

The NEWS-RECORD

The Medium.

Through which you reach the people of Madison County.

Advertising Rates on Application.

THE ONLY NEWSPAPER PUBLISHED IN MADISON COUNTY

VOL. XVI

MARSHALL, MADISON COUNTY, N. C., FRIDAY, NOVEMBER 13, 1914.

NO 46

DIRECTORY

MADISON COUNTY.

Established by the legislature session 1860-61. Population, 20,132. County seat, Marshall. 1656 feet above sea level. New and modern court house, cost \$33,000.00. New and modern jail, cost \$15,000. New county home, cost \$10,000.00. County Officers: Hon. C. B. Mashburn, Senator, 35th District, Marshall. Hon. J. E. Rector, Representative, Hot Springs, N. C. N. B. McDevitt, Clerk Superior Court, Marshall. W. M. Buckner, Sheriff, Marshall. Z. G. Sprinkle, Register of Deeds, Marshall. C. F. Rynnion, Treasurer, Marshall. N. C. R. F. D. No. 4. R. L. Tweed, Surveyor, White Rock, N. C. Dr. J. H. Baird, Coroner, Mars Hill, N. C. John Honeycutt, Janitor, Marshall. Dr. C. N. Sprinkle, County Physician, Marshall. James Haynie, Supt. county home, Marshall.

Courts as follows:

September 1st, 1913 (2) November 10th, 1913. (2) March 2nd, 1914, (2) June 1st, 1914 (2), Sept. 7th, 1914, (2). B. B. Reynolds, Solicitor, Asheville N. C. 1913, Fall Term—Judge Frank Carter, Asheville. 1914, Spring Term—Judge M. E. Justice, Rutherfordton, N. C. Fall Term—Judge E. B. Cline, of Hickory, N. C.

County Commissioners.

W. C. Sprinkle, chairman, Marshall. R. A. Edwards, member, Marshall. E. F. D. No. 2. Reubin A. Tweed, member, Big Laurel, N. C. J. Coleman Ramsey, atty., Marshall. Highway Commission: F. Shelton, President, Marshall. Guy V. Roberts, " Geo. W. Wild, Big P. ne, N. C. S. W. Brown, Hot Springs, " Joe S. Brown, Waverly, " A. E. Sprinkle, Mars Hill, N. C.

Board of Education.

Jasper Ebbs, Chairman, Spring Creek, N. C. John Robert Sams, mem. Mars Hill, N. C. W. R. Sams, mem. Marshall. Prof. R. G. Anders, Superintendent of Schools, Marshall. Board meets first Monday in January, April, July, and October each year. Schools and Colleges: Mars Hill College, Prof. R. L. Moore, President. Fall Term begins August 17th, 1913, and Spring Term begins January 2nd 1914.

Spring Creek High School. Prof. R. G. Edwards, Principal, Spring Creek. 8 mos school, opens Aug. 1st. Madison Seminary High School, Prof. G. C. Brown, principal. 7 mos. school. Bell Institute, Margaret E. Griffin, principal, Walnut, N. C. Marshall Academy, Prof. S. Roland Williams, principal 8 mos. school. Opens August 31.

Notary Publics.

J. C. Ramsey, Marshall, Term expires January 1st, 1915. W. O. Connor, Mars Hill, Term expires Nov. 30th 1914. D. P. Miles, Barard, Term expires March 16th, 1914. J. G. Ramsey, Marshall. Route 4. Term expires March 16th, 1914. J. E. Gregory, J. G. N. C. Term expires January 7th, 1914. Jasper Ebbs, Spring Creek, N. C. Term expires September 24th 1914. J. H. Hunter, Marshall, Route 3. Term expires April 1st, 1915. J. W. Nelson, Marshall—Term expires May 14, 1915. T. B. Ebb, Hot Springs—Term expires February 7th 1915. Orel Ramsey, Bevere, Term expires March 19, 1915. M. W. Anderson, Paint Fork, Term expires May 12, 1915. C. B. Brown, Big, Term expires December 1st, 1915.

A Circus in Mars Hill, N. C. a Mountain Town

(By R. T. Easley)

I saw a circus in Mars Hill. The mountaineers swarmed from far and near and lined the streets, on every hand with open mouth and bated breath, as the grand succession, with band and clown, cowboys, and Indians, donkeys, and spotted horses, paraded in brilliant array. The excitement was boundless when the crowd rushed into the tent, and they left behind them a serging mass of humanity, unprovided with tickets, and destitute of the silver half of the double standard. Their interest rose to white heat as the audience within shouted and screamed with laughter at the clown, and cheered the Princess Mohawk as she rode on the back of three horses. And applauded the acrobats as they bended themselves in every possible shape.

But the temptation whispered in the ear of a gentleman in tow breaches, and he stealthily opened his long bladed knife and cut a hole in the canvas. A score of others followed suit, and held there sides and laughed at the scenes within. But as they laughed a showman slipped inside, armed with a policeman's "billy." He quietly aided up to the hole where a peeper's nose made a knot on the tent on the inside. "Whack!" went the "billy"—there was a loud grunt, and old "Tow Breeches" spun around like a top, and cut the "pigeon wing" while his nose spouted blood. "Whack!" went the "billy" again, and old "Hickory Shirt" turned a somersault backwards and "arunin." The last "Whack" fell like a thunder bolt on the Roman nose of a half drunk old settler from away up at the head of Bangerbranch. He fell flat on his back, quivered for a moment, and then sat up and clapped his hand to his bleeding nose and in his bewilderment exclaimed: "Well I'll be ddrred! hello there stranger!" He shouted to a bystander, "Where was you at when the lightning struck the show?" Then I saw a row of bleeding noses at the branch near by talking a bath; and each nose resembled a sore lump on a camel's back.

Honor Roll of the Spring Creek High School.

The honor roll, composed of those pupils who attended school for the entire month without being absent or tardy, of the Spring Creek Public High School for the second month of the school year is as follows:

- Lou Askew, Minnie Ebbs, Ernest Guffey, Ollie Guffey, Wiley Lusk, Burnett Lusk, Dulie Wad. Dell, Ralph Carver, Hanna Cogdill, Dorothy Gillespie, Burnett Guffey, Maggie Smith, Malvin Smith, Amanda West, Beulah Duckett, Plato Duckett, Hattie Ledford, Troy Willett, Mae Dockery, Noia Ledford Rita Ledford, Colombus Moore, Laura Waddell, Will West, Hanna West Jackson Mathus, Etta Smith, Ralph Finlay, Hardy Plammons, Burnett Moore.

M. H. Pleasant

Rev. Mr. Hornbuckle and family want to thank you for the kind contribution of the Methodist Church.

The Hill Born.

By Maxwell Stephens Bort.

You who are born of the hills Hill-bred, lover of hills, Though the world may not treat you aright, Though your soul be awesay with ills; This you will know above other men, In the hills you will find your peace again. You who were nursed on the heights, Hill-bred, lover of skies, Though your love and your hope and your heart, Though your trust be hurt till it dies; This you will know, above other men, In the hills you will find your faith again. You who are brave from the winds, Hill-bred, lover of winds, Though the God whom you knew seems dim, Seems lost in a mist that blinds; This you will know above other men, In the hills you will find your God again.

Retailer and His

Traveling Friend.

Like the mother-in-law, so famous in song and story, and so many thousands of times the subject of jokes and jests, the traveling salesman is seldom appreciated by the man upon whom he calls. Too often he receives scant courtesy and little or no consideration. Often he is regarded by the retail merchants as a necessary evil—necessary because unavoidable—but always as an evil.

As a matter of fact, he ought to be regarded as a source of information, in importance second only to the trade journal. He ought to be your friend and you his. The fact that he is looking for trade ought not to prejudice you against him, nor tempt you to retire into your shell or refuse to become intimate with him.

The order book which he carries in his hip pocket is not a revolver nor a gattling gun, and if he does draw it occasionally, and request you to sign the dotted lines, it won't kill you. Suppose you were to close your door to all traveling salesmen—how much would you learn of the outside world? How many profitable opportunities would you obtain? How many new and effective means of advertising would be brought to your attention?

THE SALESMAN.

The average traveling salesman is not half so black as he is painted. He is not a scoundrel, and he is not always planning to part you from your cash, regardless of whether he can be of any benefit to you or not. As a matter of fact he is a man who works hard for an honest living, and when you come to make investigations, you will find that he is remarkably like yourself.

In thousands of cases he exhibits almost infinite patience, receiving your coldness and lack of interest or consideration with a wonderful good nature, often in spite of the fact that he knows beyond peradventure of doubt that he is offering you a proposition of great value, and that you are turning a deaf ear, not to him but to your own best interests.

In many instances the traveling salesman offers you an investment that means a far greater profit to you than it does to him or the house he represents. For it cannot be denied that the retail merchant's profits are frequently very much larger than those of the manufacturer on the dollar for dollar turned.

Of course, an honest and fair

selling salesman deserves no consideration at the hands of any merchant, nor does a salesman who is objectionably aggressive, but how many traveling salesmen are impertinent or objectionably aggressive? Are they not as a matter of fact, for the most part, men of courtesy, and many instances tactful and diplomatic.

When you sell goods you sell them under the most favorable and pleasant conditions in the world. Your customer comes to you; you do not have to seek them. They come prepared to buy and with the intention of buying, or they would not have entered your store. They not only give you their immediate and undivided attention, but when you are engaged they wait your convenience, and they nearly always listen to your recommendations cheerfully and willingly. Contrast your business conditions with those of the traveling salesman. Customers never come to seek him; he is always seeking them; and when he finds them, their attitude is to resist his offers, whatever they may be, in consequence of which they give him scant courtesy and small consideration.

DON'T KEEP HIM WAITING.

Moreover, it is not unusual for a merchant to keep a traveling salesman waiting for from fifteen minutes to an hour or an hour and a half before granting him an interview. Nevertheless, a salesman must never be disgruntled, nor anything short of smiling or urbane in his manner, no matter how much time you may have made him waste, no matter whether he receives an order from you or not. In any event, he must thank you for the courtesy of an interview and leave you with the impression that he feels that you have done him a particular favor in allowing him to talk to you at all.

In view of the fact that in the matter of purchasing you are always the judge, and that you are never—under any circumstances—obliged to buy unprofitable goods or unsalable goods, would it not be to your advantage to give the traveling salesman the same treatment you would wish to receive if you were a traveling salesman? A traveling salesman, after all, is just as human as you are. He appreciates courtesy and consideration quite as much as you do—probably more than you do—because they are rare in his life, and com-

mon in yours. If you are too busy to see a traveling salesman, tell him so, and let him go on his way. Don't keep him waiting when it means merely wasting his time. When you do grant him an interview, let it be under favorable conditions, not where you will be constantly interrupted by your clerks and customers. Give his proposition, whatever it may be, your honest and careful consideration. If his proposition does not appeal to you, you can always dismiss the salesman in a courteous manner, and do not lose sight of the fact that it is distinctly to your advantage to do so, for there is no knowing what attractive offer he may have to make when next he visits your town.

"Items From No. 3, Township"

The election is all over and every thing quite again. I didn't get to vote don't believe in woman Suffrage much any way.

The Farmers are very busy gathering corn and sowing wheat.

The Union Valley Church has been treated to a new coat of paint. It looks lovely now.

Rev L. C. Roberts filled his place near Allenstand last Saturday and Sunday.

It is expected that revival meetings will begin soon at Laurel Branch Union Valley and Bull Creek. We hope that great good may be accomplished at each place.

Mr. Herbert White and Miss Grace Buckner were married a few days ago. Poor old Wade has to dance the "jig with the pigs."

Mr. L. M. Sprinkle will move to Va., soon. We understand.

Miss Theoria Roberts, who is in school at Mars Hill, was visiting home folks Saturday and Sunday.

It is a pleasure to ride over the good roads to Marshall: As you can go in less than half the time.

While in Marshall the other day we saw Z. R. Merrell flying in an Auto. Oh! my how it scared us we thought we were going to be struck by No. 12.

Mr. Carl Metcalf came in from the army a few days ago to visit home folks. He will return soon.

Halewood Flouring Mills are doing great work for the public at present.

All five of our nearest merchants are very busy waiting on their customers.

Mr. John Robertts has completed his new house by putting two coats of paint on it.

Our School at Bull Creek is good. Our teachers Mr. Samuel Peck and Miss Sallie Wallin are greatly interested in the school work. We have heard it said again and again by the best citizens in the district that we are having the best school we ever had. So I think with the good teachers and a modern house every boy and girl ought to be in school every day.

I want to hear from the different writers over the county through The News-Record.

If this escapes the waste basket will come again. With best wishes to The News-Record in all its undertakings for good. Daddies Darling.

Peek Items

Editor, News-Record:

We wish to say something of the good roads that is now being started up in No. 14 Township. When Mr. J. K. Wilson spends a dollar on the road, the road shows it.

Many citizens of No. 14 township are glad to see Sheriff Buckner rebuilding and coming back home.

Grape Vine Church has had a good Revival meeting which has just closed, 16 conversions. It was held by the Pastor Jesse Corn.

Miss Mollie Ammons daughter of J. W. Ammons received a serious injury on last Thursday being thrown by a horse. Many of her friends is grieved over her misfortune. But hope the young lady will recover.

Mr. L. H. Tweed is now building him a good stock barn, also starting him a good dwelling house with many rooms. More rooms than Mr. Tweed has children to occupy.

We are hoping for a good meeting at Peaks Chapel very soon.

Success to The News-Record. K. W. MORGAN.

Farmers' Union Offers \$100 For Prize Reports

The State Farmers' Union, in addition to unanimously endorsing the proposition for Community Service Week at its State meeting last December, has offered \$100 in prizes for the most interesting reports on "How Our Neighborhood Observed Community Service Week." Each report must be written by a boy or girl whose father is a member of the Farmers' Union (or whose mother or guardian is a member in case the father is dead.) an the \$100 in prizes will be distributed as follows:

To each of the congressional districts of the State three cash prizes are to be allotted. To the boy or girl in each district, of school age, who sends in the best description of these occasions shall be awarded a prize of five dollars; for the second best description a prize of three dollars; for the third best a prize of two dollars. These articles are to be written with pen and ink or typewritten, on one side of the paper only, and must contain not less than 250 nor more than 500 words. These letters are to contain actual facts relating to the observance of Community Service Week in the writer's own neighborhood and county, showing the good accomplished, the plans adopted, the important facts found out, the progressive movements inaugurated, etc.; and these reports must be sent to Mr. E. C. Faires, Secretary State Farmers' Union, Aberdeen, N. C., not later than December 15, 1914. The names of the prize-winners will be published in the farm papers and the prize-winning letters will be published from time to time. The Union reserves the right to publish any or all of the papers submitted.

Attorney Fender McElroy was appointed Recorder and Mr. C. B. Mashburn, Solicitor for the Recorder's Court for the year beginning October 1st.