

# The Franklin Press

and

# The Highlands Maconian

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### WEEKLY BIBLE THOUGHT

Beloved, if our heart condemn us not, then have we confidence toward God.

And whatsoever we ask we receive of Him, because we keep His commandments, and do those things that are pleasing in His sight.

—1 John 3:21-22

### Linking Industry and Agriculture

DECLARING that "the industrial age has scarcely dawned," Henry Ford predicts that future progress in industry will depend to a large degree in coordinating it with agriculture.

"For a long time now," he writes in an article entitled "Farm and Factory," I have believed that industry and agriculture are natural partners and that they should begin to recognize and practice that partnership. Each of them is suffering from ailments which the other can cure. Agriculture needs a wider and steadier market; industrial workers need more and steadier jobs. Can each be made to supply what the other needs? I think so.

"The link between is Chemistry. In the vicinity of Dearborn we are farming twenty thousand acres for everything from sunflowers to soy beans. We pass the crops through our laboratories to learn how they may be used in the manufacture of motor cars and thus provide an industrial market for the farmer's products. I foresee the time when industry shall no longer denude the forests which require generations to mature, nor use up the mines which were ages in making, but shall draw its raw material largely from the annual produce of the fields. The dinner table of the world is not a sufficient outlet for the farmer's produce; there must be found a wider market if agriculture is to be all that it is competent of becoming."

The adjustment of agriculture and industry, Ford believes, will be accompanied by the development of small industrial plants in the country, where raw materials will be processed before being sent to the big factories.

Seven village industries started by Ford in the vicinity of Dearborn about ten years ago have proved successful because they have lowered overhead costs and the workers have been more satisfied than they were while in the central Ford factory. Now, with thousands of the workers in Dearborn out of employment and destitute, those who were sent to the small village plants are self-sustaining. When they are not attending machines in the factory they are working their gardens, growing food for their tables.

In the last decade there has been such a migration from the farms and villages to large industrial centers that, for a while, it has seemed that the days of the small rural town were numbered. Mr. Ford's experiment in village industries and the recent return to the farms and small towns of thousands of workers who have lost their jobs in the cities seem to indicate that the pendulum is swinging back. If anything, the villages should become more strongly entrenched. But, as the experiments of the automobile magnate indicate, villages must have small industries using the products of the surrounding countryside, if they are to survive permanently. The biggest problem facing the farmer of today is not one of production but of disposal. Fine crops are useless unless there is a market for them. The wise rural community will study how to create a demand for the farm products of the region.

### "Man and Mule Labor"

CHAIRMAN E. B. Jeffress of the State Highway Commission has announced that "man and mule

labor" will be employed as far as possible in the road-building program soon to be undertaken with the aid of funds from the Emergency Relief Act. It is a radical change of policy but a wise one.

The depression has impressed upon us some of the dangers of becoming too mechanized. Perhaps machines do things more quickly and more efficiently, but what avails speed and efficiency if the welfare of man is not bettered? What good is a machine that can do the work of ten men if the men it replaces have no other work to do?

Of course, machines have done much to advance our civilization and it is true to some extent that while machines have put many out of employment they have provided employment for others. They also have had much to do in shortening the laborer's day. But now that millions of laborers have nothing to do it is time to consider whether we are not getting ahead of ourselves. Perhaps we have been progressing too rapidly.

It would be fallacious to abolish machinery. No sensible, progressive-minded person would advocate such a course. But machinery should be made the slave of man rather than man the slave of machinery.

## I Like the Depression

I LIKE the depression.  
No more prosperity for me.

I have had more fun since the depression started than I ever had in my life. I had forgotten how to live, what it meant to have real friends, what it was like to eat common every day foods. Fact is, I was getting just a little high-hat.

Three years ago only one man of our organization could be out of town at a time and he had to leave at the last minute and get back as soon as possible. Many times I have driven 100 miles to a banquet, sat through three hours of bunk in order to make a five-minute speech which was 90 per cent hooie and then driven the 100 miles back again in order to be ready for work the next morning.

Nowadays as many of us as are invited can make those trips and we stay away as long as we want to. The whole outfit could leave the office now and it wouldn't make much difference.

I like the depression. I have time to visit my friends, and make new ones. Two years ago when I went to a neighboring town I always stayed at a hotel. Now I go home with my friends, stay all night and enjoy home cooking. I have even spent the week-end with some of the boys who were kind enough to invite me.

It's great to drop into a store and feel that you can spend an hour or two or three or half a day just visiting and not feel that you are wasting valuable time.

I like the depression.

I'm getting acquainted with my neighbors. In the last six months I have become acquainted with folks who have been living next door to me for three years. I am following the old biblical admonition, "Love thy neighbors." One of my neighbors has one of the best looking wives I have ever seen. She's a dandy. I'm getting acquainted with my neighbors and learning to love them.

Three years ago I ordered my clothes from a merchant tailor—two and three suits at a time. I was always dressed up. But now I haven't even bought a suit in two years. I am mighty proud of my Sunday-go-to-meeting clothes. When I dress up I'm dressed up, and I don't mean maybe. I like the depression.

Three years ago I was so busy and my wife was so busy that we didn't see much of each other. I never had time to go anywhere with her. If I did go on a party with her, I could never locate her, but since there was always a good looking blonde or a snappy red-head available I didn't worry much about it.

My wife belonged to all the clubs in town. She even joined the young mothers' club. We don't have any children but she was studying. And between playing bridge and going to clubs she was never at home.

We got stuck up and bifalutin. We even took down the old family bed and bought a pair of twin beds—on uneasy payments.

When I would come in at night if my wife was at home she would already be in her bed and I would crawl in mine. If she came in last it was vice versa.

We like the depression. We have come down off our pedestal and are really living at home now. The twin beds have been stored in the garage and the old family affair is being used. We are enjoying life. Instead of taking the hot water bottle to bed these nights she sticks her heels in my back just like she did before Hoover was elected. I like the depression.

I haven't been out to a party in eighteen months. I have even lost my book of telephone numbers. My wife has dropped all the clubs. I am pretty well satisfied with my wife. I think I'll keep her, at least until she's 40, and then if I feel like I do now I may trade her for two twenties.

I am feeling better since the depression. I take more exercise. I walk to town and a lot of folks who used to drive Cadillacs are walking with me. I like the depression.

My digestion is better. I haven't been to see a doctor for a year. I can eat anything I care for. I'm getting real honest to goodness food. We used to have fillet mignon once a week, now we have round steak with flour gravy. Then we had roast breast of Guinea hen, now we are glad to get sow bosom with the buttons on it.

I like the depression. Three years ago I never had time to go to church. I played golf all day Sunday, and besides I was so darned smart there wasn't a preacher in the state who could tell me anything.

Now I'm going to church regularly. Never miss a Sunday.

And if this depression keeps on I may be going to prayer meeting before long.

I like the depression.

## Public Opinion

### DAD WRITES HIS DAUGHTER

My Dear Daughter:

You ask me if your husband should stay on in his present position at an "adjusted" salary, but you forgot to tell me what he would do if he didn't. You and he couldn't very well come here just now. Your brother Sheridan's salary has just been "reconsidered," so he moved into his old room at home and brought his wife.

Your sister Eloise telegraphed the next day that Wilfred has

just been offered a new contract that was an insult, so your mother is airing out her room. Wilfred never could endure insults. Your sister Frances, you will recall, has been a private secretary, and wrote last week that if anybody thinks she is going to drop to the level of a common typist, they are mistaken, so we expect her any day.

What with these and the younger children, I imagine that as long as Rupert's salary is merely being "adjusted" he had better stay. Ah

### When There's a Boy in the Family

By Percy Crosby



adjustment is nothing like a reduction. It's hard for me to keep up with the new language of big business, but as I understand it, an "adjustment" is the equivalent of a raise. Of course, Rupert wouldn't know that; he has been working only since 1928; he should ask some old timer to explain what a raise is.

My own business is coming along fine. It was sold on the courthouse steps last Friday, but there were no bidders, so the sheriff let me keep it. That makes the best month since the upturn.

Your Affectionate Father.

### Clippings

#### ROOSEVELT'S CONDEMNATION OF HIGH FINANCING

In his recent statement concerning the financing methods employed by some of the nation's large utility holding companies, Governor Roosevelt made it clear that in the event of his election, he will urge strict governmental watchfulness over such organizations.

Further, Governor Roosevelt insisted upon the right of the government to own primary water-power if necessary, but said this right did not envisage public ownership of all utilities. He stands unqualifiedly for the strictest regulation and closest scrutiny of both operating and holding companies, but feels that his campaign, which will be direct and incisive, will not be adverse to those companies which are basically sound. In short, Governor Roosevelt will undertake a fight for the protection of the people, who have been largely helpless because state regulation of public utilities, particularly where power is brought across state lines or holding companies have sprung up, has proved inadequate.

While there has been a semblance of state control over operating companies, neither the state nor the federal government has been prepared to cope with the frankenstein holding organizations. These grasping overlord groups have, in many instances, not only mulcted the consumer by draining the profits of operating companies, but have pillaged the innocent investor. This holding company scheme and the greed of many of the men who engineered such organizations as that built on watered stock by Samuel Insull and his associates, have battered on the public under Republican complacency or stupidity, to put it mildly. x x x x x

It is because Governor Roosevelt thoroughly understands and vigorously opposes any inflation of merging which will work a hardship on either consumer or investor, that he is none too popular with the buccaners of high finance, a predatory gentry which prefers a complacent Republican administration to a virile government of, by and for the people.—ATLANTA CONSTITUTION.

#### BETTER AMERICAN HOMES

"Housing the people of the United States in properly constructed homes is a big part of the job ahead for American business."

These are the words of George D. Robertson of California, a member of the executive committee of the National Association of Real Estate Boards. Mr. Robertson goes on to say "two-thirds of the people are living in homes that are unsanitary or in other respects undesirable, and that are not fitted with many of the improvements and conveniences which modern living demands. One-half of the homes of the country are without bathrooms; 40 per cent have no electric connection, and an even higher percentage are without gas."

Again Mr. Robertson tells us that, "in the acquiring of homes two problems must be solved, cheaper construction and cheaper financing. So far as construction is concerned, in the last quarter century more engineering thought has been given to the hinges on an automobile door, than to the whole problem of home construction and design. Some one must come forward with a plan of construction that is cheaper than existing methods and some one must devise a material, or a combination of materials, that are cheaper than those commonly in use, but just as durable."

So in the restless quest for progress methods must be devised by which the American people may build more cheaply and also live more comfortably. The suburbs and newer residential districts of cities of this country already show how much has been done in this direction. Nor are the achievements in rural districts of the nation to be lightly passed by. We have newer and better types of homes, as well as of apartment houses. Our schools and public buildings are marvels of efficiency and completeness. Progress has been made such as was undreamed of a generation ago. The details of home equipment are remarkable in many ways. Yet the majority of the people continue to love and to work in old-fashioned buildings that lack many of the conveniences that are already in use. And the materials and methods of construction are being ever brought down in price, so that the nation may live more cheaply as well as more comfortably. Doubtless the process of tearing down will go on hand in hand with that of upbuilding.

Yet in all this amazing energy and work for improvement, it is to be hoped that certain fundamental principles will not be lost sight of. There are types of houses in America that will ever attract admiration. Colonial and Federal designs of buildings are handsome and impressive. Pillard entrances, the New England and Southern plantation types of architecture, should never be lost sight of. Homes of beauty for the poor as well as the rich can be erected. Apartment homes can be built ac-

ording to attractive and elegant designs. And public buildings, that combine dignity and elegance with efficiency are often constructed.

There have been periods when American architecture has been ugly and unsightly, as well as others when it was all that could be desired. The best designs should be adhered to or improved upon, while other good ones are being evolved. And details that furnish taste and elegance in appearance should be utilized in this era of zeal for efficiency and comfort.

Architects of imagination and brains have a wonderful field before them. Doubtless the people of the country will benefit by the progress being made in all that makes for cheapness and comfort. But the aesthetic should never be lost sight of. The nation will improve as its architecture improves. Handsome homes and public buildings, spacious parks and playgrounds, broad avenues and thoroughfares, imposing statues and public monuments—all cultivate the best in us. Perhaps no city will be as uniformly beautiful as was ancient Athens. And yet architectural progress in America today is laying the basis for a healthier, happier and a more aesthetic people.—ASHEVILLE CITIZEN.

### BIRTHS

Born to Mr. and Mrs. Jeff Tal- lent, on Saturday, August 6, a son at their home on Green street.

Mr. and Mrs. Frank Brendle, of Millshoal township, announce the birth of a daughter, Dora Elizabeth, on Sunday, August 28.

On Monday, August 8, a daughter, Betty Jane, was born to Mr. and Mrs. Harry A. Wilhide, at their home on Cartoogehay.

A son, Thomas Ray, was born to Mr. and Mrs. Walter C. Tippett, on Friday, August 5, at their home in Millshoal township.

### Called To Rest

#### JOHN W. SHULER

John W. Shuler, 50, died at his home on Watauga Sunday afternoon at 2 o'clock after an illness of three years from tuberculosis.

Funeral services were held at the Oak Grove Baptist church Monday morning at 11 o'clock with the Rev. D. C. McCoy conducting the final rites.

The deceased was a farmer of the Watauga section. He was a member of the Baptist church and was highly respected by all who knew him.

Those surviving are his widow, who was formerly Miss Julia Bradley, of Oak Grove; three daughters, Mrs. Humphrey Browning, of Bryson City; Mrs. Inez Hips, of Hopewell, Va.; and Miss Mildred Shuler, of Watauga; two sons, Lyle, of Hopewell, Va., and Joe, of Watauga.