

THURSDAY OCTOBER 14, 1926.

The Polk County News

PUBLISHED WEEKLY BY THE NEWS PUBLISHING COMPANY

LOUIS LEHMAN, EDITOR

Entered at the Postoffice at Tryon, N. C., as Second-Class Mail Matter Under Act of Congress.

TERMS OF SUBSCRIPTION

One Year	2.00
Six Months	1.25
Three Months	1.00

DISPLAY ADVERTISING RATE

Forty Cents Per Column Inch, Flat

Legal Advertising, One cent Per Word, Cash In Advance



TO TELL THE WORLD ABOUT NORTH CAROLINA

During the early part of this coming November, The Christian Science Monitor will issue a large edition which will have a circulation of over 400,000 copies, that will be distributed all over the entire world. In this big issue a North Carolina supplement will be inserted that will tell them about the advantages that are offered in this section.

Asheville, N. C. already signed up to take a half page ad in this supplement and Tryon should fall in line for a space in this great publicity campaign. The cost will be comparatively small when you once realize the benefits that will be derived therefrom. This edition will not only tell of the rapid strides that have been accomplished in this mountain region, but will also deal with the great men and women of the Old North State, and in general will illustrate the entire industrial and commercial achievements of the state. Now is a good chance for Tryon to come in for her share of this world wide advertising campaign. Let's get together and plan some way for us to take some space to let the world know what Tryon has to offer the tourist as well as homeseeker. **GET BUSY MR. BUSINESS MAN!**

PREVENTION

Prevention is one of the biggest words in modern affairs. It covers a multitude of errors and wrong results. Prevention of fires, of illness, of financial loss, and of accidents are four great principles about which everybody is concerned. And they can all be answered satisfactorily by one word—**THINK**. If it were not so—that is, if nobody had thought—there would be no education along the lines of prevention—because there would be no "rules," no constructive propaganda, no adoptive measures for our consideration.

Fortunately for the race, for the nation and for the community, many people are thinking prevention. But prevention is not always to be found in a list of "Don'ts". Successful men DO, but with caution. Prevention of fires and accidents is the result of active precaution while engaging in the work at hand. No one would reason that to prevent a disastrous fire one should not make a fire in camp or stove. That would be folly; it would be prevention, but of negative value. Prevention of illness is not staying indoors out of the rain. Constructive prevention in health matters is going ahead at one's business with whatever sensible measures in dress and diet that meet the accepted requirements of the body. Safety does not consist alone in restraining one's self from adventure, but in making the world safe FOR adventure.

Prevention of failure in business is not shutting off necessary overhead. It consists in **OPENING ONE'S DOORS TO THE COMMUNITY AND TO THE AREA OF PATRONAGE WHICH THE BUSINESS CAN CLAIM**. Many a business has not only been made, but saved, by carefully planned advertising, which makes business safe for adventure into newer and greater productivity.

It is the man who thinks that prevents, but he does it by braving the storms of adversity in a **GOOD SHIP**, not by remaining on dry land and getting nowhere. There is an element of risk in all progress, but it is only the man who goes forward that ever gets to his destination. It is not mere prevention, but constructive prevention, that distinguishes the alert from the laggard.

THE PRICE OF SALVATION

A man wrote to a storekeeper as follows: "Dear Sir: Last year I picked up a pair of gloves in your store and did not pay for them. Enclosed find one dollar. I couldn't let a thing like that stand between men and heaven." The storekeeper replied: "Dear Sir: Thanks for the dollar and your confession; but there is still a dollar and a half between you and heaven—as the gloves you describe as having taken were worth \$2.50."

TEMPERANCE IS THE ISSUE

Speaking before the annual convention of the Women's Christian Temperance Union in Los Angeles, Mrs. Ella A. Boole, of Brooklyn, national president of the militant organization, said that altho the wets had made some progress during the past year, their plea for light wines and beer and for other modifications is intended as an entering wedge to the complete repeal of the Eighteenth Amendment.

But an entering wedge for what? If for real temperance, as the wets claim, then the Temperance organization ought not to object. But millions of Americans feel that the real or eventual result of modification is not temperance but the old-time saloon or a form of drinking institution that will result in general inebriety. In its final analysis, it is the saloon and drunkenness that Prohibition strikes at, not the mere right to drink. But in order to get at the core of things and shut out the real evil, laws have to be passed that strike at personal liberty. In other words, to enforce sobriety it is necessary to enforce abstinence. This cuts deeply into the man who can be indulgent and yet temperate, but it is one of the penalties of belonging to human society.

RECOGNIZING NEW STANDARDS

Recently a speaker declared that fireside devotion to the home is becoming a thing of the past. Well, there are fewer fires to



Photo by Henry Miller News Picture Service, Inc. William Patton Boland, of Newberry, S. C., winner of the Southern Railway Corn Cup in 1925, photographed with President Coolidge and the cur at the White House.

build: we now have electricity and gas. When a fellow made a fire in the old days it was such a job that he was very much devoted to his work after the fire was a "going concern."

The automobile has taken people away from the home, but the radio is bringing them back. Science has not made conditions any worse—it has merely changed them. There are compensating factors that give new ambition. If we are thinking of present-day conditions in the light of past-century conditions then to us the home is wrecked, youth is in revolt—and the fire has surely gone out. But modernism has its advocates, even in the pulpit, because standards change. The big problem today is to see the good in people, take advantage of today's opportunities and build for the future. Cherished hope backed by constructive effort will make the world better.

FRANCE AWAKENS

France is reducing her great army. She not only fears Germany less since the latter's entrance into the League, but is now endeavoring to mould European opinion to less hostility and to more bargaining for peace. France's mistake in the first place was to suppose that guaranties of Germany's compliance with the treaty of Versailles would or could be forced by arms. No benefit could have resulted by thus foreclosing a mortgage with depleted security.

FRICION

In the field of mechanics, perpetual motion probably would result from the elimination of friction. The approach to perpetual prosperity would result in any community by the same sort of elimination. Friction among people groups or organizations does not mean honest difference of opinion; it means **THAT DESTUCTIVE OPERATION ILFEELING THAT ENSHROUDS AND BECLOUDS THE REAL ISSUES INVOLVED IN ALL MATTERS AFFECTING COMMUNITY WELFARE.**

Principles, not people, should rule. Ideals, not selfish interest should guide. The blanket proposition concerning all public measures is, "What is best for TRYON, in the light of economy and under the sanction of one's best judgement?" To be on the wrong side honestly, sincerely and erroneously, is better than to be on the right side dishonestly, insincerely and purposely when there is a private axe to grind.

What causes friction in communities is the policy of unfair tactics and undue advantage. Local government, education, business and social life run smoothly when men and women come out into the open. Friction is caused by distrust, and distrust enters when facts are distorted or suppressed, and especially when the opposite side takes snap judgement without investigating the facts and learning the truth. Domestic life (fraught with strife in spots) is the success that it is because they do not conceal, and because they are themselves, and do not practise sham. When those factors do not have full sway there is **FRICION**.

TRYON can not afford to sow the seeds of distrust. Its citizens, in almost unanimous majority, are lawabiding, hard-working, God-fearing people. Let us continue to **LIVE AND LET LIVE, CONFIDE AND RECEIVE CONFIDENCE, PLACE TRUST AND ACCEPT IT, ASSUME BURDENS AND DISTRIBUTE THEM**, and in the doing of these things we **ELIMINATE FRICION**—one of the greatest deterrents to progress, and **THE** thing that wears out machines and men.

ANOTHER "MISSING LINK"

Science claims to have found the "missing link" between the animal and vegetable kingdoms on the one hand and the mineral kingdom on the other. This is not surprising in view of the fact that the human body is composed of about 98 cents worth of chemicals. Outside the realm of mind or spirit no one thing amounts to much. Scientists probably will have to stick to the theory of the ancients—that the four ingredients of the material universe are earth, air, fire and water.

SURVIVAL OF THE MOST EFFICIENT

Secretary of Agriculture Jardine keeps hammering away at the idea of cooperative marketing for the farmer, not as a political theory but as desirable factor in economy. Some people shy at cooperative marketing because it apparently smacks of Socialism. Economically it does, but politically it is just the opposite. It encourages private enterprise by giving back a fair and efficient return for private investment and labor. Cooperative marketing feeds out of the public or collective trough only those who put something into it. Cooperative marketing for the prices of farm products is on a par with collective bargaining held scared by the laborers in shop and mine. Apparently this is a "collective age," and we don't see why the farmer can't get into it as well as any other class of workers.

TO EVEN THE SCORE

National Chariman of the Red Cross, John Barton Payne, has criticism at certain Florida interests for seeking to minimize the damage done in the recent hurricane. Probably no one consciously did this, but it would have been justified. Some headlines placed the loss of life at 1200—three or four times more than the actual. Fighting back was natural.

BIG ADVERTISEMENT

From Asheville Citizen Asheville, Western North Carolina and the State as a whole are about to see the benefits of the most extensive and costly piece of advertising obtainable anywhere in the world.

The story of their resources, opportunities, wealth, power, history and progress, written in forty illustrated chapters by the outstanding men and women of North Carolina, is to belt the globe. It will be sent to more than 500,000 individuals and organizations.

In addition to the special articles and photographs picturing the life and riches of every section of the commonwealth, there will be a profusion of paid display advertisements covering every phase of its agriculture, industries and commerce. Cities, corporations and individuals have arranged, and are now arranging, to tell in this way the stories of their achievements.

On November 6, The Christian Science Monitor will issue and carry as a part of its regular edition of that day its North Carolina Supplement. The Monitor's regular circulation goes to every country under the sun, but, in addition to this, plans have been perfected for an extra circulation of over 400,000 copies of the Supplement where such publicity will bring the biggest results.

Instances of how this circulation is to be accomplished afford the clearest idea of the superb effectiveness of the thing.

The First Church of Christ Scientist of Asheville will put out 3,000 copies. The State Executive Committee of the North Carolina Supplement, of which Miss Elizabeth Earl Jones is chairman, will circulate 5,000.

One city in the State has ordered 10,000 copies, of which number 4,000 will be distributed by its Chamber of Commerce to the yachtmen of the country, 4,000 will be sent out by its Rotary Club, and 4,000 by its municipal officials.

In another city a wealthy man has agreed to pay for as many copies of the Supplement as can be circulated by all the civic organizations of the town.

In London, Paris, Berlin and the other capital cities of the world, the American Chambers of Commerce and individual American citizens will distribute copies in their respective territories.

The circulation of the Supplement will be, in the main, outside of North Carolina, since it is designated to focus the interest of the nation and the world upon the grandeur, attractiveness and opportunities of the State.

The North Carolinian societies in other States have volunteered to act as agents.

And wherever The Monitor has facilities for circulation of its regular issues, the State Committee in charge of the Supplement will be aided in every possible way in obtaining advantageous distribution.

Similar supplements have been issued for some of the other States by The Monitor, and in every instance, the history of the State concerned and the story of its resources and achievements has been so exhaustive and superb that the public schools have given copies to the pupils and the public libraries have had them bound as permanent records of the State. North Carolina Supplement are many of the most prominent and useful men and women in Tarheel education, agriculture, commerce and industry. In the list, for example, are Dr. Chase, President of the University of North Carolina; Hon. Joseph Daniels; Senators Simmons and Overman; Mr. Hubh McRae; Mrs. Kate Burr Johnson, and Mr. O. Max Gardner.

It is by such authorities in their chosen fields that the special articles are written dealing, in the mass, with every conceivable phase of the State's life and occupations. The Executive Committee of the Supplement has held before it the ideal of a piece of publicity distinguished as high-class literature, and, with this in view, the large volume of paid advertisements now in hand has been written with singular force and beauty.

The City of Asheville has contracted for half a page of paid advertising. In another city the Chamber of Commerce has taken half a page and the municipal government the other half, giving that town a full page.

Although the date of publication is about seven weeks ahead, letters have already come to the Executive Committee asking how copies of the Supplement can be obtained for distribution. This can be done by writing Mrs. S. T. Henry of Spruce Pine, Chairman of Circulation. The Supplement will sell for 5 cents for single copies and for 3 cents a copy in bulk—"in bulk" being anything over a dozen copies.

To aid in this circulation is to serve every city and section of North Carolina. This North Carolina Supplement is publicity raised to the 10th power.

From May 15 until September 15, farmers of Henderson County sold over \$14,000 worth of produce on the curb market at Hendersonville.

READ THE POLK CO. NEWS

OUR CHANGING BELIEFS

From Asheville Citizen One by one our cherished beliefs fade and fall away. There was a time, the poet tells us, when a girl's face stole a hand out, and those of us who have reached years of discretion can remember when the sight of a feminine ankle was something to discuss behind closed doors. Only the priest-minded would assert the doubtful theory that women had legs at all, and a stomachache in a lady was generally ascribed to a delicate nervous system in the all-out universal belief that no properly brought-up young woman would be guilty of the coarse practice of actually eating food. A little clear soup and perhaps the leaf of a lettuce was about the limit of what a self-respecting virgin was expected to get away with in the presence of any man not a member of the immediate family, and all prospective husbands were encouraged to believe that the maidens offered for their inspection were and could be susceptible of no carnal appetite whatsoever. We know better now, but it has taken us a long time to find it out, although by some of the world-wide it used to be suspected, and women, once but little lower than the angels, has been at last disclosed as the mere female of man. Prize-fighters were once no better than brutes, but now they can hoof it at a dance with the best of us, they subscribe to their Literary Digest and have long since passed the stage where they can tell how from a hand-saw, Kings, emperors and keagles are found to be but common clay, and even an editor is now permitted to make unscathed causal reference to the theory of evolution which would once have brought him to the stake.

Perhaps these and similar other notable changes in our ways of thought are a sign of our increasing wisdom, but now comes the Bishop of Liverpool to tell us that we must give up our belief in hell. We suppose we can do it, although it's going to hurt some of us like—but the simile is no longer applicable. Where the virtuous will ask shall we now consign our enemies? But man is nothing if not adaptable and we may in time get used to the idea of sharing heaven with our neighbor. It will come hard, we admit—but if we can wax and grow fat under a Republican administration there would seem to be no sufficient reason why we cannot make up our minds to see even the hell of our grandfathers go the way of many another illusion.

TO SAVE THEMSELVES

From Asheville Citizen "Thus far," says The Washington Post editorially, "no suggestion has been heard that the Federal Government must supply the wretches with which to finance the cotton growers, which is where the farmers of Dixie differ with their colleagues in the wheat and corn growing States."

Such a suggestion will not be heard. The cotton growers and the business men of the South realize that they have got to provide their own salvation, and that the Middle-Western talk of the Government saving the farmer is the wildest of dreams. It is for these reasons that the Cotton Conference will meet at Memphis tomorrow to discuss and devise ways and means to counteract the destructive low cotton prices of the present.

So far, no better plan has been suggested than that put forward by the bankers of Wayne County in this State. This, as we have already described it, consists of the bankers helping the grower to keep his cotton off the market until better prices prevail in return for his promise to go in for diversified farming, a "live at home" system of running his farm, and a reduction of his cotton acreage next season.

This self-preservation, this co-operation between the different elements of the business community, is the spirit that is bound to win. For ten years the publicists of the South have preached the doctrine of co-operation between the bankers and business men on the one hand and the farmers on the other, and the happy result is now at least within reach. For the South to prosper and grow without costly setbacks, her agriculture must be protected and enriched.

From Asheville Citizen A head that sticks up above the common level of the crowd makes a good target for anyone who can sling a club. Envy, like death, loves a shining mark, and the man who gets his name on the front page too often must expect to have frequent attention called to his mistakes of commission and omission. Who, we ask, is this great man that the people should bow down before him? Is he not subject to the common weaknesses of mankind, prone to error and full of original sin? Is it not just bull luck that he sits on the seats of the mighty while the rest of us have to content ourselves with peeping through a knot-hole in the fence? We know that he is no better than he should be and we comfort ourselves for our apparent inferiority by talking a him as occasion offers.

Even Mr. Henry Ford is not safe from the slings and arrows of the

Mr. Elbert Gary...
The above is an every...
Can we add you...
large list of satisfied...
tomers. Come in today.

OFTEN CALLED THE FRIENDLY BANK OF POLK

BANK OF SALUDA
SALUDA, N. C.

The above is an every...
remark from our...
Can we add you...
large list of satisfied...
tomers. Come in today.

New Honey In The...
Or Extracted \$2...
Six Gallons Lots of...
\$1.88 per Gallon.

Produced Exclusively...
Clovers.

Quality Guaranteed...
Whether Comb or...
tracted is Wanted...
Ordering.

The Busy Bee Appear...
FLETCHER, N. C.

Quality Meats Air...
Refrigeration

WILLIAMS MANUFACTURING
Phone 32 Tryon, N. C.