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Our Last Hope

It probably is true that not one person in a thousand, of the ordinary people of the world, wants war. Yet the world today teeters on the brink of World War 3. Why?

In any consideration of the present crisis, several facts that are hardly subject to debate stand out as vital:

1. The situation calls for cool, honest, careful thought—unchecked emotion is sure to lead to war.
2. All reports agree that the peoples behind the Iron Curtain are ignorant of what goes on in the outside world; thus they lack the information necessary for an intelligent appraisal of the trend that is leading straight toward another world war.

3. It follows, then, that if war is to be averted, we, on this side of the Iron Curtain, must do whatever objective thinking that is done.

How well are Americans meeting that responsibility?

The question is provoked by a little-noticed report of a peace mission to Russia last summer. The mission was sent out from Great Britain by the Quakers, a sect that not only opposes war, but actively works for peace—a sect that many may disagree with, but most respect.

The mission was made up of seven British business and professional leaders, all Quakers, two of whom speak Russian. One of the seven, Paul S. Cadbury, head the century-old chocolate firm of Cadbury and Fry in England, the other day made a report to the Friends Service Committee in Philadelphia.

Whether the seven British Quakers got a true picture of conditions in Russia is, of course, a matter of speculation, but certainly the report has the virtue of being the only eye-witness account, by a group of observers, to come out of Soviet Russia in a considerable time.

Mr. Cadbury reported things we have become accustomed to hear about Russia—that the Russians "are entirely ignorant of conditions in the world outside"; and that they "have been told, and they believe, that business interests in America and Great Britain want war, or a state of near war, because it is profitable to them".

But he also made some surprising statements: It was a little surprising that the mission was permitted to go behind the Iron Curtain at all, and certainly it is surprising to have Mr. Cadbury report that, in their two weeks in Moscow, Leningrad, and Kiev, the Britishers were given free movement and frank interviews.

It is surprising to have him remark that the members of the mission found the Russians "contented and adequately clothed and fed". In fact, they have "a fairly high standard of living; about the equivalent of that in England".

It is surprising to have the devout Quakers, after attending two church services, report that "never have we felt as close to the presence of the living God", and to have Mr. Cadbury add: "The Russians (even after generations of state persecution of the church) have a religious instinct that may well confound those who look to the complete secularization of the Soviet Union".

And this suggestion comes as a definite surprise: "While we may fearlessly reject what we deem wrong or misguided in Soviet policies and practices, we might recognize what is good in its aspirations and achievements, and in particular, the solid progress that has been made, despite an exacting war, towards the economic and social betterment of its people."

Finally, there is the thought-provoking comment: "The Russians do not want war, the Western world does not want war, yet war is so close..."

Most of us are inclined to feel, if we believe we are right about a thing, that we are absolutely and totally right. Feeling that way, we promptly—and logically—conclude that those who disagree with us are 100 per cent wrong.

That being true—and it is perhaps preeminently true of Americans—how is such a report as Mr.

Cadbury's received by most of us? Is it not true that most of us are inclined to accept, without question, his unfavorable comments about Russia, and to dismiss, without consideration, the favorable ones?

And that suggests another and a very unpleasant question: Is it not just possible that at least one of the reasons we are so close to war is that there are closed minds on this side of the Iron Curtain, as well as on the other?

Great as the provocation Russia has given us, wrong as Russia often has been, if we are honest, we will admit the possibility that the United States government, in its quarrel with Russia, may not be completely in the right; the possibility that a little of the right may be on the other side. That, it should be remarked, is the considered opinion of many thoughtful persons outside the United States—in Canada, England, France, and other Western nations.

Such an admission is painful for any American to make. But in whatever degree it may be true—or even if it isn't true at all—to make it would seem to be a good exercise in humility as we observe United Nations week.

More important, unless we concede the possibility of our being partly in the wrong, of Russia's being partly in the right, how can we think honestly and intelligently about the situation—how can we really examine it? And if ever a situation demanded that Americans think, it is this one.

It is an axiom that it takes "two to make a quarrel". And if one of the two is permitted to learn only the facts on his side of the argument, is it not doubly necessary that the other keep cool and lean over backward to be conciliatory? It is, if a fight is to be avoided.

In the same way, war between Russia and the United States can be averted only if Americans keep their minds open and their thinking straight—yes, and their emotions in check.

That, in fact, is our last hope...

Yet 'So Gentle And Generous'

Many of us worry about our relatives and friends in Korea. We fear that hardships which they must endure and the horrors which they see daily will cause them to become cynical and embittered.

An incident recently related by an officer now serving in Korea, in a letter to relatives, it seems to us, goes a long way toward proving those fears and worries groundless.

He wrote:

"Have you ever heard the story of the Wolfhound orphanage in Japan? Six months before the Korean war started, December, 1949, a group of soldiers visited a Catholic orphanage in Osaka. They found it in a pitiful condition. As a Christmas present, they brought food and clothing to the Japanese children. Later, a group of G. I.'s pitched in and built a new home for the orphanage. Then they started contributing money to finance improvements.

"When they came to Korea, the soldiers continued to donate money for the orphanage. Last month—the twenty-first month since the soldiers got interested in this matter—they donated \$3,600, which brought the total contributed by the soldiers of this one regiment to something slightly in excess of \$75,000. That's seventy-five thousand dollars! All of the transactions are handled by the enlisted men on a voluntary basis.

"This affair has received wide publicity in Japan and is thought by some people to be one of the most successful incidents in combatting Communism in Japan."

In the letter, this officer, who served in both the Pacific and European theaters in combat in World War II, describes these same men thus:

"This is the hardest fighting regiment in the world. Their morale and spirit is tremendous. That they should also have so gentle and generous a nature amazes me. It is the answer to those who despair of our present younger generation. They are the finest that have yet come forth."

Overdue

For years the people of the Nantahala section have been pleading for a good, short road connecting them with their county seat. They are entitled to it, as a matter of justice; and people here and elsewhere in Macon County should see that they get it.

In the case of Franklin, there is another reason why this should be Objective No. 1 for local business men; such a road probably would bring more trade here than any other one project.

The whole thing is vividly outlined in the letter on this page from Mr. J. R. Shields. Mr. Shields' argument is one that deserves consideration—and then action.

Our American Civilization

Becoming indignant when a government official accepts a bribe; failing to save any indignation for the man who offered the bribe.



An important feature of a newspaper is the advertising. It is the news of business—who has what, in goods or services, for sale; who wants to buy what; the latest developments in goods and services that are available, etc.

And an attractive display advertisement in a newspaper doesn't just happen. First, there must be someone who has a reason for advertising; who has a message for the public. Then what he has to say must be put on paper, in brief, clear, interesting form; sometimes one or more illustrations must be selected. The newspaper's advertising man, in short, must have a clear picture of what is to be said, and of just how the advertisement will look when it appears in the newspaper.

Above Bob Sloan, business manager of The Press, is shown preparing a piece of advertising copy. Note the cabinet filled with advertising illustrations.

Newspaper Shop Talk

Mostly About Us

Why does a news-paper carry questions which the advertising salesman for a newspaper hears most often in a small town such as Franklin.

1. A newspaper is interested in advertising primarily because of the revenue it derives from it. Without the money received from advertising, the news could not be brought to the public unless the subscription rates were increased many fold.

2. It is a newspaper's job to convey to the public what is going on in a community. In so far as advertising tells what people are buying and selling, it too is news. But because the merchant in his advertising picks the items he will list, and because he describes them in his own terms, he pays for using the medium of the newspaper to carry his message to the public. It is news that potatoes are selling at 6 cents a pound in Franklin, but it is advertising to say that Delicious Idaho Bakers are selling for 6 cents a pound at any particular store.

"Why advertise?" and "What would I advertise?" are two questions which the advertising salesman for a newspaper hears most often in a small town such as Franklin. In answering to the first question, books have been written, but the essence of what they say could be boiled down to these two reasons:

1. The merchant advertises, first of all, to inform the public what goods or services he has for sale, and if possible at what price he will sell. Also included in this category may be a description, citing the merits of his goods or service.
2. To keep constantly impressed on the public mind that he or she is in business. If a man is selling hot dogs, the ultimate to achieve in advertising is to have his name so synonymous with hot dogs that automatically, when the individual thinks of hot dogs, he thinks of this man's place of business, and it never occurs to him to buy hot dogs any other place. This is

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Letters

BENEFIT SUPPERS

Editor, The Press:

The purpose of this letter is to clarify a situation which has existed for some time with reference to the P. T. A. and other community groups serving food as a means of raising money for worthwhile projects. Contrary to general opinion, this office does not try to regulate such practices, since it does not come under our direct supervision, except to the technical point of the law.

We wish to take this opportunity to express our regrets and apologize for any discomfiture or misunderstanding that has come between us and any such group in the past.

We realize that such community projects are a worth-while part of community life and in many cases have been the sole source of raising monies for equipping and maintaining school lunch rooms.

We do strive to build and maintain our school lunchrooms so that they may meet the highest sanitary standards. These people are to be commended for their resourcefulness in raising money for such a just cause.

Our policy, as in the past, is one of education rather than regulation. If this office can be of service to any community group as to technical advice about serving food, do not hesitate to call on us.

We wish this letter to express our willingness to work with you in any community project.

Sincerely yours,

Franklin, N. C.

H. T. COLLINS, Sanitarian.

NEEDED: A ROAD

Dear Mr. Editor:

Do the merchants in Franklin need the trade and cooperation of the Nantahala section merchants and business men? I would say you do, but I leave the question for you to answer for yourself.

This new road down the Nantahala Gorge is now almost complete and it just lays the Nantahala section right in the lap of Andrews and, with only a few minutes ride; and you all know how the road is across Wayah. It's served a good purpose for about 30 years, but it's worn out to the solid rock and some of them are likely to take the battery out of your car if it's

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Business Making News

By BOB SLOAN

This week I don't plan to tell you about business that has been made, but I sure want to tell you about business that can be made. Mr. J. R. Shields, from Nantahala, has one of the best letters that has ever been written to The Franklin Press. He asks for help from the merchants and businessmen of Franklin in obtaining a good hard surface road to Nantahala. Really, it seems to me, that it is more up to the merchants of Franklin than it is to the people of Nantahala to work toward obtaining this road. They now have a good road down to U. S. 19 which runs into Andrews, and They Can Do Their Trading In Andrews, but where can we find scenic and recreational attractions in Macon County equal to those in Nantahala township. The tourist possibilities for this area are almost unlimited, providing it is made accessible by a better road. For example, with proper promotion work we could have a Fall Color Festival here which would draw tourists from all over eastern United States. The Smokies can't compare with the Nantahalas for Fall Color displays. They have too many pines and hemlocks. But we must make these attractions available by making them accessible. There is a bank from out of the county in Highlands. For a long time we had no industry here to offer our people work. Are we going to sleep while the people from a large area of our county ride down the mountain and trade in Andrews? Jim Shields puts the question better than I, so be sure to read his letter to the Editor on this page.

Curtis Pearson has leased from Terrell Hollman the City Pressing Club. Mr. Hollman is a well liked business man here, and we hope he remains in our community.

Last week my friend? and colleague, J. P. Brady, wrote at great length on how we here at The Franklin Press go at great length to check on the accuracy of the stories printed in our news columns. So me, what do I do? Why naturally I have a mistake in my ramblings. My apologies to Bill Horsley for saying that the Nomandy Drive In had hard surfaced its parking area. Folks, it was the Sunset Drive-In, under the management of Bill Horsley, which paved the parking area around its establishment.

Will I think that Mr. Brady, Mr. Horsley and perhaps Mr. Coates all got a laugh out of it. If I could be sure of making that many people laugh each week I would be willing to make one mistake.

Do You Remember?

(Looking backward through the files of The Press)

50 YEARS AGO THIS WEEK
Mr. M. N. Russell, now in his 92nd year, walked to town Sunday, two miles, to attend preaching at the Methodist church. He dined with Mr. R. L. Porter.

Mr. and Mrs. W. R. Stallcup left Saturday for Raleigh to visit the State Fair.

The editor returned from Washington last Friday morning after a week's absence.

25 YEARS AGO
Franklin is on the route of the proposed new Great Smoky Mountain Air Line Highway, a direct route between Detroit and Jacksonville, passing through the Great Smoky Mountain Park.

Laugh at hog calling contests all you want to, but they're far more exciting than some of the political meetings that have been held around here.

10 YEARS AGO
Women from all the 14 Macon county Home demonstration clubs and visitors crowded the Agricultural building last Saturday in attendance upon the all-day Achievement Day program.

Two first prizes and several other awards were won by the six calves exhibited at the North Carolina State fair last week in Raleigh by Macon County boys. The two first place awards were won by Logan Allen, exhibiting "Chunky Boy," who won first place in the heavyweight class, and Bill Gregory, whose calf, "Will," won first place in the lightweight class and was crowned Reserve Champion of the F. F. A. show.