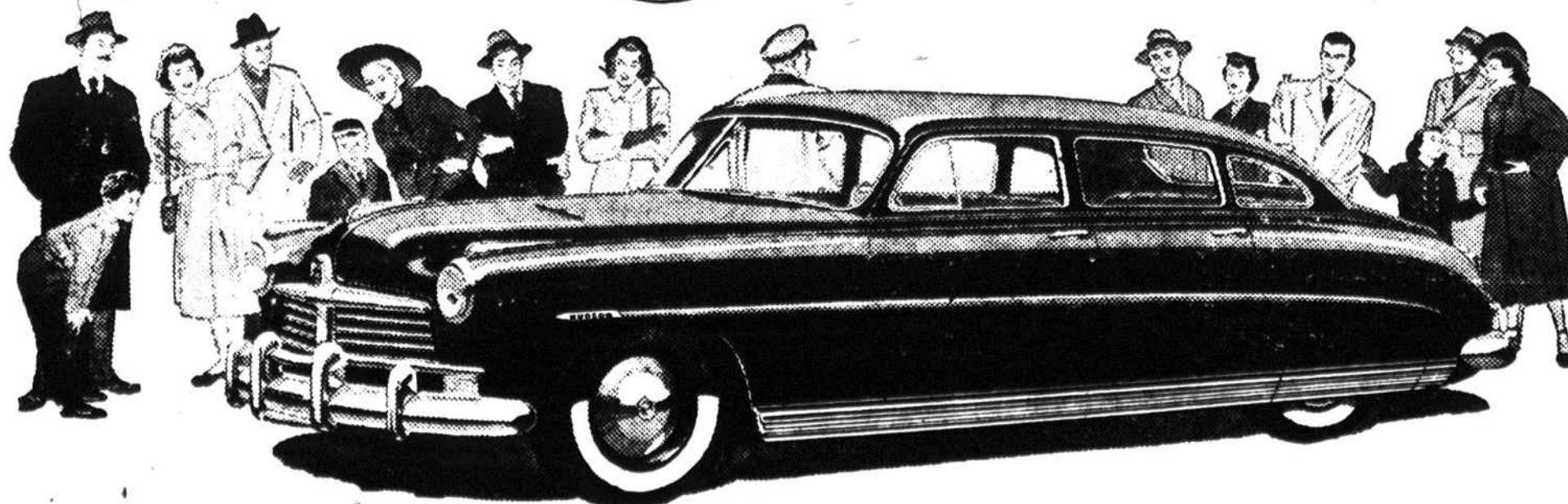
Here is the long, low, gracefully streamlined Hudson—only five feet from ground to top. You can see how the streamlined roof comes down liberally over the rear-seat portion of the car, as compared to the other types of roof lines shown in sketches to the left. But Hudson floors are recessed down within the frame, seats are lowered, so you get more than ample head room.

The "step-down" principle requires years of engineering work, the development of new production techniques and equipment, and millions of dollars of highly specialized new plant investment. Perhaps this explains why Hudson alone offers this vital new design principle today.

You'll probably expect the motor car that is the talk of the nation to offer you even more than beauty and comfort. And it does! Your nearby Hudson dealer will show you The Importance of "Stepping Down"—also its results in riding and driving ease, performance and safety. Hudson Motor Car Company, Detroit 14.

*Trade-mark and patents pending

This time it's Hudson



Come in and get the full story of The Importance of "Stepping Down"

Buchanan Auto and Electric Company MAIN STREET SYLVA, N. C.

each year since the 1935-39 period. The index of prices of all commodities except labor used in farm production has nearly doubled since 1939.

During the last four months of 1947, the index averaged 196 compared with 160 for the same period in 1946. The average index for the first quarter of 1948 was 202 compared with 169 last year. Farm wage rates are now more than three times their 1935-39 level.

Farm land rentals and land values have continued to increase. Land rentals are over three times the pre-war level and higher than for any previous year. Land values

are practically at the 1920 peak reached in the boom that followed World War I.

In comparison, although prices received for farm products reached a record in January, there has been a general decline since, and prices of some few products are actually down to pre-war levels.

AMANA HOME FREEZERS FARMERS FEDERATION