

RALPH McDONALD'S PROGRAM FOR Western North Carolina

1. Enlargement and expansion of the college at Cullowhee into a full-fledged Western North Carolina College — not simply a Teachers' College, but a fully standardized State College of Liberal Arts and pre-professional or vocational training at the college level. It will be not only a splendid teachers' college; its work will be broadened so that, as fully as possible, there will be right here in the West the same kind and quality of college opportunities that are so readily available to the Piedmont and Eastern sections at Greensboro, Chapel Hill, Raleigh and Greenville.

2. Similar enlargement and expansion of the College at Boone.

3. Establishment of a Mineral Research Institute staffed by the best experts available in the nation, with laboratories, equipment and field facilities to explore thoroughly and promote the development of the vast mineral resources of the western region. This Institute should be placed in the heart of the mineral area. If results through the first few years of operation justify it, this Institute may be developed into a College of Mines, similar to those which have helped to enrich Utah, Texas and Colorado.



RALPH W. McDONALD

4. A highway system in keeping with the resources of the western area in agriculture, industry and tourist trade. Immediate construction following the war will include:

(1) Additional hard-surface inlets into the Great Smoky Mountains National Park from key towns.

(2) Hard-surfacing of needed links in the highway system to provide first class connections throughout the west. Several such links and new highways are badly needed.

(3) Broadening, straightening and improving present highways through the beautiful areas of this region.

(4) All-weather surfacing and maintenance of school bus routes and other secondary roads so that the thousands of farm families now isolated in bad weather may have access to schools, churches, markets and medical service.

5. Establishment at a suitable location in Western North Carolina of a new institute similar to the Caswell Training School for feeble-minded at Kinston. There are at present more afflicted people waiting to get into the Caswell Institution than there are patients there. This is one of the most urgent needs of the State.

6. Establishment of an Agriculture Department Test Farm in the area West of Asheville, where research can be carried on in fruits, feed crops, burley tobacco, vegetable crops; beef, dairy and sheep husbandry, thus helping to increase farm income in this area.

7. Promotion of new industry. No region anywhere excels the mountain area of Western North Carolina in power facilities, climate, manpower and other factors for industrial development. The industry of the future will feature more and more the combination of semi-farming and industrial employment for workers in manufacturing. Western North Carolina is a natural mecca for such industry. The full resources of the state government will be put behind a program to bring new industry into this region.

8. Systematic and vigorous advancement of the tourist business throughout Western North Carolina. The most ideal summer and winter mountain resort areas are found throughout the entire region from the Blue Ridge west. Properly advertised and promoted, these attractions will draw millions of people from throughout the country. Through adequate state news and advertisement service, scenic highways, small State parks, and every other practical and available means, Ralph McDonald's administration will encourage the tourist trade to the utmost.

9. State backing for the Western North Carolina Fair. In its brief existence before the war this agricultural event was proving its usefulness. In such manner as the pioneer leadership of this institution may need and desire it, Ralph McDonald will advocate State backing, financially and otherwise, to enable the expansion and development of this enterprise to its fullest usefulness to the Western area.

10. Proportionate representation for Western North Carolina counties in appointive posts of the State administration and in membership on all State Boards. Few high appointments and only a small representation on State Boards have been ordinarily granted to this important region.

McDONALD IS AGAINST ANY TAX ON LAND