

... for these, we are appreciative---

We are indeed appreciative of the honors bestowed upon us by the Western North Carolina Weekly Press Association, whose jurisdiction extends from the Catawba river to Murphy.

Also, we deeply appreciate the letters from the president and secretary of the association

Realizing that this is a signal honor, we are renewing our efforts to improve this newspaper with each issue. The yardstick by which we measure the quality of our newspaper is "Reader Interest."

Needless to say, reader interest has steadily increased until today more families are getting this newspaper than ever before.

We have endeavored to keep abreast of modern journalistic methods, and, by so doing, have been inspired by the confidence bestowed on us. We are determined to give our patrons, both readers and advertisers, a "bigger and better newspaper."

Noah Hollowell, President
Hendersonville, N. C.

WESTERN NORTH CAROLINA
WEEKLY PRESS ASSOCIATION
Clarence Griffin, Secretary

E. B. Gilbert, Jr., Vice-Pres.
Spruce Pine, N. C.

Publishers of
The Waynesville Mountaineer,
Waynesville, N. C.

Gentlemen:

The Western North Carolina Weekly Press Association did you an unusual honor Saturday night in according you first place in the nature and type of editorials published during the month of April.

The publishers of The Mountaineer were duly congratulated, but as president of our organization I am wondering if you would be treating your readers fairly if you were too modest to pass this information on to them.

Most likely only a small per cent of your readers take more than one county paper, and therefore they don't have the opportunity to make comparisons as we publishers do who have the privilege of studying the merits of several papers every week; therefore I suggest that you let them know that your fellow publishers not only admire your editorial page as a beautiful one but that they cited The Mountaineer as being the paper among the weeklies in our section that carried the most outstanding editorials of the month.

Congratulating you upon your labors, and your readers upon the good editorial food you are giving them, I am,

Cordially yours,
Noah Hollowell
President Western North Carolina Weekly Press Association.

Hendersonville, N. C.
April 29, 1940

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Gentlemen:

On behalf of the Western North Carolina Weekly Press Association I want to extend to you congratulations upon the selection of The Mountaineer's editorial page as the outstanding among the weeklies of this section of the state, an honor which came to you at our regular monthly meeting held last Saturday night in Asheville. This accolade of merit, admittedly well deserved, should be all the more pleasing to you since it was conferred by a group of your fellow-craftsmen.

Aside from this honor, you are also to be congratulated upon the fine manner in which you are serving Haywood County through The Mountaineer. I have often remarked that The Mountaineer is among the leading weeklies of the state, from a standpoint of general service to the community, make-up, type-face and composition and content. The advertising particularly is pleasing to the eye, and that it is thoroughly read by every Mountaineer subscriber is evidenced by the continued support given you by a host of Waynesville business establishments.

Cordially,
Clarence Griffin
Secretary Western North Carolina Weekly Press Association.

Forest City, N. C.
April 29, 1940

Such honors as these would be impossible if it were not for the loyalty of the entire staff—the reporters, printers, pressmen, steryper, proof-reader, carrier boys and even the janitor. All have a hand in producing this newspaper, which is dedicated to the advancement of this section of Western North Carolina.

THE PUBLISHERS.

THE MOUNTAINEER