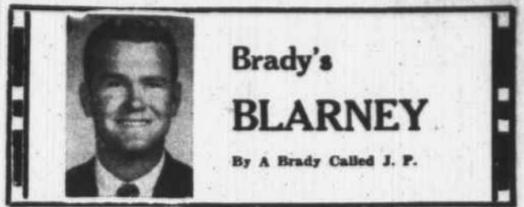


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There's been some grumbling by a few businessmen about the "Pilots Ruby Rendezvous" because they didn't get to share in the wealth. The truth is, there wasn't any "wealth" in the fly-in, and once I explained just how the entire operation was set up I don't think they'll have grounds for complaint.

In the first place, "Pilots Ruby Rendezvous" was not a profit-making venture. It was strictly a promotional scheme to boost the Franklin area. It is important that everyone recognize this fact. The idea was not to make any money, but to assure future tourist dollars by calling attention to the Cowee Ruby Mines.

The three motels, the restaurant, and the ruby mine co-operating in "Pilots Ruby Rendezvous" probably lost money on the promotion. They're not complaining, however, because they can see further than the end of their noses and recognize the value of publicity such as that fostered by the "Pilots Ruby Rendezvous" (FLYING MAGAZINE, and at least two other publications, now plan to carry a story and pictures in the near future).

Now to the "profits" and those who were supposed to have made a "killing" (I personally got \$100,000 out of the deal!). The visitors were here three (3) days. Their total cost for these three days was \$15 (that's \$5 a day), which included motel accommodations, five meals, digging at the ruby mines, transportation, airport facilities (free tie down service), and many other extras.

All of that for \$15 per person. Now do you think there was any profit?

However, consider this: the future is bright for ruby fly-ins similar to the one just held.

The Florida group plans to return next year for another week end, and several other flying clubs want to do the same. "Pilots Ruby Rendezvous" was just the beginning and it was held purely for promotional reasons.

With this in mind, let me respectfully suggest that those of you who felt "cheated" reconsider the purpose of the promotion and let's all work together to make sure any held in the future will have equal success.

— jpb —

Beeman Don Smith is in love, and it's an odd love to say the least.

There's a nest of mean, ornery hornets near his kitchen door. He admits it is rare when a couple of them don't sting him when he goes into the back yard. He had a puffed ear the other day to prove a brief encounter with one.

"There have been times," he recalls with a chuckle, "when I've made it across the yard without being stung."

Mrs. Smith explains his behavior with a tolerance befitting a woman who knows her man:

"He's grown so fond of them, he's almost disappointed when he isn't stung."

— jpb —

My leprechaun, Ignatius O'Toole, advises that the honeymoon is over when the man stops helping the wife with the dishes and starts doing them by himself!

— jpb —

As a columnist of sorts, I feel somewhat at loss with no Debbie, Eddie, or Liz to chat about. It appears this triangle has received more publicity than the Marines landing at Lebanon or the resignation of Sherman Adams.

Whitfield, Area Forestry Specialist, Is Assigned For Specialized Training

(Editor's Note: The recipient of this assignment, Fred E. Whitfield, has been district forester in this area for several years and is well-known by Macon County farmers.)

Director David S. Weaver, of the North Carolina Agricultural Extension Service has announced from N. C. State College that an experienced member of the extension forestry staff is to receive special training to head a forest insect and disease control information program.

Mr. Weaver emphasized that North Carolina badly needs technical leadership in this field. Yearly timber losses from insects and disease are now three times greater than forest fire losses. Yet, according to Mr. Weaver, the state's forest owners have received comparatively little training in forest pest identification and control methods.

Fred E. Whitfield, who has had 10 years of experience as an assistant county agent and as forestry specialist for the mountain area, has been selected for this assignment. He has been granted a 12-month graduate-study leave of absence, starting in mid-September. He will take specialized training in forest insect and disease control at the College of Forestry, Syracuse University, Syracuse, New York.

His training is being made possible by a special \$6,000 graduate fellowship sponsored by the Richardson Foundation of Greensboro. The fellowship is being provided through the North Carolina State College Foundation.

Robert R. Richardson, a trustee and vice president of the Richardson Foundation, was on the State College campus recently to discuss final details with director Weaver. Richardson stated that the foundation feels that North Carolina has a tremendous potential for expansion in timber growing and wood products manufacturing. He also feels that this is going to require imaginative

technical forestry leadership of the highest type.

This fellowship, according to Mr. Richardson is an important step in helping State College strengthen its efforts to provide such leadership and guidance to the timber growers and timber processors of the state.

Technical forestry leadership of the highest type.

Technical forestry leadership of the highest type.

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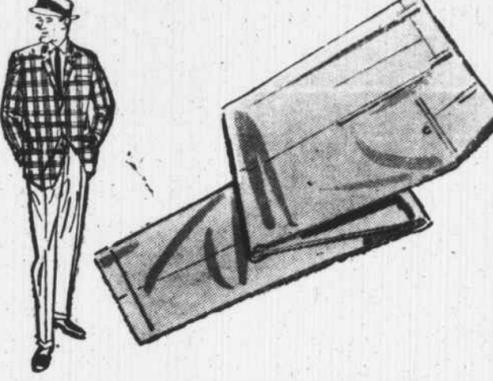
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