

MARS HILL SETTLES LAST COLLEGE DEBT

Mars Hill, Jan. 14.—In a time of financial distress, when faith in banks and institutions is being sorely tried, Mars Hill College on a recent occasion humbly gave thanks for the payment of the last indebtedness on the school. The college now has no debts except the current monthly expenses.

In the past ten years, the gymnasium, costing \$35,000, has been erected; Melrose dormitory, \$50,000; Brown dormitory, \$50,000; three homes for teachers, \$8,000; 80 acres of land, \$10,000; endowment, increased from \$25,000 to \$73,000; a total of \$208,000. Of this amount, Mr. M. C. Treat paid \$100,000; Baptist State Convention, \$77,000; Mrs. Treat, \$23,000; other gifts, \$8,000.

The amount given by friends is very gratifying in view of the fact that no campaign for the college has been put on.

Good management is responsible for many improvements not dreamed above—roads, tennis courts, gymnasium, equipment, etc.

The Baptist State Convention has just finished paying the last dollar of the amount taken over some years ago (\$100,000) for Brown dormitory paid some time ago; 27,000 borrowed from the Jefferson Standard Life Insurance Company, and secured by mortgage on the Sams place and the personal endorsement of a number of persons: W. O. Riddick, W. C. McCannell, G. D. Carter of Asheville, and R. S. Gibbs, W. F. Robinson, and N. S. Whitaker of Mars Hill.

Reynolds Company Keeps Up Old Wage Standard

(Continued from Page One.)

Impressed by the industry to the fact that state sales taxes on cigarettes went into effect in September in Texas and Ohio. The sales resistance caused by these new sales tax laws in these two states in September caused this slump of nearly two billion cigarettes in October, the industry is convinced, Mr. Williams said. For the year 1931 as a whole, however, there was only a very slight decrease in the production and consumption of cigarettes, if any, Mr. Williams believes, although the complete figures for the year are not yet available.

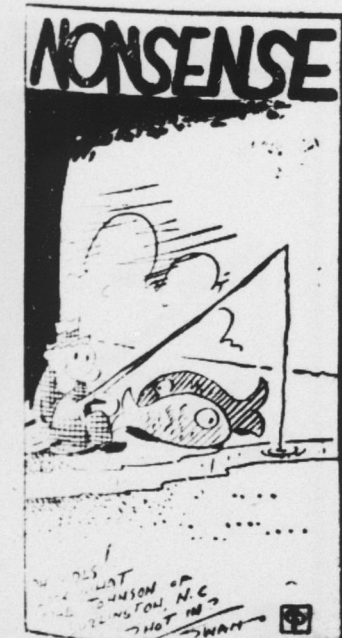
Mr. Williams also points to the fact that the records of the R. J. Reynolds Tobacco Company show that it paid much more for its tobacco in the eastern Carolina markets this year than it did last year and that in so doing it contributed materially to the betterment of the tobacco farmers.

Coming to the fact that the domestic manufacturers buy only about 30 per cent of the tobacco offered for sale in the eastern Carolina markets, and that a great deal of low grade tobacco was offered, the higher prices paid by the R. J. Reynolds company does not show up in the average price paid," said Mr. Williams. "So some of our critics doubt this statement. It is true, nevertheless, and our figures show it to be fact."

Hits Heiress' Defense



Nelson Roome, a witness in the murder trial of Miss Helen Joy Morgan, 27-year-old heiress, at Flint, Mich., is shown on the stand as he testified that he saw the defendant drag the body of her sweetheart, Leslie Casteel, from an auto, leave it in the middle of a country road and then drive off. The defense claims Miss Morgan shot Casteel after a struggle.



GIRL SCOUT BETTY—Stay in School—By Montfort Amory



Mary, a "tenderfoot" Girl Scout, had not yet realized that school was more important at her age than wage-earning, and she sought a job addressing envelopes.



She showed the card given her for the approval of her parents to Betty and the other girls in her troop. Mary was highly pleased at the prospect of a job.



Then she took it to her troop captain, who gently explained that Girl Scouts were finishing their education and leaving the jobs for others.



So Mary went back to school next morning, accompanied by Betty, who told her more about the Girl Scout effort to keep girls in school.

BIG SISTER—

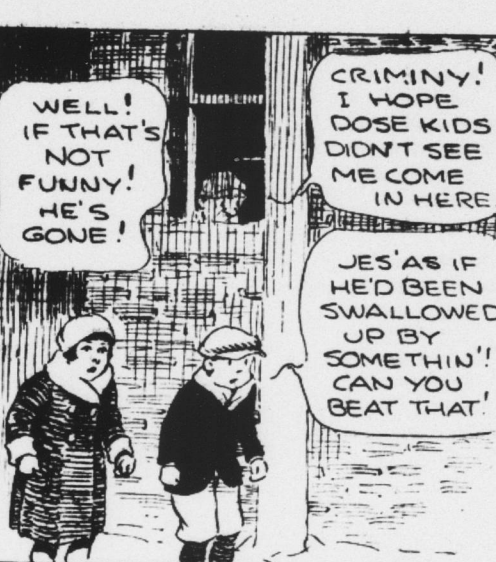
Into Thin Air

By LES FORGRAVE

AFTER MANY COLO HOURS OF SEARCHING BETH AND BUDDY SPIED THE OBJECT OF THEIR HUNT IN THE DIM LIGHT OF FADING AFTERNOON DOWN THE STREET AHEAD OF THEM.

HURRY, BUDDY! HURRY! HE'S TURNED UP THAT ALLEY! DON'T LET HIM GET OUT OF SIGHT!

I'VE HAD ME EYE ON DIS EMPTY GARAGE FOR SOME TIME. I'LL JES' GIVE IT A LOOKOVER. IT OUGHT TO MAKE A GOOD PLACE TO SLEEP.



..... NEWSPAPER ADS HELPED MAINTAIN TRADE

Advertising Managers Of Many Stores Say Increased Promotions Pulled Them Through 1931— Plan Same Procedure for 1932

THAT newspaper advertising pulled department stores through the past year and will do the same in 1932, perhaps to an even greater degree, is the consensus of department store advertising managers, in a statement by John W. Perry, in the current issue of Editor & Publisher. Mr. Perry is feature editor of that publication. Mr. Perry quoted H. W. Barry, advertising manager of Lansburgh & Bros., Washington, D. C., as stating that an equal amount of advertising in 1931 compared with other years produced a tremendous increase in transactions at that store.

A representative of O'Connor, Mofat & Co., San Francisco, said the firm had diverted other advertising funds to newspaper space buying and that "keener competition in advertising makes it advisable to concentrate in newspapers."

Robert C. Lusk, advertising manager of L. Bamberger & Co., Newark, is quoted as stating that newspapers have preeminently demonstrated during the depression that they are fundamental movers of merchandise

James Rotto, sales director of Hecht Co., Washington, D. C., said: "We increased our newspaper appropriation for 1931 materially and we credit our increased volume of business largely to the fact that we had the courage to expand our appropriation."

"Only through the newspaper," said J. R. Jones, vice president of Crowley Milner Co., Detroit, "can we be certain that our message will get inside the door and be read by the prospective buyer. A brief experience

with other media taught us this lesson." Maurice L. Rothschild, Chicago, said his store had succeeded in keeping up its business by increased advertising.

EACH week thousands of people of this section read and turn pages of the Daily Dispatch. This multitude of readers are still buying and wearing new clothes much as they always have — — — furnishing new homes and returning old ones — — — housewives are still selecting foods and preparing meals, as they have since time immemorial — — — automobiles, amusements, radios, are now more firmly entrenched than ever in the family budget."

Highly significant to the advertiser is the fact that there are thousands of buyers — — — Henderson is their logical trade center — — — potential customers — — — ready and willing to be converted into active buyers at the insistence of your advertising message.

Reach them with this message — — — put it before them daily. Your advertising message in the Dispatch reaches thousands of homes daily — — — and more economically than any other possible way.