

Gov. Gardner Confident Better Times Ahead

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the prosperity of this state—the source of its profits—is our unmatched soil. In my judgment, one controlling factor in our struggle to lift ourselves from the depression and to reach a solid basis of normal prosperity has been our ability to cultivate, to develop, to woo the soil.

Planting time is again upon us; and I take this opportunity of appealing to the industrious, intelligent, patriotic men and women of the soil to make the live-at-home program a permanent policy of this state. Plant cotton, plant tobacco, plant peanuts, plant cash crops, to be sure; but first plant sufficient food and feed crops for the needs of your own families, your own stock, sufficient to sustain your own farm unit. Cut your acreage of cotton and tobacco. Remember that you may be planting six cent cotton and eight cent tobacco, and plant accordingly.

This kind of farming establishes in the eyes of all of us the fundamental value of land—North Carolina land. Outside of his immediate family, the Anglo-Saxon has always thought more of land than of anything else. This is his social inheritance. He has always wanted, even if he never attained, everything that adjoined his own land. From our English ancestors we inherited most of our laws, many of our customs, but even more than these, our insatiable love of the land. You ask the average North Carolinian what is his chief ambition in building up an estate and you get this answer: To own my home or farm in fee simple. I have myself always believed this gospel and held this ambition to live close to the soil.

As we have battled against the unprecedented panic which for more than six months has had this nation in its grip and as our governments have struggled to find a way out, the evidence has become all the more convincing that the primary industry of American is agriculture, and that we shall not have a true return of normal prosperity until the man engaged in this basic industry is able to sell his crops at a price above the cost of production. Prosperity will not return until the men who sweat in the production of basic goods and those who toil in the transformation of those raw products into finished goods experience in some degree a return of purchasing power and some revival of an opportunity to work for gain and profit. They are the foundation of all this nation's vast enterprise, they are the support of its boasted revenues, and they are the source of this nation's greatness. This depression started in 1929. In my judgment, it continued until

September, 1931. The panic began September, 1931 and continued until the end of February, 1932. During the period of panic, almost everyone who had anything left made an effort to make money. The sole interest was to find a storm cellar for the safe protection of what he had left. This has been a six-months period of wild hysteria.

In a national appeal, the President of the United States has made a prodigious effort to bring back into active circulation some 1 1/2 billion of currency hoarded by individuals. As the hysteria passes—and I am glad to say that most of it appears to be over and that the foundation in Europe and in America is being laid for a solid recovery—millions upon millions of this hidden money is coming back into the natural channels of trade and commerce. I do not know how many millions of North Carolina money is in hiding, but I do know that the total sum of it re-employed, not in speculation but in honest production, will have as great effect upon our agricultural life. This money went out of circulation because its owners feared that it might be lost. They put it to idleness and hid it in lonesome places, because they feared it might never come back to them.

For more than six months the people of this state, just as the people of other states, have been following the philosophy of the one-talent man who said to his King: "Sure, I knew you were a hard master. I took the talent you gave me and hid it in a safe place. Here, Lord, it is!"

The next step after hoarding is inevitably a step toward investments. It is a movement toward the revival and recovery of business. It is extra-trade and commerce. The invisible man so that we can say "Lord, you gave me five talents, behold, I have gained five other talents."

Today everything in America is better, except business. In my judgment, business will get better when the staggering sums of currency tied up in visible and invisible hoarding flow freely again in the arteries of trade and commerce. The invisible hoarding—that is, money hidden in mattresses, in socks, in tin cups—is coming out. A companion move, absolutely necessary for the revival of business, is that the visible hoarding of money in banks must also come to an end, and this money must flow again as red blood in the nation's business stream. Banks must again manifest their confidence in capable business enterprise. I do not criticize the banks in their efforts to protect their depositors, but I do know that if the banks are themselves to aid in the business revival, they must go back into the banking business again.

North Carolina banks cannot adopt the New York Stock exchange standard for measuring the fundamental soundness of North Carolina communities. If they apply stock exchange

standards, to North Carolina, they will fail to meet North Carolina needs and will defeat the aspirations of our people. The people of this state are again showing their confidence in our banks, and banks must show a renewed faith in the people of North Carolina, as they have done in the past.

Confidence, faith, character and co-operation are the essential factors in our struggle to again reach solid ground. North Carolina was the last state to feel the withering and blighting blast of the panic and it is my ambition to see her the first to set her feet on the hard solid road leading to the return of normal prosperity. Personally, I feel the soil under my feet a little more solid as we move through this mire of despondency, depression and panic.

There are two avenues of escape that I would back to the limit. If you have saved a little money as you have watched your own and your neighbor's fortunes melt, and if you now feel the impulse to quit the philosophy of the one-talent man and to embrace the philosophy of the five-talent man, my advice is to invest your money in one of these two fields: Buy North Carolina bonds or buy North Carolina land and real estate. I wish to repeat that a North Carolina bond is intrinsically worth par in any market anywhere; that if it sells below par, it is not because of its intrinsic value, but because of hysteria and panic. If you have money which you have kept in hiding—and I do not criticize any man or woman who has felt it necessary during these trying times to take this step for his own protection—if you have money, buy North Carolina land, buy North Carolina real estate.

He who speculates in stock, politics, and prophecy is likely to be disappointed. On occasion I have tried my hand at all three. I find that I am not very different from the average man. Tonight, however, I am willing to venture this prophecy: The next real movement toward improvement in this state may very probably be a movement in real estate and land values. The next considerable fortunes gained in this country may very probably be gained, as most permanent fortunes in the past have been gained, in the purchase of land and real estate at bargain prices.

In my mature judgment, the investment with most likelihood of turning out well today is an investment in North Carolina land and real estate at the prices at which it can be bought today. To the man or woman with money to buy, my advice is to buy land, buy now. Of course, I mean buy well located land. Do not buy blindly. Why do I advise you to invest your money in land, when cotton is selling at six cents and tobacco at eight cents a pound? Because it is cheap. I have secured the facilities of the six radio stations of North Carolina to tell the people that in my judgment land and real estate is a good buy now at prices for which it will be sold.

In every period of depression there are people, of course, who are so borne down by the present that they never lift their eyes to the future. We have today in North Carolina everything we had when we thought we were rich, except the state of mind which believes we are rich. We have more. I predict that within the next decade the Great Smoky Mountain Park will be drawing more than two million visitors to North Carolina every year. Some of them will come to stay; all will leave some of their money with us.

According to recent statements of prominent and conservative bankers, land is today the soundest investment there is. If this is true of real estate as a whole, it is doubly true of North Carolina real estate. The momentum of industrial growth of this state, which was only interrupted by the natural suspension of business, was such that its influence must be reflected in rising values of well chosen real estate investments. When manufacturing was going full blast, there were industries continuously installing new and modern methods in this state. To improve the utility of location, new industries were moving into North Carolina at the rate of more than one for every working day and that almost unbelievable rate of industrial growth continued for a period of more than two years.

As soon as business opens up again, you will see the tide of industry again flowing into North Carolina and also a resumption of activity in the industry that began operation here in the few years prior to 1929. This industrial revival will again stabilize the values of North Carolina real estate.

The value of land is governed by the purchasing power of its trade area. Statistics show North Carolina ranks first among the 12 southeastern states in volume of retail trade, with a total of 744 million dollars in 1930. Hence, North Carolina real estate is fundamentally more valuable because the purchasing power of North Carolina is great and will be increasing.

Commenting on a recent editorial in the Manufacturers Record which discussed the tendency of industry to locate in small centers and urged southern communities to formulate plans for an industrial expansion, a successful New York business man wrote the magazine urging it to point out graphically why industry should locate in the South. Here are the reasons, according to the magazine: Industry will locate in the South because it can build its plant at about 60 per cent of the cost of similar plants in the North. The milder climate of the South requires less expensive plant housing and factory operating costs are lower. Labor in the South is of a higher quality because it is mostly American stock.

During and after every panic in the nation's history real estate prices have tumbled. Naturally we think that there has been no panic in the nation's history to compare with the panic of 1931. In size, in severity, and possibly in longevity this panic is the biggest panic. But if you will

CHAMPION CORN GROWER



THE STATE CHAMPION CORN GROWER FOR 1931 Arthur Marlowe of the Department of Vocational Agriculture, Tabor High School, Columbus County, North Carolina, who, under the direction of his teacher, M. L. Tatum, grew 481.9 bushels on three acres. By his unusual production Arthur won a gold medal presented by the Chilean Nitrate Educational Board and a silver trophy presented by T. W. Wood and Sons.

Standing left to right: Roy H. Thomas, State Supervisor of Agricultural Education, Arthur Marlowe and M. L. Tatum, Agricultural Teacher, Tabor, N. C.

Over 100 Citizens Hear Plans of C. of C. at Banquet Thursday

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with a wide stream and their friends for usual vacation trips for many years. Lack of adequate publicity material and failure to provide a public office at which these thousands of visitors can easily get desired information soon reacted tremendously against any community seeking tourist trade, it was pointed out.

W. T. Shelton, for many years connected with the United States government in the capacity of superintendent of various Indian reservations in the Far West, and intimately informed as to the benefits of national parks for those communities near by, spoke briefly on the advantages that are to be gained for this community by reason of the fact that the town is situated right at the entrance to the newest and most interesting of all the parks of the country. He visualized the great horde of people that will, within the next few years, come to this section of the country and declared that the entire future of Waynesville depended upon the building of proper entrances into the national park and otherwise making preparation to take care of the people who

will come in ever increasing numbers. Thomas Stringfield, cashier of the Citizens Bank and Trust Company, talked of the advantages of a good golf course in bringing people to Waynesville. He said that each year he had scores of people who unhesitatingly declared that they came to Waynesville mainly because of the local Rotary Club and the splendid 18-hole golf course to be found here. He cited actual instances of tourists who had come to this community with little thought of remaining any length of time and yet spent the entire vacation season because of the golf course.

Ralph E. Nollner, general superintendent of Lake Junaluska Methodist camp, speaking on the relationship of that enterprise to Waynesville, gave a hint of the things that are now being planned by the 20 Methodist conferences that own and operate the assembly. From his remarks it was easily understood that within the next few years development at the lake in the way of additional church activities and other proposed plans for that community would serve to make Lake Junaluska one of the greatest assets of the community, if not of this entire section of the State. Plans of the board, which controls the lake, along lines of creating there one of the greatest religious and educational centers of the entire country were mentioned in the course of his talk. Hazelwood's relationship to the Waynesville Chamber of Commerce was represented by Joe Davis. He extended to the Waynesville organization the best wishes of his adjoining town, and declared that a live Chamber of Commerce here meant much to his own community.

W. D. Smith, teacher of vocational agriculture in the Waynesville township high school, briefly discussed the value of the Chamber of Commerce to the agricultural interests of the county. He pointed out that farming is and always has been the most important industry in Haywood county and that there must be somewhere in

MRS. W. O. GOODE BURIED IN SHELBY BY MONDAY

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sented to the treatment, took about ten days ago.

Mrs. Goode was the daughter of late Mr. and Mrs. J. S. Shelby. She was born in Shelby and came to the States with her father. She was educated atboro College for Women.

Rev. and Mrs. Goode were in 1900, and to this union three children were born, one daughter, Jack Courtney, who died several years ago and one son, a former newspaper man of the Rev. and Mrs. Goode lived in different cities in North Carolina, where Rev. Dr. Goode, Methodist preacher, held his home. Mrs. Goode had a sweet and was a loveable character, a host of friends, not only in the village but in almost every western North Carolina.

The large crowd that gathered for her by those who knew her those attending were all ministers. A large number of officers and members of the stewards, and a large number of members of the Methodist church attended the funeral.

H. S. Baseball Team Opens Season

Team In Good Condition Slated To Win Many Of Games Played

The high school baseball team opened the season by playing the Collegiate Institute here this noon on the local field. The taincers have been working the past few days and Coach by has announced that all the winter vacation has ended and that the team is ready on of many "wins".

Six letter men are on the several new recruits, of whom have joined the ranks. The "Lefty" Davis and "Yan" The tossing end of the team Weatherby somewhat beginning of the season, boys have loosened up in that any game Davis company loses will be a victory for the opponents.

The schedule for the season follows: March 25—S. C. I. here; April 1—Hendersontonville; April 5—Candler, here; April 8—Canton, there; April 12—Hendersontonville; April 13—Asheville, here; April 15—S. C. I. there; April 19—Canton, here; April 21—Candler, there; April 26—Asheville, here. Ten games in all will be at home and five will

the Chamber of Commerce thought for the fuller details all agricultural projects. Mayor James Harlan sided over the annual toastmaster. He declared that the town's future lies directly ahead of and all of Western North



PICNICS

lb. 10c

QUAKER MAID BAKED BEANS — 4 16 oz. cans 19c

CATSUP Quaker 14 oz. Bottle 15c

CHEESE Fine Flavor lb. 15c

NUCOA "One of the Best Foods" lb. 14c

SALAD DRESSING

RAJAH 8 oz. jar 10c Pint Jar 15c Quart Jar 29c

Crispo FIG BARS 2 lbs. 19c

FOSTER BRAND ROAST BEEF 2 11 oz. cans 25c

EAGLE MILK can 18c

FLOUR

Plain Self-rising 24 LB. A&P 63c 24 LB. IONA 55c 98 LB. \$2.25 98 LB. \$1.99

Pillsbury CAKE FLOUR pkg. 25c

CLEAR PLATES — D. S. Meat lb. 5c

3 Cakes PALMOLIVE SOAP with PALMOLIVE BEADS 19c

P & G SOAP 7 cakes 19c

WALDORF TISSUE 4 rolls 19c

THE GREAT ATLANTIC & PACIFIC TEA CO.

Right This Way, Sir-----

For Your Easter Togs

Take advantage of our special purchases and dress up for Easter—you'll be surprised at the new low prices we have on men's clothes.



WHAT IS EASTER WITHOUT A NEW SPRING SUIT

We have one to fit every back, pocketbook, and taste. No matter how hard you are to please—we'll satisfy you.

New low prices now prevailing on all our men's clothing.

Every garment is guaranteed

Prices range from \$9.95 to \$25.00



NECKWEAR IN THE SPRING EST SILKS COULD BE HAND-MADE ONLY \$1.00

SHOES FOR EASTER

MEN'S, WOMEN'S, CHILDREN'S Never before have we offered bargains in shoes. We have taken advantage of the low prices and them on to you. Men's \$1.95 Ladies \$1.75

New shipment of splendid shirts in the newest Spring shades. Pre-shrunk, all guaranteed. Buy a supply now. \$1.00 and \$1.35

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Outfitters For Men And Boys—Shoes For The Entire Family