

The News-Record

Published Weekly At
MARSHALL, N. C.

NON-PARTISAN IN POLITICS

Second-class privileges authorized at Marshall, N. C.

J. I. STORY, Managing Editor

OUTSIDE MADISON COUNTY		SUBSCRIPTION RATES IN MADISON - BUNCOMBE COUNTIES	
15 Months	\$5.00	15 Months	\$3.00
One Year	\$4.00	One Year	\$2.50
Six Months	\$3.00	Six Months	\$2.00
Three Months	\$2.00	Three Months	\$1.50
Airmail	80c Per Week		

Editorial

TWO - FOLD SUNDAY

Sunday is perhaps the most significant day you'll experience this year. It's actually a two-fold day. First, it's Mother's Day.

Each year this special day is set aside to honor Mothers. If you are fortunate enough to have your mother living, the least you can do is to show you are thankful by wearing a red rosebud or some other red flower. If your mother has passed away, you can show your respect for her by wearing a white rosebud or some other white flower.

In addition to wearing these flowers of remembrance, you should also plan to express your devotion and thanks to your mother on Sunday. Do something special for her. Perhaps she would enjoy a nice trip . . . or a special meal . . . or a family get-together. If it hasn't been the habit, we suggest the entire family get up Sunday morning and go to church together. Let's not be too busy or self-occupied to honor the sweetest person on earth . . . MOTHER.

Sunday is also POLIO SUNDAY. This is the day when eight county schools will again be open to administer sugar cubes so that polio can be alleviated. It takes only a few minutes of your time and you can then feel assured that you have KO'd polio. If you know of someone who hasn't transportation, why not offer them a ride to a nearby school? Several organizations will serve dinners and if you wish, you can take the small sugar cube and then enjoy a delicious dinner plus the fellowship of being with friends.

If you failed to take the first treatment on March 8, it has been explained you can take your first cube Sunday and a make-up date for the second will be announced later. Don't let this opportunity slip by. It's too important.

Yes, Sunday is a most significant day. Let's stamp out polio in this county forever.

THE NEWSPAPER AND THE RETAILER

From the Boonville, Indiana, Standard: "It is a pity retailers so often have to learn the same lesson over and over again thru cost and hardship."

"This observation was made by Edward R. Engle, official of the National Retail Merchants Association. Mr. Engle was referring to the importance of newspaper advertising to retail trade."

His findings were based on a study made of the results of the New York newspaper strike. It was found that there is no substitute for newspaper advertising, and that without advertising, retailing would be in a chaotic state, as stock needs and turnover would be impossible to predict. It is also stressed that when the advertising of big stores is absent the entire shopping complex — including the little stores — feel the effects.

The Standard sums up in these words: "The ultimate loser from inadequate advertising, then, is the consumer who pays for losses due to slow turnover, waste and high per item selling costs."

The basic principle here is simple enough. If people don't know what you have to offer, they can't and won't come seeking it. Successful retailing and intelligent and extensive advertising go hand in hand.

Gas GOD a Change NOW!

ATTEND CHURCH EVERY SUNDAY



Leatherwood Is A Candidate For 31-A Lion Governor

A. Roland Leatherwood of Clyde has formally announced his candidacy for District 31-A Governor of WNC Lions Clubs for the 1964-65 club year beginning July 1.

Leatherwood, who is serving as Deputy District Governor of Region Two during the 1963-64 club year, seeks to become Governor of 38 clubs with some 1,600 members in 12 western mountain counties.

His candidacy is subject to district voting at the annual state Lions Club convention at Raleigh June 7-9.

A native of Haywood County, Leatherwood has maintained 13 years of perfect attendance, and held all local level offices since joining the Clyde Club Dec. 8, 1950. He has been a member and chairman of most club committees, and was chosen Lion-of-the-Year in 1960-61 in Region II, Zone Three, and by the Clyde Club.

Leatherwood has served as visitation chairman, 1959-60; president, 1955-56; first, second and third vice president; and as Zone Three Chairman for five Haywood County Clubs, 1961-62 and 1956-57. These clubs include Canton, Clyde, Hazelwood, Pigeon Valley and Waynesville.

A graduate of Clyde High School, Leatherwood is a member of official board and church school superintendent at the Clyde Central Methodist Church. He has served on the Clyde School Board as secretary four years and the chairman three years.

Leatherwood has been a member of Citizens Committee for Better Educational Representative from church schools for six years and is instructor and club to the Daniel Boone Boy Scout Council. He is married to the former Miss Virginia Clark.

IF IN NEED OF

- Letterheads
- Envelopes
- Statements
- Visiting Cards
- Business Cards
- Promisory Notes
- Chattel Mortgages
- Warranty Deeds
- State Warrants
- Land Posters
- Contact

THE NEWS-RECORD

Experimenting With Christmas Trees

Mrs. Mary Rice of the Mars Hill community is putting out a test of six different varieties of Christmas trees to determine which is best adapted to Madison County. She is planting 100 trees of Scotch Pine, Norway Spruce, Colorado Blue Spruce, White Spruce, Douglas Fir, and Fraser Fir. She plans to set out the remaining acreage in which ever variety does the best this year. The County Agents' office plans to watch this variety demonstration very closely, as we feel there is a definite place for Christmas trees as a source of income in Madison County.



ALICE HARRIS

ALICE HARRIS, G. W. BOOTH TO BE MARRIED

OLD FORT — Miss Alice DeLois Harris and Gaston Worth Booth will be married May 31 in Mars Hill Baptist Church.

The bride-elect is the daughter of Mrs. Clara H. Harris and Johnathan Richard Harris Jr. The bridegroom-elect is the son of the late Mr. and Mrs. W. G. Booth of Durham.

Miss Harris is a student at Mars Hill College and is doing her student teaching at Newton School in Asheville.

Mr. Booth is a teacher of psychology and education at Mars Hill College.

Barnard 4-H Club Met May 5

The Barnard 4-H Club met on Tuesday, May 5 to choose projects. The meeting was held at the home of P. W. England, with 17 members and eight adults present. The club has nineteen members enrolled. Devotions were conducted and the roll called.

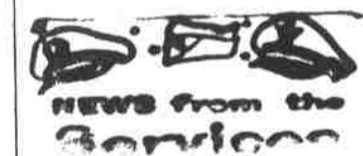
Sue Anne Meadows and Carroll Dean Hamill were appointed as song leaders for the evening. The next meeting will be held in the same home, June 2.

Earle Wine and Barbara Capps are expected to attend. WARREN ROBERTS, reporter

Grahams On Pig Inspection Trip Recently

Mr. and Mrs. D. J. Graham of the Piney Grove Community, on a trip to look at the feeder pig operation in the Piedmont, were impressed by the growth ability and meatiness of orange colored pigs that they saw down there. Upon investigation, they discovered that these pigs were a breed called Tamworth, which is an old well-established breed, developed in England for their bacon or meat type hog. The Tamworth is an orange-red color with erect ears and plenty of growth ability. They are second only to the Yorkshire in their mothering ability and litter size. Last week, Mr. Graham purchased a pure bred Yorkshire boar to improve his breeding stock and his feeder pig operation.

PERFORM TOMORROW
Good intentions never die—the spirit is always willing, but the flesh is weak.



San Diego, Calif. (FHTNC)—William B. Buckner, son of Mr. and Mrs. James A. Buckner of Route 2, Marshall, is scheduled to complete basic training May 1 at the Naval Training Center, San Diego, Calif.

The nine-week training includes naval orientation, history and organization, seamanship, ordnance and gunnery, military drill, first aid and survival.

During the training recruits receive tests and interviews which determine their future assignments in the Navy. Upon completing the program they are assigned to service schools for technical training or to ships and stations for on-the-job training in a Navy rating specialty.

Naval training produces the power in seapower by supplying qualified personnel to man the ships, planes and shore stations of today's Navy.



HONOR STUDENTS of the 1964 Laurel High School graduating class have been announced by Owen W. Fish, principal. There is but a point difference in the averages of four students in the class. They are (L-R): co-valedictorians Peggy Elaine Plemmons, daughter of Mr. and Mrs. J. R. Plemmons, and Carol Gaye Shelton, daughter of Mr. and Mrs. Baxter Shelton; co-salutatorians are June Elaine Adams, daughter of Mr. and Mrs. Ervin Adams, and Ronnie Ramsey, son of Mr. and Mrs. Edison D. Ramsay; and Janice Carolyn Wallin—honor student, daughter of Mr. and Mrs. Rankin Wallin. These students are very active in school and club activities. Peggy Plemmons is president of the Beta Club and co-editor of the annual. Carol Shelton is class reporter and co-editor of the annual. June Adams is vice president of the senior class and Ronnie Ramsey is president. Janice Wallin is secretary of the Beta Club and class poet. The students will deliver speeches at the commencement exercises which will be held May 29 at 8 p. m., in the Laurel gymnasium. —Cut courtesy Citizen-Times



Used Cars

- 60 FORD 1/2-ton Pickup \$1195.00
 - 57 CHEVROLET Belair 2-door H.T.; V-8; Radio, Heater, automatic \$795.00
 - 58 CHEVROLET Biscayne 2-dr. V-8; R&H; automatic; ONLY \$595.00
 - 61 CHEVROLET Impala 4-dr. H.T.; R&H; automatic; V-8; Sharp \$1695.00
 - 57 CHEVROLET Belair 4-dr. H.T.; R&H; automatic \$695.00
 - 57 OLDS 2-dr. H.T.; R&H; automatic \$545.00
 - 64 FORD Fastback 2-dr.; V-8; 390 engine; R & H; 4-speed transmission; balance of warranty transferable. \$2895.00
 - 61 FORD Galaxie 500 4-dr. V-8, automatic; R&H; clean \$1495.00
 - 55 FORD 4-dr.; automa Black \$345.00
 - 57 CHEVROLET 2-dr. H.T.; V-8; automatic \$895.00
 - 56 FORD 4-dr. R&H; V-8; automatic \$345.00
 - 56 MERCURY. Needs tires and work \$145.00
 - 55 BUICK H.T.; clean; needs transmission work. ONLY \$195.00
 - 55 FORD 4-dr.; S. D.; Blue \$195.00
 - 63 FORD 1/2-ton; Sharp \$1795.00
 - 61 GALAXIE; H.T.; black; R&H; automatic; sharp \$1595.00
 - 59 FORD Convertible; Spring is Near \$1095.00
 - 59 FORD 4-dr. & 2-dr; Custom; \$695.00
- SEVERAL OLDER AND CHEAPER CARS

CODY Motor Sales Inc.

Phone: 649-3381
MARSHALL, N. C.
Dealer Franchise No. 1988

Allanstand News

MRS. BIRCHARD SHELTON, Correspondent

A large crowd attended the funeral of Mrs. Edith Williams last Saturday afternoon. The Rev. J. W. Cannon officiated, assisted by the Rev. Champ Rice. Burial was in the Cane Mountain Cemetery. Mr. and Mrs. Herbert Shelton visited the Sheltons on Little Laurel last Tuesday afternoon.

Mr. John Gahagan and his sister, Mrs. Magnolia Shelton, and Mr. Oscar Williams attended prayer meeting at Brigman Chapel last Sunday night.

Mr. Milburn Gosnell is on the sick list this week. We wish for him a speedy recovery.

Terry Lynn Cook returned to school last Monday morning after spending the week-end with her parents, Mr. and Mrs. John Cook of Candler.

Mr. T. E. Tymble, Mr. Jack Shelton, Mr. Joe Griffey and Mr. Birchard Shelton went fishing at

Return From Trip

Mr. and Mrs. Ellis Reese, Mrs. Ray Godfrey, of Dearborn, Mich. and Mr. and Mrs. Jamie Buckner have returned from a week's vacation in Daytona Beach and West Palm Beach, Fla. While there they visited many points of interest, including a tour of St. Augustine.

Madison Drive-In THEATRE

Always the Best in Concessions: Drinks - Ice Cream - Buttered Pop Corn - Sandwiches - Chicken - Shrimp - Oysters IN THE BASKET

Friday - Saturday MAY 8-9

DOUBLE FEATURE

EVERY MOMENT IS A BIG MOMENT IN THE BIG LAND

WARNERCOLOR

THE FIRST JAMES BOND FILM ADVENTURE!

IAN FLEMING'S Dr. No

TECHNICOLOR® Released by UNITED ARTISTS

Sun. - Mon. - Tues. MAY 10 - 11 - 12

Love that YUM YUM!

Jack Lemmon

under the gum tree

IN YUMMY COLOR

Wed. - Thurs. MAY 13 - 14

WHEELER DEALER MEETS SEX APPELLER!

LEWIS REMICK - GARNER

WHEELER DEALERS

FREE ADMISSION — IF YOU can rearrange letters below to spell YOUR name, you and your party will be admitted FREE to any of above pictures. Clip out ad. and present at boxoffice.

NAMES THIS WEEK:

- NacoolyEev
- DaraEisvl
- CCeedillynar
- gganePHIL
- eyeggPARada
- JoodnPaule
- ceeyrERev
- TyooParada
- coJnsmeeFr
- edWalsysen