

# The Franklin Press

and

# The Highlands Maconian

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### Now Is the Time To Build

THE nation faces a housing shortage, according to a government survey. It is true there are many vacant houses, especially in the cities, but this has been found to be due to the process of doubling-up brought on by the depression, rather than to any over-supply of houses.

A government agency has estimated that with the return of better times (not necessarily boom times) there will be a demand for 500,000 more homes—houses and apartments. Building was one of the first industries to be affected by the business slump and in the last few years the construction of new dwellings has not kept pace with the normal increase of population.

With conditions already showing great improvement, it is not difficult to see that in all likelihood there will be an increasing demand for houses. And as the demand for houses increases there will be an upward curve in rental charges.

The prospective builder will see in this an opportunity for wise investment, such an opportunity that comes but seldom. Now is the time to buy and to build, whether to acquire a home of one's own, or for investment purposes. This is especially true in Franklin. One only needs to go house-hunting to be convinced that there is a sad dearth of vacant homes in this community.

Furthermore, many of the dwellings now occupied are greatly in need of repairs—a new roof, a fresh coat of paint, modern plumbing, new wiring.

Those who build and repair now will be doing far more than improving their own comfort or making a good investment. They will be helping in a very material way to restore normal conditions, both through the purchase of materials and the employment of labor.

### The Garden Show

THE Franklin Garden Club, which sponsors the annual Macon County flower show, is making a special effort to increase the number of exhibitors in this year's show, scheduled to be held August 5.

Officers of the club, in announcing plans for the show, have emphasized that they are especially desirous of having entries submitted from all over the county. The exhibition will not be merely for members of the club or for Franklin people; it is open to anyone in the county.

It is a fine thing the Garden Club is doing in promoting interest in flower growing. Already its activities have borne fruit. The shows in the past have had a great deal of influence in encouraging the planting of flower gardens and the development of exceptionally fine specimens of flowers. Indeed, the exhibitions have been so creditable that they have attracted considerable attention from outside the county and have compared well with similar showings in much large communities.

We sincerely hope that the Garden Club's shows will meet with more and more success each year, increasing not only in the quality of exhibits but also in the number, for a successful flower show means that scattered over the county there are many beautiful gardens.

Macon County is gifted with a fine, rich soil and a superb climate for growing flowers. With a little more attention to this lovely art and absorbing hobby this country can be made into a veritable paradise, with the beauty nurtured by human hands vying with that which nature already has lavishly garnished our valleys and mountains.

### The Home Town Paper

The merchant's relations to his home town paper are supposed to be those of an advertiser. That is a narrow view. The home town paper is an institution. The merchant can no more escape its influence than anybody else in the community, whether he advertises in it or not.

Yet, as a consistent advertiser his relations with the local newspaper become definitely constructive. He becomes a part of this institution without which no community can express itself. Whatever its merits or demerits, the home town paper is an expression of the community. Literally, it is the "Voice of the People" in a sense that cannot hold true for any other medium.

This institution keeps friends in touch with friends. To the best of its ability it answers Who, What, When, Where, How and Why? It brings the individual out of himself. It speaks the local language. It interprets community life. Week by week, or day by day, it tells the story of the town and county.

Most of us are so accustomed to the home town paper that we take it as a matter of course. If we think anything about it at all, we think of its deficiencies. These are present largely because it is run by fallible human beings. The wonder about the home town paper is that it contains so few mistakes, not so many.

To the merchant, especially, the home town paper is an opportunity. His business, too, is a local institution. Unless it finds some kind of expression in the home town paper, both the paper and the business have to an important extent failed to function. Each is affected somewhat by every successive failure in this respect.

It does not cost a great deal of money to advertise in the local paper. Most advertisers are over-judicious rather than extravagant. It is the continual message that counts most. Sporadic advertisements now and then are of doubtful value. Perhaps they are better than no advertising at all. Every advertisement placed by a business house should blend into every other advertisement it places. The merchant should think in terms of a campaign rather than in terms of the single insertion.

Vast progress has been made in advertising within recent years. Outstanding examples of it are to be found in the national field. Locally, however, advertising has much room for development. Aside from one or two of the big stores, the average merchant in the average small town gives too little study to the power of advertising.

But conditions are changing. More and more merchants are coming to realize that they are losing money and prestige when they are not to be found in the advertising columns of the home town paper. This is one of the healthiest signs in the field of retail merchandising. — HENDERSONVILLE TIMES-NEWS.

## Clippings

### WHY APE OTHERS? (By Bascom Anthony, in The Macon Telegraph)

Did you ever see anybody you would swap yourself for and you be him and him be you? I never have. I have seen a great many whose gifts of learning, or wealth of character I would like to equal in my own life and person, but I never have been rascal enough to want to give any man my ignorance for his learning, my weakness for his strength, or my poverty for his wealth. That would be a mean form of cheating and swindling. For that reason I have never envied any man. I think I speak the simple truth when I say this: "To envy is to covet another's good and implies a willingness to enrich oneself at his expense, and if we can't do that then to pull him down to our level. Only a thief would rob another to enrich himself and only a devil would rob a man of something that leaves him poor and enriches no one. That's what envy does."

In spite of all our complaining and fault finding with our lot in life, I doubt if there is one among us who is willing to be the other fellow and let him be us. That is for us to go live in his hide, have his disposition, think his thoughts, endure his pains, carry his loads, lead his life, die his death and stand in his shoes in the great hereafter. Somehow we all respect our own personalities too much to trade with any man. Who would be crazy enough to swap his wife and children and friends for anybody's wife, children and friends? I have heard of men swapping wives, but as lowdown as they were, I dare say that neither of them would be willing to swap personalities and be the other fellow, lest he be swindled in the trade.

When a boy I read an old fable of a grumbling and complaining people who each thought he had the toughest time of anybody. Their complaints were so loud that their God commanded them all to meet in a vast plane and throw their burdens in a common pile. This they did until a mountain of trouble stood piled up. Then their God said go pick out from that pile a trouble that will suit you. In a little time the mountain was gone and the people, too, for each fancied he had bettered himself and swindled somebody. But soon the groans and lamentations were worse than ever until their God called them together once more and inquired what their trouble was this time.

One man said, "I threw in a pair of withered legs and drew a pair of good ones along with these blinded eyes and now I am worse off than ever, for whereas I couldn't travel, but I could see, now I can neither see or travel." At these words up spoke a helpless cripple saying, "My Lord I threw in those eyes the other day

and drew these withered legs and now I am ruined, for whereas before I could feel my way about and visit my friends, now I am anchored to one spot and can't move until someone moves me." And thus it was with them all. Each wanted his old trouble back because he was used to it and knew how to handle it. Once more their God ordered their troubles to be piled up and for each man to get his complaint and go on home with it. And thus there was a great quiet in the land and much deep musings, for every man's heart ached for his neighbor whose trouble was so much greater than his own.

One reason we growl so much about things, is that we really think more of ourselves than we do of anybody and have a notion that such fine folks as we are deserves to fare better. It's not that our troubles are more than those of others, but that our deserts are greater. Or maybe after all, our preferences, to be ourselves better than we know other folks, and we just naturally prefer being with the persons and things we know best. Be the reason what it may, few if any want to lose their personality and be the other fellow.

Before and during the World War I farmed a good deal and bought a fair number of mules. I didn't mind buying a good mule that was tricky, if I knew his tricks and could be on guard against them. If you know a mule will kick off the dashboard when he gets his tail over the line, you can watch out for that. About all the friends I have and love very genuinely have some weakness that I have to guard against and make allowance for. We buried one recently who was about as fine and true and generous and brave as men get to be, yet he was deeply prejudiced and knew it better than anybody. His chief charm to me was that he didn't try to fool himself or anybody else about it. I appreciated him greatly and loved him tenderly. His frank acknowledgment of his fault transformed it into a virtue which I gladly added to his other good qualities. Maybe after all it's because we know ourselves, our troubles, our duties and our privileges better than we know the other fellow's—that we are unwilling to swap with him. We don't want to buy a pig in a poke, nor swap horses sight unseen. Where then do that they are both swindled.

Then if we will not swap personalities with anybody, why complain and why envy anybody? By our own inner admissions we are sitting on top of the world. We will allow no king nor emperor to cheat us in a trade of personalities by throwing in as boot his little old diamond-bedecked crown. As everybody feels the same way about it, why in the world are we not all happy and perfectly content with our lot in life.

## Your Farm - How to Make It Pay

### JELLY MAKING

By Myrtle Keller  
(Home Demonstration Agent, Buncombe County)

EVERY housewife likes to have an abundant supply of clear sparkling jellies for winter, but during these excessively hot days it is a temptation to have a diminished supply rather than stand over a hot stove while the jelly is cooking.

But "where there is a will there is a way" and the efficient housewife has found that jellies are clearer and of better quality if the extracted juice is canned and set away until winter and then made into the finished product.

Perfect jelly is beautifully colored, sparkling, transparent and palatable. It is tender and yet it is firm enough to retain its shape when un-molded.

To make good jelly fruit must contain pectin and an acid. Water and heat are necessary to extract the pectin, which is the substance that causes fruit juices to jell. Sugar must be added to complete the jelly making process.

### Selecting the Fruit

Apples, crab apples, blackberries, dewberries, plums and grapes contain pectin and acid in suitable proportion for jelly making. Peaches, pears, and cherries lack pectin and will not make jelly unless pectin from some other source is added.

Fruit is best for jelly making when it is just ripe. The ripe fruit gives color and flavor but some underripe fruit should be added to improve the texture.

### Making Jelly Stock

After the fruit has been selected and washed it should be cooked until tender then strained and the juice poured into jars and sterilized. This is the jelly stock. It will keep indefinitely though there is a considerable loss of pectin if kept longer than a year.

### Cooking the Fruit

Berries and grapes require about one pint of water to six quarts of fruit and will be tender enough to strain after cooking rapidly for about 20 or 25 minutes.

Apples should be cut into small pieces, covered with water and boiled for 30 to 40 minutes, or until tender. If fruit is cooked too

## The Farmer's Question Box

Timely Questions Answered  
by N. C. State College Experts

Question:—Should I keep scratch feed before my young birds at all times?

Answer:—It is a good practice to feed an abundance of scratch feed especially during the developing period. This will build a good frame and develop vitality for the egg laying period. An excess of animal protein fed during the developing period will bring the birds into lay before they are fully matured and an abundant feeding of scratch will retard this early production and aid in building a large, healthy body for maximum egg production.

Question:—What are the dates for the Farmers' and Farm Women's Convention this year?

Answer:—The convention this year will be held at State College from July 24 to 28 inclusive. Sectional meetings will be held every morning but these will be adjourned in time for all to attend the regular scheduled meetings of the Institute of Cooperation. The general meetings will be in the evening on Riddick Field.

long much of the pectin will be destroyed.

After the fruit is tender, strain through a cheese cloth bag and then filter the juice through a flannel jelly bag. Pour at once into hot sterilized quart jars, seal tightly and process them at boiling temperature for 20 minutes. Seal tightly and set away until ready to make the finished jelly.

### Equipment Needed

Only a few utensils are necessary for making jelly. A large porcelain lined kettle for cooking the fruit, a wide shallow pan for finishing the jelly, and a sharp paring knife for cutting the fruit. Other essentials are a wooden spoon, accurate measuring cup, a piece of

cheese cloth and a flannel jelly bag. For perfect products a thermometer is desirable. Jars should be provided if stock is made. Tall, slender glasses with clean, new tops that fit tightly will improve the appearance of the jelly.

A square of white flannel with the two adjacent sides French seamed makes the best jelly bag.

### Making the Jelly

When ready to make the jelly, use either the freshly made strained juice, or the stock that has been set aside in jars, add sugar and cook until the jelly stage is reached.

Apples, blackberries, dewberries, and plums require three-fourths as much sugar as juice. That is, for every 4 cupfuls of juice, three cupfuls of sugar will be required. Grapes require less sugar than apples and berries, as they contain less pectin.

Crab apples require measure of sugar for a measure of juice.

### Adding Sugar

As soon as the juice reaches the boiling point add the sugar immediately. By adding the sugar when the juice begins to boil there is less danger of crystallization as the sugar is inverted when cooked with an acid. Cook rapidly until the jelly reaches the desired temperature. If there is no thermometer on hand test the jelly by cooling a little of the juice in a spoon. When the jelling point is reached the juice will form a sheet and break from the side of the spoon when poured out.

### Filling the Glasses

When the jelly stage is reached skim and pour the jelly at once into hot sterilized jelly glasses. Fill the glasses brimming full. When the jelly is firm it will have shrunk enough to allow a space for the melted paraffin. Cover the glasses with lacquered tin tops.

### Failures to Avoid

Many failures in jelly making are due to over-cooking of both fruit and jelly and the use of too little or too much sugar. Too little sugar makes a tough jelly; too much sugar causes a soft, syrupy product. Long cooking and too much sugar results in a dark sticky mass that hardly deserves the name of jelly.

# Do You Know---

How to obtain immediate relief from pains in the stomach or bowels?

How to relieve appendicitis without the necessity of an expensive operation?

Which foods will combine properly and which will not?

How to increase or decrease your weight by diet, without resort to harmful medicines?

How to overcome worry, hate and fear, which are undermining your health and happiness?

How to overcome constipation by proper diet?

THESE AND MANY OTHER QUESTIONS ARE ANSWERED IN

# Things Everyone Should Know

By Mrs. H. H. Baughan

A valuable little handbook, full of helpful suggestions as to how to live, what to eat, how to breathe properly.

Mrs. Baughan, an expert osteopath and dietician, has written this book at the request of many of her patients in Western North Carolina and North Georgia.

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