



PAUSING for a chat just before the picnic dinner at Lake Junaluska Sunday were, left to right, Brandon Hodges, assistant secretary of Champion, Senator William Medford, Mrs. Reuben B. Robertson, Sr., and Mr. Robertson.



PICNIC tables were loaded with everything one could wish to eat, and here is just one of the many tables, with the people passing down the line. In the center is Patrolman W. R. Wooten, one of the many officers who directed traffic.



SPECIAL tables of delicious food were arranged for the several hundred members of Champion's "Old Timer's Club" who attended the Haywood County Day program on Sunday. This was one of the two tables, from which the hundreds were served.



MASTER BRUCE WARREN shows he is happy to be at Haywood County Day. He is the 7-month-old son of Mr. and Mrs. Claude Warren, Jr., Canton. (Mountaineer Photos.)

## Reuben B. Robertson Praises Relations Of County And Local Industry

### Says That Industry Balances Economy

Editor's note: Following is the complete text of the address made by Reuben B. Robertson, president of Champion Paper and Fibre Company, at Haywood County Day yesterday at Lake Junaluska.

On this Haywood County Day, industry is being honored for its contributions to the progress and welfare of our community.

In this world of ours, some people achieve a certain measure of distinction through the simple

process of continuing to live. I have been most fortunate in my enjoyment of good health and have had responsibility in the industrial world for a much longer time than most of my contemporaries.

For this situation — fortunate for me — I claim especial credit because of the choice of parents which I made — parents who provided me with an inheritance of health and longevity.

So — I am here, today, speaking on behalf of industry in Haywood County, no doubt in substantial measure because of the "antiquity" which has fallen to my lot.

My friend, Gerald Cowan of The Wachovia, tells of a chat which he had with a vigorous gentleman obviously well advanced in years who came into the Bank, Gerald, struck by his patriarchal appearance, asked him his age, learned that he was in his middle 80's, and

then asked how he accounted for his good health and longevity. The old timer replied, "I stay mad all the time and I don't take nothing off'n nobody!"

I want to assure you, that as far as I am concerned, I ain't mad at nobody and do not seriously accept the philosophy of that old timer.

Far more enduring is the philosophy of the writer who said the great things of life are accomplished when coercive will is changed to cooperative good will.

In this work-a-day world of ours, we cannot live a well rounded life in an ivory tower of isolation. In order to convert existence into a life we must have contacts with people. Our lives are a complex of impacts, the impacts of economic, political and social forces, on each one of us, the impact of each individual on the conditions that sur-

round him. This is true of the individual — it is equally true of that man-made, legal entity which we call a Corporation.

You and I enjoy many conveniences, many luxuries which are the result of what we call "mass production methods" — and mass production, to maintain its flows, must coordinate the efforts of many men and the flow of many materials. We will always need the Enterprises of small and medium size, for, from them, come a host of new ideas and improvements on old ideas that represent the self-expression of resourceful men. But, from mass-production Enterprises, come most of the articles of daily use such as automobiles, radios, television sets, refrigerators — formerly luxuries — now necessities. The magnitude of many of these Enterprises is such that their financial requirements

transcend the resources of any individual no matter how well-heeled he may be. The repayment of funds, borrowed for corporate needs, also calls for the assumption of obligations extending far beyond the life span of an individual. The Corporation provides a form of synthetic immortality which permits planning for generations yet unborn.

The necessary capital comes, in large measure, through the pooling of the savings of thousands of citizens through the device of stock ownership in Corporations. Our system of Free Enterprise is built to a large degree on such a foundation, and, while it is by no means perfect, it has beyond a doubt been a vitally important factor in creating for the USA the highest standards of living this world has ever known. If we were to attempt, for ex-

ample, to duplicate today by the hand methods of a century ago, the simplest automobile now being offered on the market, and selling in the \$2,000 range, we would encounter the prohibitive cost of not less than \$50,000. Many similar instances can be quoted. So, for its production methods, Free Enterprise needs no apologist.

As Winston Churchill has said, "free enterprise has provided the worst economic system the world has ever known, except every other system that has ever been tried."

Free Enterprise, as I see it, has been well described in these words:

**FREE ENTERPRISE**  
The power to choose the work I do, To grow and have the larger view, To know and feel that I am free, To stand erect, not bend the knee, To be no chattel of the State,

To be the master of my fate, To dare, to risk, to lose, to win, To make my own career begin, To serve the world in my own way, To gain in wisdom day by day, With hope and zest to climb, to rise,

I call that "Free Enterprise."

Since the Corporation, through which so much of Free Enterprise functions, is deathless and may live on beyond the life span of many men, it is often referred to as being soulless, and the use of that word "soulless" carries the implication that corporate management is devoid of the finer attributes that differentiate man from animal.

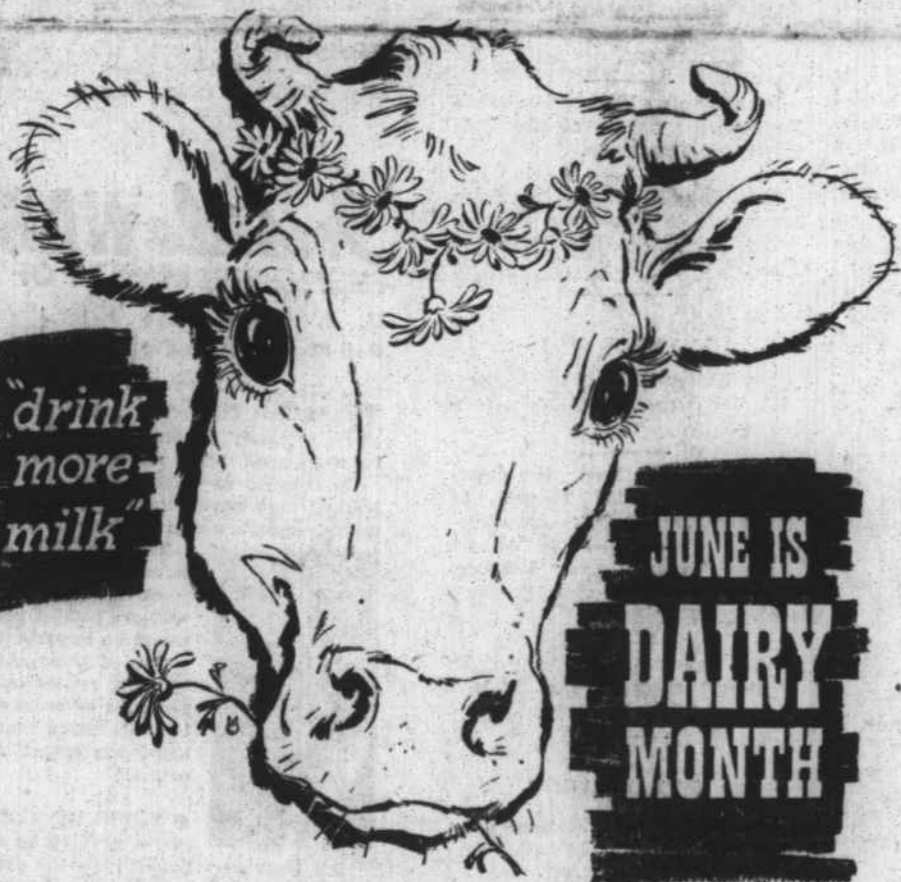
Tolerance, consideration, charity, friendliness are looked upon as human characteristics that do not exist in the Corporation — but that concept is wholly wrong, for

the Corporation is of necessity, man-managed, and its corporate behavior takes on the personal attributes of the men who create its policies.

"Might of the roaring boiler, Force of the engine's thrust, Strength of the sweating toiler, Greatly in these we trust, But back of them stands the planner, The thinker who drives things through, Back of the job, the dreamer Who's making the dreams come true."

Inasmuch as Champion is celebrating the 50th anniversary of its coming to Haywood County, it is only appropriate that the verse I have just read should be in honor, and in memory, of Peter G. Thomson, who was the Thinker

(Continued on Page 3)



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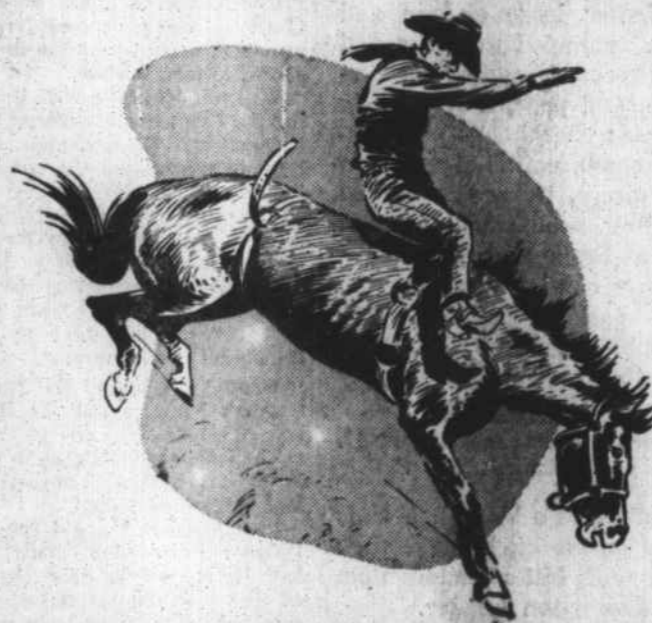
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