

New Parcel Post Rates Go Into Effect Apr. 1

MURPHY - Postmaster Joe Ray reminded residents of this area that an effective date of April 1 has been set for new domestic parcel post rate increases.

The parcel post increase ---approved recently by the Interstate Commerce Commission and averaging about 13.1%---is expected to yield about \$75.4 million annually. Catalog rates will be increased approximately 13% and will produce added revenue of about 2.4 million dollars if 1962 volume is maintained.

The higher rates do not affect air parcel post or international parcel post.

Postmaster Ray said he has been advised by Postmaster General John A. Gronouski that the decision of the ICC will assist the Post Office Department in carrying out its objective of reducing the drain on the Federal treasury by \$100 million.

The last parcel post increase was on February 1, 1960, the postmaster pointed out.

To illustrate the effect of the new rates here, Mr. Ray noted that a six-pound parcel --- which is the average weight --- for local area delivery will cost 37¢ instead of 32¢.

Mrs. H. A. Mattox and Mrs. Hobart McKeever spent several days last week with Mrs. Mattox's parents, Mr. and Mrs. H. P. Cooper of Atlanta.

-M-

NOTICE TO TAXPAYERS

All taxpayers who own or control property subject to taxation in Clay County will take notice that the Board of County Commissioners of Clay County will meet as a Board of Equalization and Review at the Commissioners Office in the Courthouse in Hayesville, Clay County, North Carolina, on Monday and Tuesday, April 6 and 7, 1964, and such time thereafter as may be necessary, for the purpose of examining and reviewing the tax lists of each township for the current year and shall hear any and all taxpayers who own or have taxable property assessed for taxation in the County and correct any error appearing in the abstracts and for the transaction any other business which may come before the Board in compliance with the Machinery Act.

All real property was revalued in Clay County as required by law in the year 1962 and the Board will not have the authority to change the value of any real property from the value at which it was assessed for the preceding year, except where there has been improvements or basic change in the class of the property, or as allowed by law.

This the 9th day of March, 1964.

BOARD OF EQUALIZATION AND REVIEW OF CLAY COUNTY

By: Neal N. Rogers
Clerk to said Board and
Tax Supervisor
34-3tc



DEMOCRATIC CANDIDATE for Lieutenant Governor Robert "Bob" Scott, son of the late Gov. Kerr Scott, congratulated Charles Forrister here Monday night after Forrister was elected President of the Cherokee County Young Democrat Club.

Bob Scott, Candidate For Lt. Governor, Visits Here

MURPHY - Democratic candidate for Lieutenant Governor Robert "Bob" Scott, son of the late Gov. Kerr Scott, was in Murphy Monday, and addressed a meeting of the Cherokee County Young Democrat Club Monday night at Murphy Elementary School Library.

Speaking on the duties of the Lieutenant Governor, Scott said that if he is elected, he wants to increase the duties of the post, traveling over the state and meeting with the people, to give a closer liaison with the capitol, and to get suggestions and criticisms.

He praised YDC Clubs for their efforts in getting people to register and vote, and he urged all voters to register and participate in the May 30 primary.

New officers for the club were elected Monday night.

Vincent Crisp, past president, presided over the election. New officers are Charles Forrister, president; Mrs. Nellie Curtis, vice-president; Miss Sarah Fleming, secretary - treasurer; and Mrs. Barbara Stalcup, reporter.

Sen. Frank Forsyth of Murphy introduced Mr. Scott at the YDC meeting.

Cherokee Scout & Clay County Progress, Thurs., Mar. 19, 1964

Mrs. Edith Fuller is visiting relatives in Atlanta this week.

Mrs. R. L. Wilkins will visit relatives in Atlanta on Wednesday of this week.

Mrs. Hoke Phillips of Robbinsville is visiting her son-in-law and daughter, Mr. and Mrs. Charles Hyatt and children this week.

Western Auto Opens Catalog Order Center

MURPHY - The Murphy Western Auto dealer store, owned by W. A. "Dub" Singleton, this week announced the opening of a new catalog order center as an added service for customers in this area.

Mr. Singleton said the service is part of a nationwide catalog order program being launched by Western Auto at this time through its 438 company stores and more

than 4,000 home-owned and operated dealer stores. This will constitute the largest single group of catalog order centers in the U. S., he said.

The distribution of millions of colorful catalogs is now being made in all sections of the nation and should be completed soon. The catalog, with 320 pages, lists thousands of items offered by Western Auto.

Mr. Singleton said he will complete distribution of the catalogs to his customers in the next few days. Anyone who does not receive a catalog can get one by coming to the store, he said.

Tennessee Ernie Ford, popular radio and television personality, has been signed to feature the new catalog order service on his ABC network television show.

He also will present a series of radio commercials describing the new catalog order program. In addition, Western Auto will highlight the new service in its national advertising program and more than 200 daily newspapers.

Mr. Singleton pointed out that the new catalog order service enables him to offer literally thousands of merchandise items which space would not permit him to display in his store.

"We know that many of our customers will welcome the opportunity," he said, "to sit at home and shop the complete merchandise lines in our new Western Auto catalog. There's a surprising selection of values from barbecue grills to vitamin pills."

Mr. Singleton explained that one of the most important features of the new service is that prices shown in the catalog are the prices the customer will pay, including postage and delivery costs. The customer does not have to figure weights, freight rates, or shipping charges, and then add transportation costs to the price of the merchandise. All charges are included in the listed catalog price.

He also emphasized that Western Auto will extend its long-standing policy of satisfaction or money back to include all catalog order merchandise.

Miss Addie Mae Cook of Bryson City spent the week end here.

Mrs. Ottilie de Calongne of Marietta, Ga., will spend the week end here as the guest of Mrs. Ruby Hill.

Andrews Coach Proud Of His 'Champions'

EDITOR'S NOTE: The following story about Andrews High Basketball Coach Cecil Mashburn appeared in the Sunday Asheville Citizen-Times.

By Al Geremonte
Citizen-Times Sports Writer

Coach Cecil Mashburn, a scholarly-looking fellow who stays in character, at least, 85 per cent of the time when he is overseeing his Andrews High School basketball team in action admitted "concern" during the hectic District 8 Class A championship game in Erwin Friday night.

Held at bay for three periods, the rangy Andrews Wildcats came through in the clutch to beat a game Mars Hill quintet 62-52, and thus qualify for the state tournament in Durham beginning Wednesday.

Asked whether he had been doubtful of the outcome against the Madison County team, Mashburn said:

"Of course, I was concerned. I don't mean to say that the boys were shook up or anything like that. In fact, they were pretty calm. But under the boards we didn't get the shots, and that became a source of concern for me."

Mashburn lauded the Mars Hill team as a whole and singled out Steve Davis, the diminutive guard, whose uncanny set-shot shooting netted 18 points and kept Mars Hill in the game during the first half.

"I think they had a hard-playing club," Mashburn said. "The odd part of it was that when we scouted Mars Hill, we didn't see much of Davis. He was a surprise to us. His accuracy reminded me of little Don Morris of Murphy, who is also a good shoot from the outside."

The victory over Mars Hill was Andrews' 27th without defeat. Reflecting on the campaign, Mashburn pointed to Murphy and Mars Hill as the Wildcats' toughest foes.

"Of course," Mashburn said, "Murphy always give us a rough time. In one of our games during the regular season, we beat Murphy in the last ten seconds of the second overtime, 70-67. That's the night Jerry Thompson came off the bench and saved the game for us. Mars Hill was tough until the last two minutes of the game when we began to fast break."

Andrews, a team which sports five starters averaging in double figures, is a running aggregation which hasn't had to employ ball control tactics. Asked whether he had contemplated using such a tactic against Mars Hill, Mashburn answered:

"Up to this point, we haven't had to play control ball. We have control patterns in our plays and we constantly work on them. But during the past year, we've always been either out front or in command of the game."

Mashburn pointed out that Andrews had been lucky through the season, because "if one boy had an off night, another took up the slack."

"For example," Mashburn said, "we were depending upon Tommy Brooks the other night against Mars Hill. But he was blocked on several under-the basket attempts and it knocked him off form. But John Gernert took up the slack and scored 20 points."

Gernert, 6-foot-3 and Terry

Winfrey, a backcourt playmaker, are hitting at a 13-point clip, while Larry Owenby, 6-foot-3, is hitting 12. Brooks is averaging 15 points per game, and Butch Sursavage, 6-foot-4 and a member of the Citizen-Times' 1964 All-Scholastic, is leading the club with a 17-point average.

Mashburn is proud of his Smoky Mountain champions.

"They've been a real nice bunch of boys," he said.

Feed Grain Program Open To Cherokee Co. Farmers

By Bass Hyatt

MURPHY - The government will pay direct payments to each farmer that participates in the Feed Grain program. March 27 is the deadline to sign up.

If the farmer participates, he agrees to leave his corn land idle or to sow it in a soil conserving crop. He is not to harvest anything from this land from April 1 until October 1.

Cattle producers can graze diverted acreage after October 1. If the land is seeded in fescue and left all summer to accumulate it will have a tremendous amount of forage on it by October. This additional supplementary pasture could extend the grazing season for many cattle growers.

Many farms are so small to justify the operator owning a complete line of corn farming equipment. These farmers will normally receive a greater net return by participating in the Feed Grain program than by leasing their land or by having it worked by custom operators.

The Feed Grain program is an answer to problems of the farmer who is physically unable to tend corn.

Grasses and legumes will build up the soil while land tended to corn will decrease in fertility and could erode.

For details about the Feed Grain program, come by the Cherokee County ASCS office.

Officials From 10 Counties Coming For District Meet

MURPHY - County Commissioners, accountants, attorneys, welfare officials, and other county officials from ten North Carolina counties are scheduled to attend a district meeting in Murphy on Tuesday, March 24.

The meeting will begin at 10:00 a.m., and it will last until mid-afternoon. The counties scheduled to attend include Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Polk, Swain, and Transylvania.

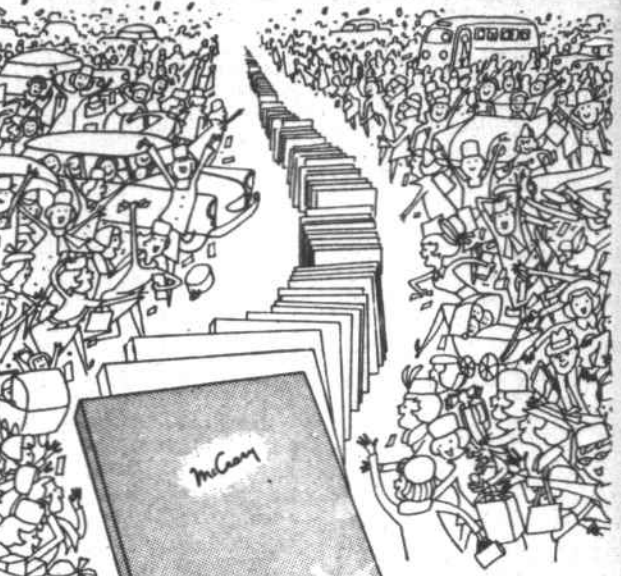
The district meeting is sponsored by the North Carolina Association of County Commissioners, and the county officials of Cherokee County are making the local arrangements.

Alex McMahon, the Association's General Counsel will discuss a number of problems involved in administering public welfare programs, including the relationship between the county commissioners and the welfare board and the classification and compensation plan for welfare employees.

Also scheduled for discussion are the possible effects of a new uniform court system on county government, several property tax problems, and other matters of interest.

There will be a general discussion period to consider other problems and matters of interest to county officials.

Collins-Crain Department Store



**RUN
NOW FOR
run-proofed
McGary
NYLONS**

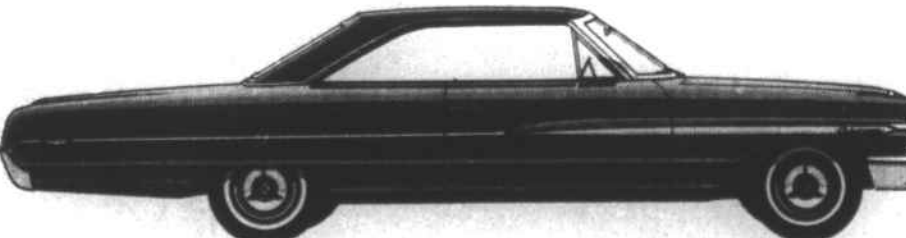
ONCE-A-YEAR SALE! Don't miss this rare opportunity to get your favorite nylons at the low once-a-year sale price. Come early and choose the latest, loveliest shades. No-seams or seamed...run-proofed at top and toe.

"The stocking with  the arrow"

YOU WIN!!!

TOTAL PERFORMANCE HARDTOP SALE!!!

Check the box score! Front-running Fords have chalked up 10 out of 11 wins in the big 500-milers! Total performance makes Fords consistent winners in the toughest tests going. Now you can get a winning deal on every total performance Ford, Fairlane and Falcon Hardtop in stock. Come in today...pick a winner...and save plenty!



'64 FORD HARDTOP! See and drive this Ford "fastback" Hardtop. It's the '64 version of the car with the big record--

10 straight wins in NASCAR 500-mile races. Enjoy Ford's total performance every mile you drive!



'64 FAIRLANE HARDTOP! Test-drive a Fairlane 500 Sports Coupe. Options include the same basic 271-hp V-8 that powered the Cobra to win after win in sports-car competition.



'64 FALCON HARDTOP! Sample total performance in a Falcon Sprint Hardtop...the model that took two class wins this year in Europe's rugged Monte Carlo Rallye.

Try total performance for a change...at your Ford Dealer's!

BURCH MOTORS

Dealer No. 698

Phone 837-2121

Murphy, N. C.

Adequate Wiring PAYS



You get your money back in service and savings when you install adequate wiring in your home. With proper wiring the electric appliances that cook, wash, dry clothes, heat water, cool, and do so many other jobs for you work faster --- work more economically.

And your home is more comfortable --- worth more when you live in it, worth more when you sell it. Adequate wiring pays for itself --- over and over --- in convenience, in comfort, and in economy.

See your local electrician or call our planning specialists about adequate wiring today.

MURPHY ELECTRIC POWER BOARD

