

The Mountaineer

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W. CURTIS RUSS Editor
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THURSDAY, JANUARY 27, 1938

BIBLE THOUGHT

WORLD ATTITUDE

I pray not that Thou shouldst take them out of the world, but that Thou shouldst keep them from the evil. John 17:15. "The friendship of the world is enmity with God." James 4:4.

ON SOLID FOUNDATIONS

One of the best indications of business in any community is the financial institutions. Another good business barometer, is postal business.

Needless to say, here in Haywood County, the financial institutions are far ahead of past records. They made money the past year. They are solvent, and have records that should dispell any fear that one might have.

The two banks of the county, together with the building and loan associations made excellent reports for the past year.

While business is not as good as we would like to have it, we should remember that everything is in much better condition than it was in 1930 and 1931. In fact, there's no comparison.

Strong financial institutions, are after all the backbone of the business world. In Haywood, such institutions are ahead of the average in communities this size.

TODAY'S HOTELS

To our way of thinking, Coleman W. Roberts in his address to Rotarians here recently, hit the nail square on the head, by pointing out that hotels and boarding houses had to increase their services if they expected to continue in business and successfully cater to tourists.

Of, course, we readily realize that the managers of hotels and boarding houses do not want outsiders telling them how to run and operate their respective businesses. No one does, for that matter. But on the other hand, the suggestions were in the form of constructive suggestions, rather than criticism.

There was a time when one bath to the floor was all that was expected. That day has passed. There was a time when competition from tourist camps was not so keen, and bad roads necessitated slower travel that compelled travelers to "put up with anything." Those days went out with the often mentioned—good old days.

During the last decade, the traveling public has been taught the value of sanitation, the necessity for comfort, and along with it all, has developed a desire for services and environment that is better than that at home.

All of this is just a few of the problems of operating a hotel or boarding house today, but like all other business, to be successful, one must keep abreast of the demands of today's buyers.

THE BOYCOTT ON JAPANESE GOODS

The attempt to get Americans to stop buying Japanese goods seems to have been renewed during the past few weeks, and now seldom does a day pass without some piece of mail matter, coming in, urging that Japanese goods be ignored by the buying public.

Some of them have been printed form letters, post cards in red ink, extracts from speeches, and the latest being a reprint of a speech made in Congress by Representative Byron N. Scott, of California.

The Californian pointed out that the American exports to Japan during the past year showed a substantial gain over the same period last year, especially on oils and minerals. He points out that if these exports were stopped, that the undeclared war in the Far East could not continue.

The campaign, no doubt has a certain degree of merit. Just how far it will go towards being effective, we cannot say, but Americans are inclined to take grave chances, rather than miss making a dollar. And for that reason, we do not look for any drastic boycotting of Japanese goods.

THE RESULTS OF STATE ADVERTISING

According to Director R. Bruce Etheridge, of the Department of Conservation and Development, direct results from the Publicity campaign, which is now being sponsored through this department for the state, are steadily on the increase.

During the week from January 1 to 8 inclusive, 135 inquiries were received from 30 states and Canada, as a result of advertising schedules being run in agricultural publications.

A group of 100 farmers, business men, bankers, professional men, and industrialists from the state of Kansas, is considering including North Carolina in a 1938 industrial tour of the state now being planned by the Kansas Chamber of Commerce.

A party of New York school teachers, headed by Miss Isabelle Hart, of the geography department of the State Normal and Training School, of Oswego, N. Y. is planning to make a study of North Carolina about the middle of July.

The news office of the division of the state advertising, now has on hand 4,000 photographs of which at least 2,000 have been made by the news staff office. More pictures are being added each week, with the result that the news office is getting in a position to supply any type of North Carolina picture that may be wanted.

A large number of inquiries are being received from industries asking for information concerning the State and are coming from a much more varied field since the advertising campaign.

Without blare of trumpets, the state-wide network of county hospitality committees is rapidly being organized. These county committees are really extensions of the Governor's hospitality Committee and are the units through which the central committee expects to work in spreading the gospel of friendliness throughout the state.

Large deposits of a rare mineral, spodumens, recently found in Cleveland county about four miles southeast of Kings Mountain, are attracting attention of the mineral world and may mean the establishment of a new industry in the state according to state Geologist Herman J. Bryson.

An extensive experiment in reforestation of over-cut or burned-over lands will be conducted by the Riegal Paper Company, which owns a tract of some 130,000 acres in Columbus and Brunswick counties, according to Assistant Forester F. H. Claridge, of the Forestry division.

Which foregoing all goes to prove that in all probability the solons of the State of North Carolina never passed a piece of legislation or appropriated funds that will be more far reaching in their results than that dealing with the great advertising campaign now getting underway with such gratifying reactions, that give promise of such state wide benefit.

OVERDONE

There is enough misery, misfortune and trouble in this old world, without radio advertisers going to the extreme in having their audiences constantly reminded that this is the time of year for colds and coughs.

At almost any time of the day, there is usually some program that begins with a person coughing like they were drawing their last breath. Regardless of how good the program may be that follows such sickening capers, we cannot enjoy them.

It seems to us that it is a poor advertising plan to play up misery, discomfort and sickness as some programs are now doing.

Many people get into moods by what they hear or see, and certainly if such a person were to listen to some of the exaggerated programs, they would become "bad off" right away.

THE DRYS HAVE THE LAUGH

Raleigh police forces have just made a sensational raid upon a social club in the Capital City where lockers were found containing 400 pints of fancy stuff owned by individual members of the organization.

And, strange as it may seem, the wet forces over there seem to be taking the incident more seriously than the drys.

It is the latter, however, who have the call when it comes to crowing, belated though it be.

With ABC stores running at full blast in Raleigh in selling liquor openly and freely, what's the answer to the establishment of a social club with such large stocks of whiskey being maintained in private lockers?

Was not the legalization of liquor selling in the counties of the State to put an end to all of this sort of thing, not excepting the bootlegging enterprise?—Charlotte Observer.

One Waynesville man who has five grown daughters in his family is called on so often for money for hose, that he has set the item in his budget, as "running expenses."

THE OLD HOME TOWN



WITH EGGS AT 60¢ A DOZEN THAT OLD BROWN HEN THAT HANGS AROUND THE REPAIR SHOP HAS HELPED CUT DOWN THE OVERHEAD QUITE A BIT

SPARKS of WISDOM

Man's crimes are his worst enemies, following him like shadows, till they drive his steps into the pit he dug.—Creon.

Earnestness is the devotion of all the faculties. It is the cause of patience; gives endurance; overcomes pain; strengthens weakness, braves dangers; sustains hope; makes light of difficulties, and lessens the sense of weariness in overcoming them.—Bovee.

If we had no failing ourselves we should not take so much pleasure in finding out those of others.—Rochefoucauld.

If judges would make their decisions just, they should behold neither plaintiff, defendant, nor pleader, but only the cause itself.—B. Livingston.

Kind looks, kind words, kind acts, and warm handshakes—these are secondary means of grace when men are in trouble and are fighting their unseen battles.—John Hall.

Ignorance
A man is never astonished or ashamed that he doesn't know what another does, but he is surprised at the gross ignorance of the other in not knowing what he does.—Haliburton.

Education
Tis education forms the common mind; Just as the twig is bent the tree inclined.—Pope.

Audacity
By audacity, great fears are concealed.—Lucan.

Indiscretion
An indiscreet man is more hurtful than an ill-natured one; for as the latter will only attack his enemies, and those he wishes ill to, the other injures indifferently both friends and foes.—Addison.

Learning
Learning is like mercury, one of the most powerful and excellent things in the world in skillful hands; in unskillful the most mischievous.—Pope.

Books
That is a good book which is opened with expectation and closed with profit.—Alcott.

She who trifles with all is less likely to fall Than she who but trifles with one.
Gay.

What fates impose, that men must needs abide; It boots not to resist both wind and tide.
—Shakespeare.

Nothing is thought rare Which is not new and followed; yet we know That what was worn some twenty years ago Comes into grace again.
J. Flechter.

Who falls in honorable strife, Surrenders nothing but his life; Who basely triumphs casts away, The glory of the well-won day.
J. Montgomery.

Harold L. Ickes, Secretary of the Interior:
"I made no general indictment of newspapers. I have too much respect for many of them to do any such thing."

Jose Vargas, Columbian Minister to Panama:
"In the present era of pugnacious nationalism, the fact that American success is looked upon enthusiastically by the people south of the Rio Grande is not altogether without meaning."

VIEWS OF EDITORS

Dept. of Sad Facts
There isn't any comfort of luxury that will offset the discomfort of tight shoes.—William Feather Magazine.

That's-A-Fact Dept.
Haile Selassie in Who's Who remains Emperor of Ethiopia, but would have no such standing in What's What.—Louisville Times.

Nothing Noncommittal
Says a Broadway columnist: "Al Jolson's voice is as good as it ever was." Come, come—no beating about the bush.—Detroit News.

Finis
Soap Box Orator (winding up his speech)—An' that, ladies and gentlemen, is the 'ole kettle o' fish in a nutshell.—London Opinion.

Need For Revision
"As quiet as a cemetery" goes the way of other outworn phrases now that Philadelphia claims to have unearthed an undertaker's "racket."—Syracuse Herald.

Thought For France
It turns out that La Belle France has been selling scrap metal to Nazi Germany. Still, if worst comes to worst in Europe, she'll be getting it back.—San Francisco Chronicle.

Life in the U. S. A.
A missing dog returned to its Indiana home carrying a paper in which its loss was advertised. And yet the White House belittles the power of the press!—Chicago Daily News.

Bad Liberalism
There may be differences of opinion about liberalism under the Soviets, but nobody can deny that they are conducting their executions in the most liberal manner.—New York Times.

READY FOR THE BALL?
...Of course, you will want to look your best when you attend the Presidential Ball Saturday night. Send us your garments for cleaning and pressing.
After you see our work, you'll be glad you did.

CENTRAL CLEANERS
MAIN STREET
Phone 113

ALLIES
The Doctor's time and skill are dedicated to the sick and suffering. That also is this drug store's chief concern. And that's why physicians KNOW that at ALEXANDER'S they can expect the fullest measure of cooperation.

ASK YOUR DOCTOR

ALEXANDER'S DRUG STORE
Phones 53 and 54 Opp. Post Office
TWO REGISTERED PHARMACISTS FOR YOUR PROTECTION

THIS WEEK in HISTORY

January 27, 1918—President Wilson urged food conservation as aid to win the war.

January 28, 1882—First cable street car railway opened in Chicago.

January 29, 1843—William McKinley, 25th president, born at Niles

Ohio. Kansas admitted to union. January 30, 1882—President Franklin D. Roosevelt born.

February 1, 1899—American flag raised over the Island of Guam.

February 2, 1819—Florida purchased. (Groundhog day.)

POINTED PARAGRAPHS

"They Say" has ruined many lives.

Patriotism does not include the belief that your country can do no wrong.

Most every seller knows that his "proposition" is a necessity, besides being a "wonderful" buy.

Farmers are now wondering what to plant and next fall they may be puzzled over what to do with it.

The highest intellectual effort undertaken by some voters is trying to pick the winner of a horse race.

People who plan for their future usually succeed better than those who do not, but there is no law which requires you to plan.

People who complain about the type of public servants we have these days ought to take a look at some of those who walk up to the polls and cast votes.

When it comes to mere talk, the biggest crook in the nation can do it as well as the most honest man. That ought to give you a fair opinion of mere talking.

"Dentist in race for house"—News item. Well, with his "pull," and baring "false impressions," he should be elected. And, we dare say, should "fill" the place acceptably.

Who remembers when certain articles of feminine wearing apparel were referred to, in subdued tones, as "unmentionable."

The United States Supreme Court has decided that jigsaw puzzles are now a game. Which leaves them just a pain in the neck.

The abjectness of the people on the subject of war does not mean they are cowardly. They will risk their lives gladly for pleasure.