

EDITORIAL Weimar Jones Editor

He'll Be Missed

The man with the handshake and warm greeting is gone.

The Rev. W. N. Cook, 79, died last week at his Franklin home with 58 years in the ministry behind him.

A "pioneer churchman" in Western North Carolina, he was the first to do many things—the first missionary of the Tuckasegee Baptist Association, the first sponsor of a Baptist Training Union program in the area.

Though retired, it was an action in name only for Mr. Cook always seemed to be where he was needed, a sympathetic and understanding friend.

His life was one enriched by helping others.

The Rev. W. N. Cook will be missed in the community.

Why Does It Cost So?

"Higher education is higher", reports The State magazine.

Why is it so expensive to send a boy or girl to college? and why does it cost so much more than it did even five years ago?

A table showing what it costs to attend North Carolina colleges, published in The State, reveals an average increase since 1952 of 24 per cent. Thus, if it cost \$1,000 a year, in 1952, to keep a youngster in college, it will cost \$1,240 this year.

The figures shed little light on the reason for the jump in college education costs, a jump considerably higher than the rise in the cost of living. The figures make the situation, in fact, more puzzling, because there is no pattern. The increases vary from just 4 per cent at one institution to 38 at another.

It is possible, of course, that, at some of the schools where the costs have gone up most, the students are being given more — more and better laboratory, library, and other facilities and more and better teachers.

Paradoxically, though, one of the biggest increases was at an institution — Duke University — that not only has one of the biggest endowments in the nation, but that, presumably, already was well equipped and well staffed in 1952. The increase in the cost of attending Duke is put at \$400, or 37 per cent. Only one other school — Queens, at Charlotte — had a bigger percentage jump; at Queens, the cost has gone up 38 per cent since 1952.

On the other hand, at Western Carolina College at Cullowhee, which, the evidence would suggest, has added vastly in the past five years to its facilities, and presumably to its staff, the increase has been smaller. At W. C. C., the rise is 20 per cent — in cash, that represents a jump of only \$113, as against Duke's \$400.

Whatever the reason, the rapid increase in the cost of a college education tends to magnify an already existing evil. As Dr. Roger P. McCutcheon pointed out here recently, more and more students from high income-families go to college, without reference to their abilities; and fewer and fewer students from low income-families, no matter how great their abilities, get to college.

How, then, is the Macon County boy or girl with a keen and inquiring mind but little or no money to get to college? A part of the answer, at least, lies in the too-often overlooked scholarship aid that is available. More and more scholarships are open to bright students; so many, in fact, that they aren't all applied for.

Somebody here could do a great service to the

KNOW ANY NEWS?

Some Pointers On How To Make Friends With The Editor

Herman D. Lawson in Smithfield Herald

"So, You've Been Elected Publicity Chairman!" is the title of an interesting and informative booklet published by the Occidental Life Insurance Company of California. As the title implies, the booklet contains helpful hints on how to get legitimate news published in a newspaper and is sub-titled, "Or How To Make Friends with the Editor."

Newspapers want news. Editors and reporters are constantly searching for news items about people or happenings in their circulation area and appreciate getting these items from any one as they occur.

Much of the news that appears in a local newspaper comes from sources outside the staff of the publication. The reporter in many instances must depend on someone else to tell him the news.

There's a simple way to get news published in a newspaper — just send, call, telephone or take it to the newspaper office.

Some pertinent tips on what constitutes news, the importance of accuracy and promptness, and things not to do are included in the booklet for publicity chairmen.

One chapter, in the booklet

cause of education and youth by compiling complete information about scholarships and then bringing this aid and the bright but needy student together.

Bouquets

Catch!

Here're some belated bouquets to:

The Franklin Volunteer Fire Department, the Franklin Chamber of Commerce, and Radio Station WFSC for their combined efforts in securing Christmas lighting for the town.

Cowee Community for its fine showing in the W. N. C. Rural Community Development Contest just ended; ample proof of the rural development slogan, "There is no limit to what a community can do—if it wants to."

Gary McKelvey, on his being selected as Macon County's nominee for a Morehead Scholarship at UNC.

Letters

Couldn't Do Without It

Editor, The Press:

Enclosed please find check to cover my Press subscription for another year . . .

I could not do without my home paper.

Cordially yours,
MRS. BURTON C. BOESSER.

402 Comanche Drive
Richmond 25, Va.

Others' Opinions

(Opinions expressed in this space are not necessarily those of The Press. Editorials selected for reprinting here, in fact, are chosen with a view to presenting a variety of viewpoints. They are, that is, just what the caption says — OTHERS' Opinions.)

Definition Of A Bore

(The Globe and Anchor)

A bore—A man who opens his mouth and puts his feet in it.

Hay, Hay!

(Yuma, Colo., Pioneer)

A gentleman farmer is one who has more hay in the bank than in the barn.

Too Much For Moses Model

(Frederick, Colo., Farmer & Miner)

This insane modern civilization is too much for the Moses Model human body. Here we have an organism that was designed for Biblical times, yet we expect it to cope with artificial lighting, executive board meetings, carbon monoxide, cigar smoke and bubble gum.

What Makes America Great?

(W. Amos Abrams in North Carolina Education)

As do all visitors to the great city, I was taking the boat tour around Manhattan Island. We were approaching a massive edifice of steel known as a bridge. In one direction I saw the Statue of Liberty whose torch has beckoned to this blessed land so many thousand homeless victims of oppression. A later turn of the head and I saw, reaching upward toward God, the United Nations Building, a symbol of hope for all mankind — where men talk away their differences rather than annihilate each other with some Frankenstein monster laden with hydrogen hate.

In my hand I held a copy of a morning paper which reported the record-breaking exploits of an atomic-powered submarine, thus enabling men to burrow, unseen and at great speed, beneath the ocean waves. I felt and heard the throb of the powerful motors which drove forward the surface craft on which I stood. Across the span of steel above my head, like animated toys in a Christmas display, rushed the land-bound traffic, rolling, rolling on rubber-tired wheels. A giant helicopter with twin sets of propellers passed above the bridge, free from water and free from land. Then, came the climax, streaking through the heavens, out racing sound itself—a jet plane, glinting in the sunlight!

"Here is the might of America," I thought, "Its a great five-level transportation system, bespeaking our ability to produce world goods beyond that of all other nations." But I knew I was in error. The greatness of America lies not in its symbols of power—the throbbing motors, the bridge of steel, the jet explosions. The greatness of America gleams in an up-lifted torch held in the raised hand of a stone lady on a little island near a cluster of man-made skyscrapers. The greatness of America is to be found in the halo of hope resting above a structure of stone and steel where men of good-will strive daily to strew with flowers the path of lasting peace!

reads as follows:

"The ABC of writing a news story is to tell—who, why, what, when, where and how. After you have written your story, check it against the five w's and the h.

"The editor wants all the facts and the necessary details, including the full names and addresses of local persons involved and any identifying titles they may have.

"You naturally will want every story you give the editor to be as accurate and impartial as though it had been prepared by his own reporter.

"In fact, when you give a

story to an editor, you in effect become a member of his reporting staff. He can rely on you as a dependable and discriminating news source by publishing the material you prepare, or he can fire you as a reporter by tossing your material into the wastebasket.

Don't misinform him or make mistakes that may appear in print and reflect adversely on him and his newspaper—making him feel his confidence in you is misplaced . . ."

The important thing to remember: If you know of any news, let him know immediately.

Thinker



WHY VISIT MOON

When Great Smokies Are So Accessible?

Pie Dufour in New Orleans States

It is easy to understand, now that Sputnik II is up or out there, whichever it should be, racing furiously around the world with the first space traveler in history, why there should be a lot of talk about landing on the moon.

But why anybody in his right mind would want to go to the moon when the Great Smokies are still in business I'll never fathom.

The Great Smokies are greener and softer and more lovely and lovable (for my money) than any old mountains on the moon or Mars or anywhere else, planetary, inter-planetary or earthly.

That a lot of other folks agree with this, I submit as evidence a travel study of the Great Smoky Mountains National Park made jointly by the highway departments of North Carolina and Tennessee and the United States bureau of public roads.

During the summer of 1956—the survey was made on a 12-month basis but with special sample interviews added during the peak months of June, July and August—a total of 621,400 automobiles entered the Great Smoky Mountains National Park. Data was obtained from the parties in 29,928 cars or nearly 5 per cent of the total.

All the information was coped-up on cards. Then months of study developed many interesting facts about the travelers to those magnificent mountains that straddle Eastern Tennessee and Western North Carolina.

Cars from every state in the Union — true there were only four vehicles from Nevada noted — and many foreign countries visited the Smokies during the period under study. But the greater bulk of travel came from within a radius of 500 miles of the national park.

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The Camera Has Become Badge Of Traveler

(W. E. H. In Sanford Herald)

The badge of the traveler is a camera carried in the hand slung around his shoulder. North, south, east and west, in these waning days of summer 1957, cameras are abroad in the land, gladdening the hearts of those who snap pictures and making the cash registers of supply houses and manufacturers jingle.

From an old style Brownie No. 2 to the newest fangled Leicas with built-in light meters and automatic stop settings, the travelers roam the land. Movie cameras there are galore, both eight and 16 millimeter. Films are shot with reckless abandon, both still and movie, in full color and black-and-white.

The traveler with a camera in his hand or on his shoulders is hard put to it these days when everybody has one to keep out of the line of vision of another traveler snapping a picture. Witness the tremendous number of pictures brought back home with some unknown guy ducking his head or easing himself hurriedly sidewise from your shot.

Photography and taking pictures is like unto a creeping disease; gradually it takes hold of you and before you know it, you're innoculated and using up film like mad; photographers' fever is worse and far more expensive than buck fever.

Cameras, cameras, folks taking pictures everywhere. In countless homes all over the country your mug shows up as part of the setting in vacation-taken pictures; better look your best all the time because you never know when you're in someone else's picture.

DO YOU REMEMBER?

Looking Backward Through the Files of The Press

65 YEARS AGO THIS WEEK
(1892)

Messrs. F. P. Davis and S. J. Justice, of Hendersonville, were at the Franklin House Monday night and yesterday. Mr. Davis was formerly editor of the Macon Advance, published in Franklin a few years ago.

Will Sloan and Lee Crawford left yesterday for Athens, Ga., loaded with apples and produce.

Capt. W. P. Moore and his daughter, Miss Jennie, of Clay, came over on a visit Thursday and spent two or three days.

25 YEARS AGO
(1892)

Credit slips good for staple articles of food and clothing will be used in the future, instead of money, to pay persons employed on public projects undertaken with unemployment relief funds.

Macon County Confederate veterans and widows of Confederate veterans received \$5,390 in semi-annual pension checks from the state, on December 14.

10 YEARS AGO

Macon County voters will decide, at an election February 14, whether the sale of beer and wine shall continue legal, or be outlawed, in this county.

The Franklin Lions club plans to set up a dime board on courthouse square today.

Eighty more veterans of World War 2 have been enrolled for on-the-job farm training, it was announced this week by E. J. Whitmire, who directs the program in this county. This brings to 180 the total number taking the training.