

The Mountaineer

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THURSDAY, SEPTEMBER 8, 1932

WAYNESVILLE SAVED \$1,000 ON ADVERTISING AND LOST \$10,000—WILL WE GET RICH AT THAT RATE?

One of the most serious problems confronting Waynesville as a tourist city is the lack of advertising in places from whence come our summer visitors.

Last week while in conversation with a visitor from Florida they made the following remark, "I was surprised to find a town the size of Waynesville, and the beauty of the scenery here when I arrived last week. I have often heard of other towns in Western North Carolina, but not Waynesville. I have visited in other mountain summer resorts, but I am by far more satisfied here than anywhere I have ever stopped."

Remarks like the one above are often heard. It is proof enough that we are losing a great portion of the tourist business that is coming to Western North Carolina. We know what we have right here at home, but the people hundreds of miles from here will never know unless we tell them, and the only way to tell them is by advertising.

The Chamber of Commerce is handicapped along this line, but are doing more than the average similar organization would do under circumstances. We can't expect too much from the Chamber of Commerce unless we see that means are provided to do with. Several of the proprietors of hotels here sent out individual advertising, which of course helps, but no great amount can be furnished by one individual.

It sometimes takes an outsider to see our mistakes and give helpful criticism. This was done recently by Lieutenant-General Hans von Below, of Germany who is a visitor here. The Asheville Citizen had the following to say editorially about the remark recently made by the distinguished visitor, under the title, "General Von Below Is Right."

"General Hans von Below, gives us advice which cannot be pressed upon the thinking of the people of Western North Carolina too often when he says: 'You ought to advertise this country throughout the North and West and turn the tide of travel this way. I am surprised that so little is known of this wonderful country in these great centers of population.'

"There is a perhaps natural enough disposition on the part of the average citizen to think that people in other places already know about the attractions of the community in which he lives. We like to think that the whole country knows of Asheville and of the mountains of Western North Carolina. The whole country doesn't know. 'Go south in summer!' a man in Chicago or New York will exclaim when some one suggests holding a convention here at that season. 'Do you want us to burn up?' It takes a lot of skillful publicity to overcome that kind of thing.

"General von Below pays to this section the highest tribute which a German could pay to any region when, after praising our summer climate, he dwells upon the beauty of the scenery and compares the wooded mountains about Waynesville with the celebrated Black Forest of Germany. We have yet to realize the full asset value of these forests of ours as a drawing card for visitors. It is their great variety that should be better appreciated by our own people; the fact, for example, that within a few miles of Waynesville one can have a glorious outing one day in the Balsams, and the next day just across the way in the Balsams can enjoy another experience as radically different as if he had gone to another country instead of only a few miles."

WHY NOT MAKE DEDICATION DAY A GALA DAY FOR HAYWOOD COUNTY?

The thought comes to us, after thinking over the significance of the dedication of the new court house, that it would be most fitting for the business houses in the county to close for the morning of the dedication, September 19th.

Of course, materially, the building is complete and occupied, but we believe that after the dedication service, that those attending will have a different mental attitude toward the building and for what purpose the building was erected.

We believe if an effort is made toward getting the people of the county to attend the dedication that there will be a noticeable difference in the spirit in the county, about county affairs and business. After all is said and done, the progress a county, state or nation makes depends upon these geographical divisions.

Then why not get together and make September 19th a gala day for Haywood County? The cause is worth the effort. Let's do it.

HAYWOOD COUNTY WAS RIGHT EVEN WHEN SOME THOUGHT SHE WAS WRONG

In his speech Friday night at the Educational Conference, Hon. Josephus Daniels brought out clearly that Haywood County had taken the four essentials necessary for community development, namely, education, health, justice and roads and had developed them in order named, which he termed was the best for any county or geographical division to do by putting first things first.

It was interesting to note that Mr. Daniels tended to prove that Haywood County had acted wisely all the way through in putting first things first and the result has been that other counties are now watching us and in instances where it is possible they are following the examples set by this county.

There are few counties in the state that have better schools than we have here in this county. The teachers of our schools are above the average for the state, in fact they rank among the highest.

Haywood County, as Mr. Daniels pointed out, was the first county in the state to vote bonds for a county hospital. We also have a full time health officer in the county who is constantly looking for unsanitary conditions that would impair the health of the citizens of the county. Few counties have taken these two precautions.

It is an accepted fact that Haywood County's new court house is one of the most beautiful and best, not only in the state, but in the South. Here within this temple of justice, so-called by Mr. Daniels, the county officials and citizens of the county may transact business in surroundings that few Counties can boast.

Perhaps the only thing that Haywood County is not up to par with the rest of the state, is the last essential mentioned by Mr. Daniels, that is roads. The reason for this is no fault of Haywood county. Everything is being done and has been done to get a road improvement program started in the county, but since this is under state control, little has been done along this line, especially in several instances. Of course, we understand the state must have reasons for their actions although we do not see the point in their way of thinking.

After all, Haywood County has followed closely the essential development program as outlined by Mr. Daniels, and have put first things first, and now we are to the last one and are still hoping, begging and working to add the fourth and last essential community need to our list, roads.

During the fulfillment by the county of this "first things first program" many could not see that it was the right thing to do to carry out the projects in the order named, but now we see that we were right even when some thought we were wrong.

HOW THE WEEKLY SERVES

The weekly community paper renders a service distinctive in character. In a single issue it is a marketing place, a social center and a news broadcast.

The average publication serves local business by bringing it in contact with a clientele with a buying power from \$1,000,000 to \$5,000,000 annually. It serves its readers by bringing them into contact with their marketing centers. It affords both the only common medium whereby those who sell and those who buy have an enlarged opportunity. It permits the smaller business to contact a larger field, and the field to promote thrift by contact with every line.

Its news is of the activities of people who know their town and know each other. The information it furnishes has human interest as its basis and better community life in its portrayal of common events. It limits scandal by dwarfing its significance. It emphasizes moral worth by recording the commendable honest achievement. It publishes the good, that good may come of it. It minimizes evil by giving it scant or no attention. It promotes worth while ambition, adds hope and cheer to the lives of many, and makes for the better things of life.

The weekly newspaper serves those who have faith in themselves and their neighbors, those who believe in their state and their nation, those who have pride in their citizenship, and those whose sincere purpose is the fundamental support of all our institutions. It has no substitute. It stands alone in a great work. It can have no successor other than better weekly newspapers, with stronger powers for accomplishment, higher ideals and even firmer convictions.—Black River Falls (Wis.) Banner-Journal.

TWO MONTHS FREE WORK

The Eufaula, Ala., Tribune recently carried the following timely article:

How would the average citizen like to work 61 days without any pay whatever?

The answer is that he wouldn't like it at all. But that, in effect, is what he is doing. Sixty-one days' work out of each year is required to pay the cost of government. In 1924 it was 46 days and in 1913 about 25 days.

The ratio is constantly rising. Carried to the inevitable conclusion, it means that in the not-too distant future, the taxpayers will be working for the tax eaters all the time and for themselves not at all. Every time a new bureau is created, every time a new department comes into existence, a little more of the money we earn finds its way into the treasury.

To continue on the tax road we are traveling is to impoverish the nation. In the last 16 years the cost of government has increased nearly 150 per cent. The results are found in hoarding of capital, industrial retrenchment, unemployment. The tax issue, in all its phases, is one of the most important problems the American people have ever faced.—Rutherford, ton News.

LETTERS to the Editor

Ed. Note—The Mountaineer welcomes letters to the editor when they do not tend to reflect on any individual, organization or group. We will gladly publish all communications dealing with current problems when letters are not too long. We do not, however, always agree with the contents of letters published in our columns, but are glad to give our readers an opportunity to express themselves through these columns.

Editor of The Mountaineer:

Since June 1st, I have been deeply interested in the progress of your paper and have noted the change of ownership with particular concern, and although an outsider, I crave permission to extend my very cordial good wishes for abundant success for your new policy.

I regard the newspaper of any community as one of the most potent factors in moulding personal opinion, and I congratulate you on the opportunity you have to serve splendidly a large and influential constituency. With renewed assurance of good will for abundant success, I am, Faithfully yours, GEORGE J. CONGAWARE, Charleston, S. C.

Editor Mountaineer:

I have been asked to write a word about the grounds around the court house.

First of all I must express admiration for our splendid new temple of justice, and commend our far-sighted county commissioners. Owing to one of the worst depressions in history, I felt afraid that they might be governed accordingly and put up a temporary structure that would have to be remodeled and enlarged in a few years. But, with an abiding faith in the future, they have erected a building of which Haywood county may justly be proud a hundred years hence.

Every time I pass that way I am impressed with the broad panorama of valley and mountains which has been given by the removal of buildings, by grading, and by placing the new structure the proper distance from Main street. The broad sidewalks give the finishing touch of dignity to the place.

And now as a finishing touch of beauty I can think of nothing more beautiful than an artistic arrangement of grass and active shrubbery and trees. When I was in Florida and California—and even up North—I found myself looking, hoping to find growing in the parks of the cities the native growth of each section in all its more beautiful anywhere than our own native trees. (With some additions of course), and I for one citizen of Haywood county should be glad to see a real landscape gardener try his talents on producing in the heart of the town a park (so far our only convenient park), using balsam, rhododendron, hemlock, azalea, and various of the natural wild plants for which our wonderful Carolina mountains are famed—including a pile or so of big granite boulders to add to the really wild effect—with a tiny stream like those of the drinking fountains, and whose waste water could be utilized for the purpose.

We have the boulders, we have the water, we have the trees and shrubs here in our own vicinity. Why order from Kalamazoo, or elsewhere?

Such an arrangement would be a perpetual delight to our own people and I think I know what travelers admire most in this section. MRS. W. T. CRAWFORD.

Mr. and Mrs. Rainer Honored By Their Community Recently

Many Visitors Are Reported In Jonathan's Creek Community.

Jonathan's Creek, (Special to The Mountaineer).—Mr. and Mrs. Tom Rainer were the recipients of many beautiful gifts Wednesday night at a combined shower and serenade given at their new home.

Mr. and Mrs. Frank Rogers and family were guests of the former's parents, Mr. and Mrs. John Rogers, of Crabtree, Sunday.

Miss Corine Pannel, of Bakersville, N. C. is spending sometime with her sister, Mrs. V. R. Masters, and Rev. Masters.

Messrs. Robert Howell, Jr. and Lawrence Leatherwood spent Saturday night with Mr. Wayne Dotson, of Iron Duff.

Mrs. M. H. Duckett, Mrs. I. C. Franklin, and Mrs. Fred Norris motored to Candler last Thursday to visit "Aunt" Laura Owen.

Miss Maye Davis, of Cove Creek, spent last Friday with Miss Jessie Boyd. Miss Boyd accompanied her home for the week-end.

Miss Mary Lou Leatherwood spent the week-end in Waynesville as guest of Mr. and Mrs. Hugh Leatherwood. Mr. and Mrs. Leatherwood accompanied Jim home Sunday.

Mr. Grady Rogers, of Crabtree, spent the week-end with his brother, Mr. Frank Rogers.

Mr. and Mrs. Melford Leatherwood and family attended the Campbell reunion held at Maggie Sunday.

Mr. and Mrs. Robert Boyd spent the week-end with Mrs. Boyd's parents, Mr. and Mrs. French Davis.

Mr. and Dee Mann, of Canton, and Mr. and Mrs. Prentiss Mann and family, of Clyde, spent Sunday with Mr. and Mrs. I. C. Franklin.

Mr. and Mrs. R. W. Howell and family attended the Queen reunion at the home Mr. and Mrs. Sam Queen Sunday.

Miss Jessie Boyd left Monday for Davenport College, Lenoir, N. C., where she will be a student this year.

Advertisement for 'did Think' by Edson R. Waite, Shawnee, Okla. Text: 'You Ever Stop to did Think'

Advertisement for '24 Years in HAYWOOD' text: 'Quite an exciting run on Main street Monday Jones' horse ran down'

A boosting spirit teaches you first to know the home city, then to go ahead with a real knowledge of it and a vision of a still greater city towards which your hopes, your thoughts and toil are building for the years to come. The general who led his troops to battle to defend his country armed only with peace treaties would be certain to suffer defeat at the hands of an army with heavy artillery, machine guns, tanks and airplanes. That general would be regarded as mad and would command no confidence among the people of his country. The way to sell merchandise, farm lands, or anything else for that matter, is to advertise it until you sell it. As for stories that this or that intersects can hold up the march of progress, there may be, of course, instances of obstruction, but, taken generally, such allegations can be utterly rejected. Progress is irresistible and not so unkind to existing institutions and arrangements as sensation-mongers would some times have us think. In some cities the city-killers are just alive enough to handicap local newspapers at times. But the time, doesn't usually last long. The booster-spirit of newspapers brushes aside such handicaps and continues on the march of progress along the road that leads to a better, busier city. A good athletic training is not only a means of health and strength, but it is an education in self control, obedience and cooperation, all of which are of no small importance in the battle of life. Cities that do not believe in advertising themselves are steadily retreating into the background.

Edwards Reunion Held Last Sunday

The Edwards reunion was held at the home of Mrs. Augusta Edwards at Bethel on Sunday, September the 4th. There were about 200 relatives and friends present. The delightful picnic dinner served on the lawn was followed by an interesting talk and short history of the Edwards family by Mr. Eugene Edwards. Mr. Hanson, principal of the school, spoke at length on home influence. Officers for the coming year were elected as follows: Mr. Forrest Sorrells of Canton, president; Mrs. Guy Edwards of Waynesville, secretary.

The following were appointed entertainment and program: Mrs. Canie N. Brown, Mrs. Paul Hyatt of C. Mr. Fred Edwards of W. Mrs. W. B. Reid of Hen was appointed publicity man. The next meeting will be first Sunday in September.

22 YEARS AGO IN HAYWOOD Miss Nina Howell left to visit friends in Knoxville. Misses Josephine McCrea Moody and Anna Boone are singing at Canton Saturday. Messrs. Leon Killian, Lee are visitors to the Exposition in Knoxville. Mr. and Mrs. C. K. Lister, Miss Luena Lister, returned from the Appalachian in Knoxville. Eleanor, the little daughter and Mrs. C. B. Atkinson, a number of her little friends birthday Tuesday afternoon present were: Ruth H. Coble, Mary Able, Thelma Isabel Ferguson Sam Germaine Rotha, Mary Howell, Mitchell, Ned Denton, Charles Lee, W. K. Horton, old Willis, Curtis Logan, Ray.

CONSTIPATION The Curse of the Ages

Has Science at Last Solved This? Great Problem of the Human Race

NEW DISCOVERY BRINGS LASTING RELIEF TO THOUSANDS

Medical Authorities Agree That Old Fashioned Purgatives, Salts, Oils, Cathartics and Laxatives Have Never Cured Constipation and Never Will

Remarkable Treatment Discovered

The commonest and greatest curse of mankind is constipation. It is man's greatest enemy. It poisons him, slows down mentally and physically, breaks down youthful strength and vigor, ages him prematurely and leaves him an easy prey to the attack of almost countless diseases. Millions are victims to the laxative habit, without obtaining real or permanent relief.

Cathartics do relieve constipation for the time being, but their effect is only temporary at best and the more we resort to such artificial aids, the more we require, because their continued use weakens the natural action of the bowels.

AN AMAZING DISCOVERY

Medical Science has discovered that bile, prepared by the liver, is a natural laxative and that people with a normal flow of bile are practically immune to constipation. Furthermore, we now know that bile is an antiseptic and anti-acid and combats putrefaction and the formation of gas in the bowels. It's also a digestant without which proper digestion and assimilation is impossible.

A QUART A DAY

But when our livers become inactive or sluggish and fail to pour into the intestinal tract the necessary quart of bile each day, we suffer from constipation, indigestion, headaches, biliousness, sour stomach and many other common ailments. Recent reports indicate that probably seven out of every ten persons past thirty years old suffer frequently from lack of bile due to a sluggish liver.

OLD THEORIES OVERTURNED

Until the discovery of Sargon Soft Mass Pills it has been the common practice to blast out the intestines with calomel and other drastic cathartics and purges, believing that they stimulated the liver. But Modern Medical Science has now learned that calomel, salts, oils and other laxative drugs have no effect whatever on the liver or its production of bile.

Sargon Soft Mass Pills

We Recommend Sargon Soft Mass Pills WAYNESVILLE PHARMACY