

How To Attract Industry

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tional news.

(3) A clean appearance. Not only will cleanliness in the town help in the maintenance of a plant, but records indicate that industrial absenteeism is lower in towns which are kept clean.

(4) Good health facilities and hospitals. Many companies go to considerable expense to determine the health and personality characteristics of its employees. If a community does not have adequate facilities, to protect the health of its citizens, if it doesn't provide a health program to minimize the danger of epidemics and chronic illnesses due to local conditions, then a company feels that its expenditures of time and money will be wasted in such a community.

Other Factors

(5) A good educational system, libraries, and other cultural facilities. Employees with school-age children will be intensely interested in educational facilities available. Even the possession of only a mediocre educational system may adversely affect a community. Furthermore, industries that require employees of a high mental caliber in the operation of a new plant will wish the community to boast cultural facilities consonant with the mental level of the employees of the company.

(6) Adequate recreational facilities and places of congregation where townspeople can play and visit together. Since most industries regard an active recreational program as an important part of modern industrial relations, they feel that communities which fail to offer facilities for recreation are lacking in an important respect.

(7) Churches representing all denominations. Obviously companies will be reluctant to build a new plant in a community which practices racial or religious prejudice since employees which the company transfers from another plant may belong to the minority group.

(8) Suitable housing at costs which employes can afford.

(9) Good shopping centers.

It's difficult to find a community with all of these characteristics but industry keeps on looking—and overlooking communities which have too few of these factors.

The reaction of the citizens and civic leaders of Blank Junction, when they discovered that they had been slighted, was that of a girl who has been left waiting at the altar—a blend of wounded pride and supreme indignation. "Why," they asked, "were we bypassed?" The reply was enlightening but hardly flattering.

An Illustration

Blank Junction, according to the company, had the poorest educational facilities among the final eight cities considered. Its recreational facilities consisted of "a picture show and pool rooms." The run-down condition of the business houses and private homes demonstrated that the people of the town lacked much in the way of civic pride. In fact, when company officials visited the town, they were quartered in a hotel room which overlooked the slums of the community. Moreover, the slums fringed the business section. Imagine a girl inviting a prospective fiancé to a dirt-littered home for dinner and then meeting him at the door in a torn housecoat, no cosmetics, and straggling hair!

In its anxiety to land the new industry, their town committed a blunder which practically ended its hopes of being selected—it offered to exempt the company from all but \$440 of county taxes every year. Another city bluntly put the tax lead at \$46,000 and still another set taxes at \$75,000 a year. Officials of the company indicated that they expected to assume a fair share of the tax burden. Otherwise, they said, they did not see "how the community could furnish proper schools, recreation, sewers, and city services for company employes." The reply was a jolt to Blank Junction but now the community is toiling to overcome its deficiencies. It plans to avoid making the same mistakes twice.

One Advantage

There's one advantage which communities courting industry enjoy which is not possessed by women wooing men. Communities don't have to be subtle or coy in their pursuit of their objectives. They can chase industry with all the blatant enthusiasm at their command. Many communities have found it profitable to produce pamphlets outlining the desirable features of the town. The pamphlets are then mailed to every company involved in an industry which is suited to the resources of the community.

While industry encourages pride and enthusiasm in a community, it also desires a realistic attitude. Industry is quick to recognize a chamber-of-commerce sales talk and discounts much of what it is told under such circumstances. It would rather have the unvarnished facts, the deficiencies as well as the advantages. Industry respects a community which admits its deficiencies forthrightly and just as forthrightly tries to overcome them.

Sloan Attends Meetings In Raleigh, Pennsylvania

W. W. Sloan spent last week in Raleigh and Pottsville, Penna. In his capacity as director of rural service of the Nantahala Power and Light company, Mr. Sloan attended an Extension staff planning conference on

4-H work in Raleigh, while he was in Pottsville as his firm's safety director for a safety conference of the Aluminum Company of America.

Pinehurst, North Carolina, is known as "Golftown, U. S. A." There are eight courses with 128 holes in the area.

LEGAL ADVERTISING

Concessioner Vacancy at Highlands Recreation Area

Applications either by mail or in person will be received in office of Forest Supervisor at Franklin, North Carolina, for permit for operation of concession at Cliffs Lake and Dry Falls Units of Highlands Recreation area until 5:00 p. m. April 30, 1951. Concession will be granted under special use permit on flat annual fee basis. Sample permit containing all requirements can be examined in Forest Supervisor's office Mondays through Fridays from 8:00 a. m. to 5:00 p. m. Permit will be granted to applicant showing best combination of financial responsibility and experience in the judgment of the Forest Supervisor, whose decision will be final.

A19-1tc

Amendment of Conditions of Sale on National Forest Timber

Due to Amendment No. 17 of the General Ceiling Price Regulation issued April 10, 1951, it is necessary to amend the previously advertised conditions of sale on the timber located on an area of about 13,200 acres within the Fires Creek area, Nantahala National Forest, Clay County, North Carolina, as advertised in the Franklin Press on March 8, 1951 and March 29, 1951, and notice of extension of time for receiving bids published in the Franklin Press on April 5, 1951. Price ceilings on stumpage have been removed by Amendment No. 17 and bids will be considered at any rates per M at or above the advertised appraised rates. Bidders who have already submitted a bid with required deposit may submit another bid under revised conditions of sale without accompanying second deposit.

A19-1tc

Amendment of Conditions of Sale on National Forest Timber

Due to Amendment No. 17 of the General Ceiling Price Regulation issued April 10, 1951, it is necessary to amend the previously advertised conditions of sale on the timber located on an area of about 54 acres within the Beech Cove Unit, White Oak Creek of Nantahala River, Nantahala National Forest, Macon County, North Carolina as advertised in the Franklin Press on April 5, 1951 and April 19, 1951. Price ceilings on stumpage have been removed by Amendment No. 17 and bids will be considered at any lump sum price at or above the advertised appraised rates. Bidders who have already submitted a bid with required deposit may submit another bid under revised conditions without accompanying second deposit.

A19-1tc

West's Mill

Mr. and Mrs. Hugh Burfell and Miss Eddis Holbrook, of Winston-Salem, spent the week-end with Mrs. Burrell's and Miss Holbrook's parents, Mr. and Mrs. J. R. Holbrook.

Rep. and Mrs. C. Tom Bryson visited Mr. Bryson's mother and brother, Mrs. Fannie Bryson and Horace Bryson, last Sunday.

Mrs. J. R. Holbrook spent the week with her daughter, Mrs. John Davis, in Winston-Salem.

Mrs. Joe Robeson and daughter, Joyce, of Greenville, S. C., visited Mrs. Robeson's mother, Mrs. Fannie Bryson, last week.

Miss Louise Bryson, of Berea college, spent the week-end with her parents, Mr. and Mrs. J. P. Bryson.

Leon Cabe made a business trip to Detroit, Mich. recently.

Mrs. Bryson Cole, of Greenville, S. C., visited her grandmother, Mrs. Fannie Bryson, and uncle, Horace Bryson.

Mr. and Mrs. John Hurst and son visited Mrs. Hurst's parents, Mr. and Mrs. Claud Darnell, in Dillard, Ga.

Mr. and Mrs. C. N. West visited Mrs. West's mother, Mrs. Ada Hyatt, last Sunday.

Mr. and Mrs. Carlyle Sheffield, of Canton, visited Mrs. W. C. Sheffield and family last week.

Mr. and Mrs. Weaver Hurst visited Mr. Hurst's mother, Mrs. B. J. Hurst, last Sunday.

Miss Sue Bryson is able to be out again.

Mrs. George Byrd and daughter, Janie, made a business trip

KEEPSAKE
DIAMOND RING

The Ring of
Guaranteed
Value



HEATHER Ring 350.00
Also \$100 to 2475 and
in platinum \$300 to 3450
Wedding Ring 12.50

Grover Jamison
JEWELER

to Clayton, Ga. last week.
Miss Freda Moore spent the week-end with her aunt, Mrs. Fred McGaha.
Mrs. J. L. West, Sr. made a business trip to Knoxville, Tenn. recently.

THURSDAY, APRIL 19, 1951

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The Franklin Press and The Highlands Masonian

Say: "I saw it advertised in The Press."

QUALITY MEATS AND GROCERIES

MEATS

FRESH GROUND (for meat loaf)
BEEF & PORK, lb. 65c

YOUNG AND TENDER
HENS, lb. 49c

1/4 OR WHOLE SWIFT'S TENDZ.
HAMS, lb. 69c

SWIFT'S PREM. STANDING RIB
BEEF ROAST, lb. 85c

OUR OWN BRAND PURE
PORK SAUSAGE, lb. 49c

SWIFT'S SLICED
BACON, lb. 47c

BONELESS TENDERIZED PREM.
ROUND STEAK, lb. 95c

BONELESS TENDERIZED
SHOULDER STEAK, lb. 69c

SLICED PORK
SHOULDER, lb. 49c

HICKORY SMOKED
BACON, lb. 60c

FANCY MACKEREL
FILLETS, lb. 49c

FANTAIL (Ready to Fry)
SHRIMP, pkg. 79c

2 NO. 2 CANS
Pineapple . . . 27c

3/4 OZ. CAN
Potted Meat . . . 9c

1 LB. CAN ANGLO
Beef & Gravy . 59c

NO. 2 CAN EARLY JUNE
Peas 15c

2 NO. 303 CANS STOKELEYS
Corn 35c

NO. 2 CAN MONARCH
FRENCH STYLE GREEN
Beans 35c

2 LBS. FRESH FLA. POLE
Beans 33c

FRESH FLA. (Fancy)
Tomatoes, lb. . 25c

2 LBS. COOKING OR EATING
Apples 15c

3 LBS. NEW
Potatoes . . . 21c

Extra Special!
4 Lb. Ctn.
SHORTENING
And 5 Lbs.
SUGAR
— Both For —
\$1.48

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Franklin, N. C.

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CLEAN UP

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Now \$3.44

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