

The Franklin Press

and

The Highlands Maconian

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A Fine Opportunity for Macon County Farmers

ONLY a cursory examination of the facts reveals that something is wrong with agricultural conditions in Macon County. While farm outputs have been increasing so rapidly in other sections of the country as to necessitate drastic measures for crop control, exactly the reverse has been taking place in this county. Not only have we suffered from the general decline in prices paid for agricultural products, but we also have experienced an alarming decrease in production. A glance at government statistics is convincing:

Cattle, one of our chief sources of income, decreased 28 per cent from 1920 to 1930, or from 8,982 to 6,476, according to the U. S. Census reports for those years. During the same period, hogs dropped about 50 per cent in number, or from 8,582 to 4,275.

More recent figures show an increase in cattle since the last federal census, but a still further decrease in hogs. The 1935 tax books for Macon county list 4,083 milk cows and 4,097 other cattle, a total of 8,180; but the number of hogs carried on the books is only 3,406, considerably less than half the number reported for 1920 and not nearly enough to supply the county's own pork needs. No wonder that carload after carload of fat meat is shipped into Franklin!

But figures don't tell the story half so convincingly as the farmer himself. Talk to almost any dirt farmer in Macon county and he will admit that he is a sick man.

What is the trouble? It is easy to find one of the principal causes; Macon County farmers are not producing enough. Then comes the question: Why aren't they growing more? Almost any farmer will answer that in a trice. It is simply because he can't sell what he already has. We believe most of the farmers of the county and those acquainted with their situation will agree that their greatest handicap is the lack of marketing facilities.

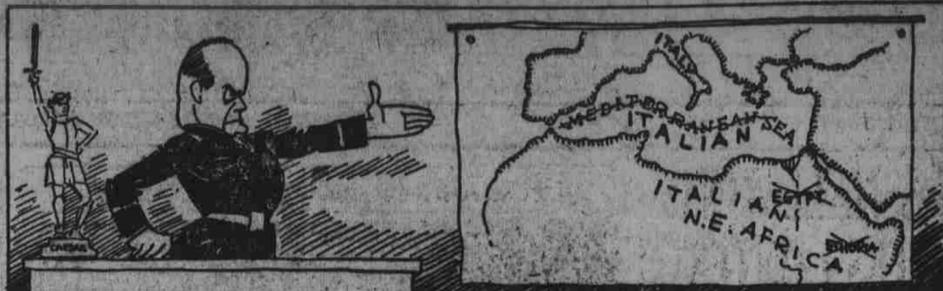
An outlet for farm products must be provided in this county before the farmer can recover from his present predicament. Some years ago an effort was made through the organization of a local Farmers Federation, but the organization failed. It failed, however, not because of the basic plan of cooperative marketing and buying by farmers; but because of lack of experience, insufficient capital and mismanagement. Cooperative organizations have stood the test of time in other sections of the country and proved a Godsend to member-farmers. The right kind of cooperative organization, with the right kind of support, can do the same thing for the farmers of Macon County.

Such an organization—The Farmers Federation, Inc., which operates in seven Western North Carolina counties—is now offering its services and facilities to the farmers of Macon County. This organization, with headquarters in Asheville and 13 warehouses throughout its territory, was established in 1920 and since then has enjoyed a steady growth. It has survived the money-madness of the twenties, the bank failures and depression of the thirties. It has had its ups and downs and suffered growing pains; but, under the able leadership of James G. K. McClure, Jr., president and general manager, it has wide recognition and established an enviable financial standing. And, what is more important, it has a loyal, enthusiastic membership—members who in addition to selling their produce to good advantage, have been drawing dividends on their stock for the past three years.

The Farmers Federation, Inc., has a staff of experienced marketing agents, and has established connections with buyers that no individual farmer or local cooperative could hope to gain. In addition to its warehouses, the federation also operates egg and poultry markets, sending surplus poultry and eggs to northern markets; a poultry dressing plant at Asheville; three hatcheries; four sweet potato curing houses, a cannery for handling surplus truck; and a department for handling forest products.

Macon County farmers can get in on the ground floor of this organization and enjoy the fruits of its experience, facilities and contacts. It is a fine opportunity, one which this newspaper is more than glad to recommend to its farmer-readers. We feel that we would be derelict in our duty if we failed to do all in our power to encourage such a means of improving farm life and increasing farm incomes in Macon County.

NEWS REEL - Front Line Interviews — by A. B. Chapin



ROME: ON BEING ASKED WHAT HIS AIMS REALLY WERE, MUSSOLINI SIGNIFICANTLY POINTED TO A MAP AND REPLIED, "ROMA RESURGENT."



MADRID: WHEN INTERVIEWED SAID: "WELL, WEL, FIRST BIG CHANCE I'VE HAD IN 20 YEARS TO MAKE A FEW MUNITIONS FELLOWS GLAD AND MILLIONS OF MOTHERS SAD."



LONDON: JOHN BULL SAID "SO, IL DUCE THINKS 'EE CAN TWIST THA LIONS TAIL, DO 'EE? WELL, I'LL SHOW 'IM!"



EVERYWHERE: U.S.A. — MR. JOHN G. PUBLIC, ASKED WHETHER HE FAVORED THE U.S. MARRING- IN THE EUROPEAN MESS, SAID —



PEACE: ON BEING INTERVIEWED SAID, "MANKIND SEEMS UNNER TO LEARN FROM SAD EXPERIENCE. IT REMAINS FOR ME CONTINUE MY WEARY STRUGGLE UPWARD THROUGH THE DARKNESS."



ADDIS ABABA: EMPEROR SELASSIE SAID, "I SEEM TO BE THE SMALL FISH FOR A MONUMENTAL GRAB."

We Are Grateful

THE Press-Maconian closed a successful circulation campaign Saturday night and this newspaper now can boast of the largest paid circulation it has enjoyed since pre-depression times. In fact, we believe that the outcome of this campaign is a good indication that the depression is well nigh over.

The publisher, in his gratification over the results of the subscription drive, wishes to take this opportunity to express his sincere appreciation to all who helped to make it successful—the contestants, the campaign manager, Mr. D. M. Bain; and, last but by no means least, the subscribers, new and old, without whose support this newspaper could not function.

Seven loyal workers remained in the field throughout the campaign and we are thankful to each and every one of them. They manifested a fine spirit of sportsmanship from beginning to end. We only wish that all could have been first prize winners.

Mr. Bain, a native of North Carolina, won the respect and friendship of the office staff and campaign workers alike right at the outset. After 12 years experience in this particular field of newspaper work, added to previous experience as a newspaper reporter and publicity man, he can qualify as few can as an able campaign director. He dealt fairly and squarely with every contestant, and his official reports of the campaign, now open for inspection by any interested person, are a fine example of his efficiency and integrity.

Of course, we are greatly pleased over our increased circulation—an addition of more than 500 new subscribers; but we do not take full credit for this. One of the principal reasons, we believe, for the fine support in this campaign is an increasing realization by the public of the need for a good county newspaper, and that no county can have such an organ without the loyal support of its residents. We shall strive to make this newspaper worthy of such support, and with the continued cooperation of our readers we are optimistic of continued success.

Major Carmack

ENTHUSIASTIC over the beauty of the mountains, the fine climate and Macon County's prospects of an increasing popularity as a summer resort, Major J. Frank Carmack, retired army officer of Tampa, Fla., has leased the Franklin golf course, swimming pool and Camp Nik-wasi for three years.

Major Carmack, with his wife, came here in early June and frankly stated that he didn't know whether he would stay or not. "I'm going to look the place over first," he remarked. He took a good look and he stayed. He became acquainted with folks and entered into the community life. It was his idea and his initiative behind the recent all-day jamboree held at the golf course.

A man of ability and constructive motives, Major Carmack will make a first rate citizen.

He plans to spend the fall and winter in Arkansas and Florida and, we venture, when he returns in the spring he will bring some folks from both states back with him.

With the support we feel sure the people of Franklin will give him, Major Carmack can make the golf course a major attraction to draw people here during the vacation months.

Hail, Major, and success! We'll be looking for you next spring.

From the Files of THE PRESS

TEN YEARS AGO

Joe Ashear bought the Morrison school on the Georgia road. Teachers were not allowed to have school-night dates. Gilmer Crawford was clerking at Sloan Bros. Joe Moore was attending Mercer.

THIRTY YEARS AGO

Attorney George A. Jones spent several days in Raleigh. George Redding, Atlanta, was visiting his sister, Mrs. F. L. Siler. Rev. W. L. Bradley baptised 33 in Watuga creek. Mrs. F. S. Johnston and daughter, Lynn, spent several days in Forsyth, Ga.

Muse's Corner

Faith In Music and Our Master

I have just been up in the court-house room
To end all my sorrow and vanish my gloom;
It isn't very often we hear such a treat,
To listen to music that cannot be beat.

Many different classes from far and near,
Which nothing outclasses, we were grateful to hear;
So if any of you mortals, who happiness endure,
Failed to be present, you missed something, sure.

No name in person will I mention right now,
But to show you I am willing, to their honor I bow,
And I trust for good reasons and seasons to come
That we will be blessed with their spiritual hum.

For in that land where these classes shall meet,
We hope to all gather, with the beautiful and sweet,
And hear the great welcome that never shall end
In that City with our Master, our Savior, and our Friend.

—Troy F. Horn.

She—Major, did you get that scar during an engagement?
Major—No—the first week of our honeymoon.