

THE MOUNTAINEER

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THURSDAY, SEPTEMBER 3, 1936

LABOR DAY

Labor Day to be observed in the United States is the counterpart of May Day in European countries.

It is also a much more decent, sober and patriotic celebration in America.

Over there the National holiday committed to labor is turned usually into outbreaks and offenses of which the American celebration is happily relieved. Monday's event will be the 53rd observance in the United States, credit for the origin of the commemoration being usually divided equally between the Central Labor Union of New York and the old Knights of Labor, both of which were in session in 1882 when the thought occurred to the leaders of each alike and plans were immediately laid for an annual turning aside in the interest of drawing to a focus the attention of the nation upon the ranks of working men.

Labor Day is now a state and national holiday. It is set aside as such in honor of the working men of the nation, the men who grow the world's food, make its tools and machinery, build its bridges and highways and erect its buildings.

Labor Day in North Carolina is now observed generally. In Haywood County, which is industrially-minded, the day is celebrated with timely programs and entertainment features.

The working man is entitled to our appreciation for the part he plays in making this a better world in which to live.

A LETTER OF APPRECIATION

In a letter to the editor, F. K. Brown, manager of the Smoky Mountains Tea Room, pays this paper and our readers a compliment that is sincerely appreciated. He says "you undoubtedly have on the whole the most intelligent list of readers of any newspaper its size or a good deal larger for that matter, that I have ever had the pleasure to do business with."

Of course, the last paragraph in his letter is also very much appreciated by the publishers, when he stated: "I can truthfully say for the amount of money spent, the actual results obtained from advertising in your paper are three times greater than those from any other newspaper regardless of the size that the writer has ever used on a similar proposition."

The remarks made by Mr. Brown were absolutely voluntarily on his part. The statements were not solicited, and we did not know of the results obtained by his advertising until we received his letter in Friday's mail.

BANK FAILURES—THEN AND NOW

A fickle public forgets easily. Even some who suffered from the epidemic of bank failures that swept the country prior to 1932 need to be reminded of the figures in this particular—cold, undisputed facts. From 1920 to 1932 failures each year ran from the low mark of 367 to the alarming high of 2,294. In the light of these statistics the country should consider with approval and hopefulness the report of the Federal Deposit Insurance Corporation—only 36 failures in the entire country for the nine months ending June 30th of this year.

Total deposits in banks for the first period that failed ran from 93 to 1,690 millions annually. Total deposits in banks closed since last August, nine million dollars. And whereas the earlier period deposits up to 99 and a half per cent were made good by the deposit guarantee. The half per cent lacking was on deposits over and above \$5,000 the highest sum guaranteed under the deposit insurance law.—Morganton News-Herald.

Careless truck drivers are being arrested by local police, so beware of your driving.

A LABOR DAY MESSAGE

On its serious side, the Labor Day holiday is a time for reflection on some of the unsolved problems of civilization. Three foremost of those issues, the Labor Day message of the Board of National Missions of the Presbyterian Church of the United States of America thus defines:

(1) The preservation of world peace; (2) the stabilization of social and economic prosperity; (3) the effecting of social and economic security.

The Mission Board's Labor Day sermon takes stock of the world's material and spiritual condition and confronts these facts:

That in many countries tyranny rules over the minds of men as well as their bodies; that world organizations for peace are under stress and now seem on the point of collapse; that in the search for social and economic security the nations are in the primary stage of experimentation.

That the picture is not all shadows is manifest from some collateral facts of the world situation. Here, for example, is a great church communion accepting its direct responsibility "to provide spiritual leadership for the corporate as well as the individual life of modern society," in the words of the Mission Board.

Furthermore, if the sword still seems to be the accepted yardstick for division of land and resources in the earth, that instrument of apportionment was never before subject to as much general challenge.

And as to the quest for social and economic security for men and women, since the autumn of 1929 two Government Administrations in this nation formerly under almost complete sway of the competitive system have exerted mightily their reserve powers to lead the people in collective activities for establishing the security which the individual unaided by government seems utterly unable to obtain.—Exchange.

ANYTHING FOR MONEY

It has been amazing to think of things some people will do to get some money, money which does not rightly belong to them, and for which the public must pay. They think it is easy money and it may be if they get by with the plan but so many times the plan fails and they are branded with the effort so long as they live. Among these plans is that of fake accident and many trying this plan have collected large sums of money from insurance companies.

In one case uncovered by the police of another state it appears that a smart fellow told a man and his wife that he could show them an easy way to make money. He faked a motor accident and then took the husband and his wife home and gave the husband a general going-over with a rolling pin, breaking his arm and doing miscellaneous damage, and meanwhile the merry conspiring wife was using a cheese grater to shed the skin off her legs. Their plan failed and they did not get their easy money but got a term in prison.

We're glad these people did not succeed in collecting their insurance claim, because if they had been allowed to make money in this easy way they would have kept at it for the rest of their lives instead of suffering the pains of honest work. And then the rates on automobile insurance would have been increased if they had succeeded.—Mecklenburg TIMES.

NEGRO CRAP SHOOTERS vs. WHITE SOIL-WASTERS

In many hill country Southern counties soil destruction has reached the proportions of a calamity. While statue books and court procedures are severe on negro crap shooters and chicken-stealers, white land owners who let their soils wash away commit a far greater crime against humanity. Commenting on this condition, Editor Clarence Poe of the Progressive Farmer has this to say:

"When we destroy the soil fertility which the Almighty intended should nourish not only you and me but all those who may come after us for a million years to come, we white land-owners commit a crime far greater than that of any ignorant Negro who steals a chicken or ham or sheep. Those petty thefts affect only individuals today. But when we destroy essential soil fertility we sin against the human race not only today but for the tomorrows. . . Yet our so-called statesmen in the legislatures of the South for years and for generations have been formulating statutes and setting up court machinery to punish chicken stealing and crap shooting while the destruction of the South's fundamental natural resource, the destruction of the Almighty's greatest gift to our section—destruction which insures disaster alike to this generation and to all future generations—has been treated as a matter of no public concern."

Some folks say the first frost comes eight months after the first thunder in the year. In that case, there will be frost Sunday night.

THE OLD HOME TOWN

by STANLEY



Random SIDE GLANCES

By W. CURTIS RUSS

One man, who is usually among those attending all political rallies, amused me when he said he was not attending the Big Democratic rally in Forest City Saturday. "I have made up my mind I am not going to get drunk, and unless you do get drunk you can't stand the jokes that are told, or live in the smoke-filled rooms in the hotels. Why, sometimes the smoke gets so thick you have to cut it with a knife to get out of the room," he said as he walked away shaking his head.

And speaking about drunks, brings to mind the yarn that W. T. Huff is passing around. Mr. Huff got it from an Esso folder and it is rather amusing. It reads as follows:

"I had 12 bottles of whiskey in my cellar and my wife told me to empty the contents of each and every bottle down the sink, or else. So I said I would, and proceed with the unpleasant task. "I withdrew the cork from the first bottle and poured the contents down the sink, with the exception of one glass, which I drank. I extracted the cork from the second bottle and did likewise, with the exception of one glass which I drank.

"I then withdrew the cork from the third bottle and emptied the good old booze down the sink, except a glass, which I drank. I then pulled the cork from the fourth sink, and poured the bottle down the glass which I drank.

"I pulled the bottle from the cork of the next—and drank one sink out of it, and poured rest down the glass. I pulled the sink out of the next glass, and poured the cork down the bottle. I pulled the next cork out of my throat and drank the glass. Then I corked the sink with the glass, bottled and drank the pour.

"When I had everything emptied, I steadied the house with one hand, counted the bottles and corks and glass with the other, which were 29. To be sure, I counted them again when they came by, and had 74. As the house came by I counted them again, and finally I had all the house and bottles and corks counted, except one house and one bottle, which I drank."

To read the above aloud makes it more of a reality.

From down in Atlanta comes an interesting letter from the Maxwellis, who recently spent their 25th wedding anniversary here. Their present plans are to spend their 50th anniversary back here. And I know of nothing that would be sweeter.

Homer Henry glories in the fact that he killed a wild turkey on Flat Creek 26 years ago.

Hump-shouldered people give me the impression that they sleep with two pillows under their heads.

Things that we could do without—people who sing in a loud crackly voice, and turn round and gaze at those behind them, and continue to sing.

A real dark night is about as depressing as anything I can think of.

Recently I sat behind a young lady in an audience, and she had on one of these new type dresses that has a slit in the back, of course showing her back. It was all I could do to muster up enough will power to keep from writing on the bare skin.

About the happiest looking people are those who rock real hard and fast in a big rocking chair.

Arches in Human Foot

There are three arches in the foot, in addition to the long arch at the inside which extends from heel to great toe, the longitudinal arch. The front or interior arch extends across the ball of the foot; the arch at the outside of the foot from the heel to the base of the small toe, and the arch across the middle of the foot under the instep.

LETTERS to the Editor

Waynesville, N. C., Aug 26, 1936.

Editor The Waynesville Mountaineer:

Fifteen years of experience in advertising has taught me many things. Advertising is an absolute necessity to the success of any business. Advertising does not cost anything due to the fact that the increase in business more than offsets the cost. Spasmotic advertising does not pay, it is rather a waste of money. It takes the steady day by day, week by week, month by month pounding to produce results, that some methods do not pay and should be discarded and sifted down to those mediums that do. Check results obtained from advertising not by the week or month, but by the year.

One thing is certain one can be absolutely relied upon whether in New York, London or Waynesville—the knowledge of it is essential to all business men, yet only large corporations know its secret and utilize it—that is 50 per cent of set business and 50 per cent of floating business—this does not vary more than 3 per cent winter or summer.

It is quite evident that the 50 per cent of set business cannot be touched this includes friendship, church, club affiliations, etc., it is therefore the plan of the business man to reach out for as much of the floating business as he can get. The only tested method of securing a large percentage of this business is through newspaper advertising.

You will probably wonder why I am writing all this. It is a letter of ap-

23 Years Ago in Haywood

(From the files of August 22, 1913) Miss Anna Boone, who has been visiting in Lowden, Tenn., returned to her home on Monday.

Miss Hannah Ashe, of Raleigh, arrived this week-end and is the guest of Mrs. J. R. Hyatt.

Mr. and Mrs. Henry T. Sharpe and son, Henry, Jr., spent the week-end with Mrs. Sharpe's parents.

Mr. Walter Coble, of Jacksonville, Fla., is the guest of his parents, Mr. and Mrs. G. W. Coble.

Mr. Charles Full, of Jacksonville, is in town this week as the guest of his parents.

Misses Nora Howell and Berta Garrett went to Asheville on Wednesday.

Miss Sallie McCracken, of Thomasville, returned to her home of Monday, after which she went to Buena Vista, Va.

Mrs. C. L. Kickson and daughter, Miss Bess Dickson left on Tuesday for Bryson City, where they will visit relatives.

Prof. W. C. Allen left Tuesday for Shelby, where he will attend the encampment order of Odd Fellows.

Last Saturday evening the young people of Waynesville gave a moonlight picnic in honor of Miss Dollie Lee's guests.

Miss Powe was the charming hostess of a progressive bridge party Tuesday evening.

The Cullowhee Normal and Industrial school opened Tuesday, with gratifying conditions. The first day's enrollment shows an increase over that of the first day of last year. The school's prospects are flattering.

The members of the Asheville United Commercial Travelers enjoyed their outing picnic held at Lake Junaluska near Waynesville on Saturday.

The special sale of Mr. D. A. Howell opened on schedule time Thursday morning, and it drew the largest crowd that has ever come to Waynesville for a special sale. Several hours before the opening of the door the crowd began to gather and when the doors were opened 83 people were banked out to the middle of the street.

Appreciation for a service rendered and results obtained and a compliment to your circulation for you undoubtedly have on the whole the most intelligent list of readers of any newspaper its size or a good deal larger for that matter, that I have had the pleasure to do business with.

I can truthfully say that for the amount of money spent the actual results obtained from advertising in your newspaper regardless of the size the writer has ever used on a similar proposition. This is in view of the fact that ordinarily the result from advertising should not be appreciably felt by a new business for some time.

Yours truly, SMOKY MOUNTAIN TEA ROOM, F. B. Brown, Mgr.

B. B. SAUNDERS

Will Operate Two Warehouses In Asheville Again This Year.

Mr. Saunders is the man who started the tobacco market in Asheville, and this fall will operate the Saunders' Warehouse at Biltmore and the New Banner on Rankin Avenue.

The Products of Unceasing Vigilance

Upon the unvarying purity and uniformity of Alexander-filled prescriptions largely depends the recovery of the health and strength of hundreds of people.

Because we fully appreciate the importance of our duties, unceasing vigilance in maintaining the most rigid standards of accuracy and purity has always been a fixed policy of this drug store, and the result is city-wide acceptance and confidence in every prescription carrying the Alexander label.

ASK YOUR DOCTOR

ALEXANDER'S DRUG STORE

Phones 53 & 54

Opposite Post Office

TWO REGISTERED PHARMACISTS FOR YOUR PROTECTION