

# THE WAYNESVILLE MOUNTAINEER

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## Haywood Farmer's Day To Be Staged Here Friday

### Formal Opening of New \$25,000 Western Carolina Creamery Will Be Friday

Plant Is Now Spending Over \$500 Weekly In Haywood. Amount To Soon Reach \$1,000

Friday will mark the formal opening of Haywood's newest industry—the \$25,000 Western Carolina Creamery, Inc.

The opening date of the creamery was set for Friday in order that the farmers of this county could attend the opening while attending Farmer's Day here, W. R. Woodall, manager, announced.

Although the Creamery has not had a formal opening, it has been in operation for the past few weeks, and is now running behind with orders. This is largely accounted for because of the lack of milk and cream in the county, and also that the products have found a ready market.

At present approximately 2,000 gallons of ice cream are made weekly and about 1,500 pounds of butter. When running full capacity, this will be increased to about seven thousand gallons of ice cream and 4,000 pounds of butter.

Two cream routes have been established and in one day 152 gallons of cream were received. The routes are being operated by Locke Howell and Jean Smathers.

Mr. Woodall stated that at present about \$500 is being spent weekly in the county for milk and cream, and that within a short time this amount would be doubled.

The products of the creamery are being sold in Asheville, Canton, Waynesville, and Sylva, together with all the territory between these places. One truck is now in service and another one is being constructed and will be used as soon as received. Cary Dean, of Sylva, is driver at present.

Checks are passed out each Friday for the products sold to the creamery. The three items that are being made at present are Carolina Grade "A" Ice Cream, and Carolina butter and butter milk. Only grade "A" milk is used in the manufacture of ice cream. This is the only plant within the Carolinas that does this, it was said.

All of the milk going into the creamery passes the inspection of E. L. Hinton, local sanitary officer.

The Western Carolina Creamery is the only creamery between Asheville and Georgia, and prior to the establishment here, all the creamery products were shipped into the county.

Mr. Woodall has assisting him, Chas. D. Ketter, of Maggie, who has had special training in creamery butter making. Mr. Ketter is in charge of the manufacture of butter.

Mr. Woodall personally supervises all operations in the manufacture of ice cream and the general management of the plant.

Miss Ethel Leopard is bookkeeper and makes tests in the laboratory, where each "batch" of cream and butter is tested before being placed on the market.

The creamery is in a new building built by the owners of the creamery, and is modern in every respect, and is equipped with new machinery throughout.

The building is so arranged that a maximum of products can be made with the least trouble. The unloading platform on the outside is on a level with the "balcony" in the plant on which the pasteurizing machine and mixers are located.

Pipes from these machines run to the freezers and butter machines on the main floor, which eliminates the milk and cream from being carried by hand from one machine to the other.

From the time the milk enters the plant and is placed in the first machine, it does not leave some machine or pipe until poured into the cans.

The freezing room is kept at a temperature of about twenty degrees below zero all the time.

In the basement, there is a boiler which generates the steam used in sterilizing the utensils and machines before and after each run of milk. A large refrigeration plant is also in the basement.

### An Appreciation

The Mountaineer is indebted to F. H. Jeter, editor of the Agricultural Extension Service at State College for supplying us with the pictures used in this edition and also for the articles by some of the heads of the various departments at State College.

Mr. Jeter and his associates were most courteous and prompt in supplying the material which we feel will be of much help to the farmers of Haywood County.

### Passes Away



DAVID J. KERR

### David J. Kerr, 61, Dies Suddenly On Train In Raleigh

Superintendent Of Champion Fibre Company Plant Was Enroute To State Democratic Meeting

David J. Kerr, of Canton, superintendent of the Champion Fibre Company's huge paper plant, was found dead in his berth on a train enroute to Raleigh early Wednesday.

Mr. Kerr, for many years a leading citizen of western North Carolina, was enroute to Raleigh to attend the state Democratic convention in Raleigh Thursday. His body was found by a porter, Coroner L. M. Waring, of Wake county, following an investigation attributed the death to heart trouble and expressed the opinion Mr. Kerr died shortly after retiring Tuesday night.

Prominent in business, civic and political circles for years, Mr. Kerr was elected mayor of Canton in 1923 and was re-elected four times, serving until 1933. He was 61 years old.

RETIREMENT ABOUT 10

Tuesday night he was seen preparing to retire about 10 o'clock, after he had been talking with J. Wallace Winborne, of Marion, state Democratic chairman, and Plato D. Ebbis of Asheville.

Mr. Winborne and Mr. Ebbis, according to the Associated Press, left the Pullman car Wednesday morning and went to their hotel. They were notified there that a man had been found dead in the railroad car. The two returned to the station and ascertained that it was Mr. Kerr.

All of the passengers except Mr. Kerr and P. W. Cook, of Charlotte, had left the Pullman when the porter went to awaken Mr. Kerr. The man reported to the conductor that he believed Mr. Kerr was dead and examination showed this was true.

J. M. Wells, undertaker of Canton, left for the body about nine o'clock yesterday morning. He was expected back in Canton about midnight. At that time no definite funeral arrangements had been made.

CAME TO W. N. C. IN 1907

Mr. Kerr came to western North Carolina to begin his term of service with the fibre concern in 1907 and was placed in charge of the electrical work in construction and operations. Later Mr. Kerr was made superintendent of power, and in 1925 was appointed to the position he held at death—general operating superintendent.

He was a past president of the Canton Civitan club and served two terms as chairman of the Greenville section of the American Society of Mechanical Engineers. He was a member of the Southern Methodist church and had been active in church circles for years.

Always a public-spirited citizen, Mr. Kerr was invariably called upon when a man to "do things" was needed. During the World War he made exceptional records in putting Canton many times over the top in Red Cross and Liberty Loan drives.

MAYOR FIVE TIMES

He was elected mayor of Canton in 1923 and was re-elected in 1925.

(Continued on back page)

### Speakers On Farmer's Day Program



W. D. SMITH

Mr. Smith has made final plans for Farmer's Day which will be held here Friday. He has brought to this County some of the most prominent speakers in the state for the day.



DEAN L. O. SCHAUB

It is expected that Dean Schaub will be among those present at the Farmer's Day program here Friday. He is dean of agriculture at State College.



R. H. RUFFNER

Prof. Ruffner, of State College, will be one of the principal speakers here Friday on the Farmer's Day Program. He is one of the outstanding speakers in the state on subjects of interest to farmers.



F. R. FARNHAM

Mr. Farnham is dairy field worker in Western North Carolina for the State College Extension Service. He is an authority on the production of milk and cream for sale by farmers to milk plants and creameries.

### Waynesville Is Being Advertised In South By C. Of C.

Newspapers Are Being Used To Get Message Across To Prospective Tourists

Two thousand folders containing the names of all the boarding houses, hotels and rooming places in this community, are now being distributed by the local Chamber of Commerce. The matter is being sent out with all inquiries received by the local organization.

Last Sunday a series of advertisements were started in seven Southern papers. Papers were selected by the advertising committee in South Carolina, Georgia, Florida, and Alabama. Advertisements will be used in additional papers during the coming three weeks. The total circulation of the papers used will be over half million. Answers are beginning to come in as a result of the advertisements.

The committee has prepared a ten-page folder which contains a large number of scenes of this country. This is ready for the press and will be ready for distribution the first of the week. The folder is being printed on a tinted enamel paper in blue ink.

### Creamery Receives Government Orders

The Western Carolina Creamery has been awarded the contract by government officials to furnish the C. C. Camps in this area with butter, butter milk and ice cream.

The award of the contract was made this week when the health inspector for the camps made a personal inspection of the plant here and was more than pleased with sanitary conditions.

The camps will use about 150 pounds of butter in each camp each week. The amount of ice cream will run into a number of gallons.

### \$5,500 In Tobacco Checks Will Be Distributed Here By County Agent Smith

### Daniels Returned To Raleigh After Week-End Here

Spoke Sunday At Lake Junaluska Before A 2,500 Audience. Took Trip Into Park Saturday

Ambassador and Mrs. Joseph Daniels left their summer home at Lake Junaluska Monday afternoon for Raleigh, where Mr. Daniels had been called on business.

Mrs. Harold Lyles, wife of the secretary of the Interior who accompanied Mr. and Mrs. Daniels to Western North Carolina last Thursday, left on Sunday for her home in Washington.

The party first visited Blowing Rock and Boone, and then stayed in Asheville, until Saturday. The greater part of Saturday was spent in touring the park. Upon their arrival here Saturday a dinner was given in their honor at the Gordon Hotel here. This was an informal dinner, and a few residents attended.

Ambassador Daniels was the principal speaker at Lake Junaluska Sunday which marked the formal opening of the Assembly Grounds for the 1934 season. Sunday was also Haywood County Day. It was estimated that a crowd of 2,500 attended the services of the day and heard Daniels.

Sunday afternoon Mr. Daniels together with James Atkins, manager of the Lake, and others visited the C. C. Camp, N. P. 47 at Black Camp Gap on the edge of the Great Smoky Mountains National Park. Mr. Daniels spoke to the boys for about 30 minutes.

When commenting on his trip to the camp, Mr. Daniels said Monday that he was pleased to see that the boys in camp were doing some permanent construction work. "They are a fine group up there, and doing a splendid piece of work."

One of the chief points of interest in this section to Mr. Daniels is Soco Gap. Several years ago he wrote several long articles for his paper in which he praised the beauty of the country surrounding the gap, and he was one of the first to advocate the construction of a highway through the gap into the park. Sunday he walked around that territory and stated later that he was glad to see what he had long hoped for come to pass.

He spent the greater part of Monday morning in visiting around at the court house and different places in Waynesville that he has made friends since establishing his summer home at Lake Junaluska. Among the places visited was The Mountaineer office, which he says "seems like home with the smell of printer's ink."

Mr. and Mrs. Daniels were luncheon guests Monday at the Jones farm near Lake Junaluska. Those present at the luncheon included Mr. Jackson, Mr. Atkins, and Mrs. Catherine Ray, of Lake Junaluska.

Mr. Daniels said he would remain in Raleigh until the latter part of June when he will return to Mexico to resume his official duties.

### Eight Workers Are Added At Laundry

Five Hundred Square Feet Of Floor Space Is Added. Together With Modern Dry Cleaning Machine

Eight additional workers have been added at the Waynesville Laundry, it was learned Tuesday. The present number employed is the same as at the peak during the boom.

An additional 500 square feet of floor space has been added to the laundry and a new filtering machine added in the dry cleaning department. The addition of the machine will assure work that cannot be surpassed anywhere. Mr. Killian manager, said.

The local laundry is now doing the laundry work for four of the CCC Camps that are located in this area.

READY TO OPERATE

M. O. Galloway, owner of the saw mill damaged by fire last week, had made all repairs this week and was about ready to resume operations.

### Large Number Of Farmers Of County Expected To Attend Program Which Begins At 10 O'clock

Final plans have been made for the Farmer's Day here Friday, and hundreds are expected to be present and participate in the program which W. D. Smith and others have arranged for the day.

The morning session will be devoted to a formal meeting in the court room at the court house, beginning at ten o'clock. On this program will be addresses by Dean L. O. Schaub, of State College; Prof. Ruffner, also of State College; F. R. Farnham, dairy field worker of the extension service of State College; S. C. Clapp, of the state test farm and County Agent W. D. Smith. The speakers will discuss problems of Haywood farmers.

At 12:15 recognition will be made of the different committees of the county farm work and announcements made regarding future plans and the remaining program for the day.

At 12:30 the meeting at the court house will adjourn for lunch. There will not be a formal picnic, but all those who bring their lunches will find benches on the shaded lot near the creamery which has been provided for this purpose.

An hour will be devoted to the inspection of the Western Carolina Creamery from 1:30 to 2:30.

Promptly at 2:30 the athletic events and contests of the day will begin. The contests will be staged at East Waynesville near the Creamery.

The following schedule of contests will be staged, with a valuable prize being offered to each winning team:

Tug-of-war contests:

1. Waynesville married men led by C. C. Francis vs. Hazelwood married men led by J. M. Long.

2. Beef cattle men led by Lemor Gwyn vs. dairy men led by Earl Ferguson.

3. Bethel 4-H Club vs. Elude 4-H Club.

4. Fines Creek 4-H Club vs. Waynesville Vocational Boys.

After the tug-of-war contests, a pony race will be held and will be open to any boy and his pony.

After the pony race, and those that participated in the tug-of-war contest have had time to "blow," an old-fashioned hog culling contest will be staged. Anyone that can call or "holer" can join in this group.

Since a large crowd of women is expected to be present, a rolling pin throwing contest will be staged for them, with a 24-pound bag of Flavo Flour donated by Jonathan Roller Mill going to the winner. A dummy will be set up, and the woman hitting it the most times, and in the most vital spots, will be declared winner. (One of the rules is that the women cannot participate who practice that morning on their husbands.)

After the contests have been held, the management of the Creamery will furnish all present with a generous helping of Carolina Grade "A" Ice Cream. Mr. Smith stated that it is necessary to furnish your own spoon and dish.

The community having the most citizens present at the morning and afternoon session will be given a paraded Guernsey calf by Arthur Osborne, of Canton. The lucky community will appoint a committee who will consult with Mr. Smith and decide on what person in the winning community will be given the calf to raise. The count will be based on population, which makes it possible for the smaller one to win as easily as the larger communities.

One of the most interesting events of the day will be the distribution of \$5,500 in tobacco checks which Mr. Smith has in his office waiting for the over 400 Haywood farmers. The checks have to be signed for by the farmers themselves, he said. The office of the county agent will not open from 10 to 1:30 o'clock because the program in the court room.

WERE SORRY

It was our intention to print this issue of The Mountaineer on yellow paper, in carrying out the creamery color scheme, and thought up until the time we went to press that we would have it, but at the last minute we found that it was impossible to get it this side of New York, although we tried in several states.