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North Carolina Press Association

THURSDAY, MARCH 24, 1938

BIBLE THOUGHT

STRENGTH AND SALVATION: *The Lord is my strength and song, and he is become my salvation; he is my God, and I will prepare him an habitation; my father's God, and I will exalt him.*—Exodus 15:2.

SPRING IS HERE — NOW WHAT?

Spring is officially here, and those of us who have been making plans for beautification work "when spring comes" will now have to make minutes count, or our winter dreams will not materialize.

This month the home demonstration clubs of the county are discussing beautification work, and general painting. We look for the majority of the members of Haywood's 16 clubs to put into practice many of the things discussed at these club meetings. The home demonstration club members usually do what they set out to do, and for that reason we look for many improvements to be made in the rural districts this spring.

This community has adopted a general beautification program, and many plans have been discussed at length. The general Chairman, Chas. E. Ray, Jr., in a letter to the editor this week, passes on reprints of what other towns are doing. These are not only interesting, but show what can be accomplished with just a little outlay of money. More important than money in such a campaign, is unity of efforts and seeing the program through.

Certainly there is no one who would not agree that there is worlds of room for beautification in this community.

This section has been blessed by many natural beauty spots—to the contrary, we have often destroyed the beauty provided by nature. Now it is time to reverse the order, and work with nature.

A NEW WAY OF FILLING PEWS

Often one hears that there is nothing new in church work, and that the same old routine is followed year in and year out.

There is an example right here in Haywood County that proves that a wide-awake, energetic, and progressive minister has worked out a plan for filling his church for every Sunday service. He is Rev. J. H. Carper, pastor of Long's Chapel at Lake Junaluska.

Every Sunday, he drives a church bus out into the byways and hedges, so to speak, and brings in those who are not able to walk the distance to church. The same bus takes the people back home after services.

That same idea could easily be put into practice in towns.

To our way of thinking, Mr. Carper is doing a work that proves that he is interested in the work of the church. He has made no show, given out no publicity. What news has come from his plan was sought, and practically "begged for."

He appears to us as being a practical and consecrated minister.

IF YOU WERE EDITOR—

What would you write if you were today editor of a newspaper? What would be your objective. How would you go about reaching those objectives? Would you become the defender of any particular group? Would you meet issues boldly, fearlessly and would your ideas as a truth seeker rank high? Would you put policy before principle or the reverse? Could you find something new every day or at least some new development of issues every day? Would you trim your sales to fit adverse winds or would you sail into the teeth of the storm? Would you be able to find anything worthwhile to say? Just what would you do if you were editor?—Union Times.

A CHALLENGE
 Civic leaders of this community have long recognized the necessity of a community center. There has been lots of talk about a community center. Many meetings have been held, various committees named; temporary enthusiasm created, yet there is no place designated as a community center for young people to gather under auspices of well directed recreation.

Older citizens often gather and lament the fact that the people are patronizing places of question. The older citizens, many with long faces, continue to talk about doing something about it, and the matter has ended there.

Right now, the young people have taken the matter under consideration with the determination to do something.

This, it seems to us, is a real challenge to the older citizens of the community, for the young folks to organize and to go after a recreational center in which they can spend their spare evenings.

It is best that the young people work out their own program, and get their building, because then they will take more pride in it than if it were handed them on a silver platter.

The part the older folks of the community can well afford to play right now, is to encourage those with vision, and determination, in seeing that the project does not fall through. There will be times before plans are fully materialized, that encouragement from the older heads will be essential.

This matter presents a challenge to old and young alike. A challenge for action, and less talk.

A NEW IDEA COMING?

News coming from Detroit, hints that Henry Ford and his associates are working on plans for renting automobiles instead of selling them. The rental would be near \$10 or \$12 a month, according to unofficial reports.

Business leaders are said to be looking on the idea with interest, and one which they now believe would help solve the present economic situation. Hundreds of people, it has been pointed out, could afford to rent one of the cars, that now do without. The down payment would be considerably less than those now required on a new car.

Right off hand, it would appear that Mr. Ford would prefer to continue to sell his cars outright, rather than bother with rentals. However, we must remember, that the successful manufacturer has accomplished things in the industry that others branded as impossible.

Just how far this plan will go, we do not know. In fact, there might not be anything to the rumor, but we have been looking for Mr. Ford to come out with some brand new idea for a long time.

BUYING HOMES AND AUTOMOBILES

More and better homes for the people of the nation is recognized to be one of the greatest needs of the day. More home building is desired not simply to give the people adequate housing. It is recognized also that a revival of home building would provide employment for thousands and go a long way toward relieving unemployment. More home-building is sought and encouraged as a means of bringing about a revival of business and industry.

If, however, more homes are to be built, the people who desire to build must be encouraged and aided. It is no small undertaking for the average wage-earner or small business man to finance the cost of a home. Financial assistance and easy payment plans are available for the purchase of many of the less stable luxuries, such as furniture, radios, automobiles, refrigerators. It is easy to finance the purchase of any of these with a small down payment and easy payments, but to finance the building of a home is made extremely difficult by the heavy requirements of lending agencies.

If more homes are to be built, it must be made as easy for a man to buy a home as it is now for him to buy an automobile. The Federal government has gone a long way in liberalizing credit for home building. Private lending agencies should follow and give more encouragement and incentive to home-building and home ownership. When it is as easy for a man to own his home as it is now for him to buy an automobile or furnish a home, there will be an increase in building and home-owning throughout the nation and in the Roanoke-Chowan section. Until then, there will be stagnation in the building trades and a lack of adequate housing.—Gates County Index.

Education, like vaccination, is wonderful if it takes.

Last Wednesday, ten persons lost their lives on the highways of North and South Carolina. Seven of these were visitors into the Carolinas. If this high rate continues, the two Carolinas will be in for a reputation that will be hard to live down.

THE OLD HOME TOWN By STANLEY



LOCAL JOKERS THREW ED WURGLER INTO A PANIC TODAY A FEW MINUTES AFTER HE HAD PURCHASED A COMPLETE NEW FISHING OUTFIT 3-21-38

Random SIDE GLANCES

By W. Curtis Russ

Next to "cheap poetry" I feel that these ever-appearing tangled relationships are most nerve-racking. Cline Bramlett ran into one in South Carolina and was kind enough to bring it in for me to figure out, but I've never cared enough about relatives beyond first cousins to bother with tagging them as being kin.

And just in case you are one of those folks who likes to untangle relationships, there are several families right here in town that have a record that will give you something to think about.

What will salesmen think up next? Last week a plump, cling-vine type of young woman, called in at the office, apparently for the purpose of interesting me in aviation. She posed as a pilot, and showed several buttons, and badges that evidenced at least a partial knowledge of aviation.

Her story was interesting, until she got to that worn out phrase: "I just need 435 more points, and then I get a free tuition to this school." And each sale of a popular magazine gave her many points.

She had her story memorized, and if she had been interrupted in the middle of it, she would have to start at the beginning again. Even if I had been in the market for the magazine I would not have bought from her, simply because she posed under false colors.

Two days later, a young man, who said "Sir" after every third word, apologized for three minutes because I had not been duly informed of his pre-arranged call. One would have gathered that it was a conference having to do with a million dollar deal.

Anyway, he did not pose as working his way through school—in fact he threw off on magazine salesmen. He was a "publisher's representative," and all he wanted was a subscription to another popular magazine. As yet I haven't figured out just what he would class himself but a subscription agent.

He was one of these cocky young men who has the unmistakable idea that the world owes him a living. He also slipped up when he started knocking his competitor. He complicated his sales talk by trying to make too many inducements in the beginning in the hopes of making a quick sale.

In short, he was a poor salesman, a poor looser, and too self-confident.

The next day, a paper salesman could have landed a nice order, but he got me confused by showing me too many lines of the same grade paper. I would no doubt have bought one of the grades without hesitation, but when he showed a dozen samples, I could not decide on any one, and passed up the order for a salesman who knew how to select a line that would fill our needs.

There has been many an order lost just because the salesman showed too many samples.

Some shoe stores are now so arranged so that the customer does not even see the shoe boxes in shelves, and are shown only one pair of shoes at a time. This often leads to quicker sales than by showing the entire stock.

Inquiring around, I found that the majority of merchants buy from sales-

THIS WEEK in HISTORY

March 24, 1919—Graf Zeppelin started round trip from Friedrichshafen to Palestine.

March 25, 1609—Henry Hudson sailed from Amsterdam in the Half

men that do not knock the other lines, nor play up their own too much. A good salesman will tell you if his line is what you need. One merchant here was telling of the salesman who refused to sell him a certain line just because a competing line was cheaper and better. That is salesmanship. The next time, this salesman did not have any trouble getting orders for any thing in his line.



FLOYD SMITHER—experienced tobacco planter

"I GROW CHOICE TOBACCO"

IT'S A FACT THAT CAMEL USES COSTLIER TOBACCOS. LAST YEAR I HAD A DANDY CROP AND THE CAMEL PEOPLE BOUGHT ALL MY CHOICE LOTS. MOST PLANTERS SOLD THEIR HIGH GRADES OF TOBACCO TO CAMELS, THE SAME AS I DID. SO YOU CAN SEE WHY CAMEL IS MY CIGARETTE

MR. SMITHER gives the opinion of a great number of tobacco planters when he reports: "For their own smoking—the majority of tobacco growers prefer Camels." Men who know tobacco from the ground up prefer Camels. They want to enjoy the special treat of smoking Camel's finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic.

"We smoke Camels because we know Tobacco" TOBACCO PLANTERS SAY



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 THAT YOU CAN DEPEND ON
 Quality
 OF WORK YOU LIKE
 Your Cloth Will Be Like
 NEW
 MAIN STREET
 Phone 113

ADJUSTMENTS

If a piece of wearing apparel or furniture, fails to give satisfactory service, you protest to the seller and a reliable firm will readily grant any reasonable demand. But no adjustment can be made in the case of a prescription which fails, because of careless compounding or inferior ingredients, to produce the desired effect. That's why it pays to be DOUBLY careful in the selection of your DRUGGIST.

ASK YOUR DOCTOR

ALEXANDER'S DRUG STORE

Phones 53 and 54 Opp. Post Office

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LETTERS to the Editor
 EDITOR'S NOTE—Letters to the Editor are not returned unless accompanied by return address. All letters are subject to editing and the opinions expressed are not necessarily those of The Mountaineer.

Mr. W. Curtis Russ, Editor, Waynesville Mountaineer.

My dear Mr. Russ: The March issue of Reader Digest contains a number of short articles descriptive of beautification work in various cities where some flower shrub has been developed in an outstanding way. In connection with the beautification program being sponsored by Rotary, the Woman's Club, the Boosters Club, the Chamber of Commerce, other civic organizations it occurs to me that a great many readers of The Waynesville Mountaineer might find this article of interest. A copy is enclosed in the hope that it may be reprinted in The Waynesville Mountaineer.

Cordially yours, CHAS. E. RAY, JR.

CIVIC PAGEANTRY IN FLOWERS

Greenfield Hill, Connecticut, is a town with scarcely 100 inhabitants, well off the main road and hard to find, yet every week-end during late spring the roads from all directions carry capacity traffic to see its glory of pink and white dogwood blossoms. In 1795, Dr. Isaac Bronson planted a dozen trees which have grown to immense proportions. A century later, the Village Improvement Society (Continued on page 3)

- March 26, 1794—First embargo act passed by Congress.
- March 27, 1513—Ponce de Leon discovers Florida.
- March 28, 1918—American army in France under command of General Foch.
- March 29, 1790—John Tyler, 12th president, born.
- March 30, 1867—Alaska purchased from Russia.