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and

# The Highlands Maconian

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This newspaper invites its readers to express their opinions on matters of public interest through its columns. The Press-Maconian is independent in its policies and is glad to print both sides of any question. Letters to the editor should be written legibly on only one side of the paper and should be of reasonable length. The editor reserves the right to reject letters which are too long, are of small general interest or which would violate the sensibilities of our readers.

### Straw Polls Misleading

REPUBLICANS are making much of the outcome of various straw polls conducted during the past year on presidential prospects, and even some Democrats, taking the pseudo ballots at their face value, have been misled into believing that maybe Mr. Roosevelt's hold on the electorate is slipping.

In a cool analysis of the state-by-state returns of the major straw polls which already have been completed one will find, however, little evidence to support the conclusions that have been drawn by those who have conducted these polls. Republicans who scan these returns critically will find only disappointment, and doubting Democrats will discover a tonic for their waning spirits.

Writing in the August 8th issue of The Nation, Paul W. Ward riddles with holes of doubt the straw vote put out by Dr. Gallup's Institute of Public Opinion, the Literary Digest poll completed last January and the Farm Journal poll which was started in July.

"Though all have been represented otherwise," comments Mr. Ward, "none of the three (polls) offers much support to the Landon cause. In the most reliable of them all, the Digest poll, nearly 2,000,000 votes were cast, and 62.6 per cent of them were cast in disapproval of the New Deal, which carried only 12 states in this test. But the question on the ballot was so badly phrased as to open the way for many different deductions, and the voters were not given a chance to vote for or against Roosevelt, who unquestionably is more popular than the New Deal.

"The other two polls may be quickly dismissed, especially the Farm Journal poll. It is taken not by mail but by solicitors, and solicitors are notoriously inclined to lead the voters, especially when they are employed by the type of firm that publishes this magazine. The firm is owned by Joseph N. Pew, Jr., oil man and prominent Liberty Leaguer, who bought the Farm Journal out of receivership last October. A 25-cents-a-year magazine claiming a circulation of about 1,250,000, it reads like a campaign pamphlet from the Republican National Committee. x x x x x x

"I may add for the benefit of those who don't believe in figures yet do believe in Dr. Gallup's polls, that the latest gave Roosevelt an edge of 2,000,000 in the popular vote but found Landon a six-vote lead in the electoral college. It achieved this result by giving Landon the benefit of the doubt wherever possible. It conceded to Roosevelt 24 states with a total of 229 electoral votes and to Landon 15 states with a total of 99 votes. Then it proceeded to parcel out 14 doubtful states, giving 11 with a total of 173 voters to Landon and three with a total of 30 votes to Roosevelt. Among the doubtful states it gave to Landon was Montana. Two weeks after the poll was published Montana held its primary elections. New Deal candidates won the Democratic contest. The total vote for both parties was 67 per cent Democratic in the case of the governorship and 74 per cent in that of the senatorship. If the disparity between the poll and the Montana vote holds throughout the poll—and primary returns in other states warrant a belief that it does—only four states that Gallup concedes to Landon will actually be found in his column in November; Roosevelt will have the remaining 34 and a record-breaking total of 510 electoral votes."

Mr. Ward concludes that Landon doesn't have a Chinaman's chance and, by an analysis of many factors entering into the situation deducts most convincingly that "Roosevelt will carry at least 31 states and poll at least 286 electoral votes, which is 20 more than he needs, and there is a better-than-even chance that he will poll more than 400 out of a possible 531."

The only states safely Republican at this time, Mr. Ward believes, are Vermont, New Hampshire, Massachusetts, Maine, Connecticut and Kansas, which will vote for Landon out of local pride. Roosevelt will have enough electoral votes without those of the above states or of any of the following: Delaware, Illinois, Maryland, Michigan, Nebraska, New Jersey, New York, North Dakota, Ohio, Pennsylvania and Rhode Island. But in many of these, Mr. Ward points out, Roosevelt has better than a fighting chance.

The most recent Literary Digest poll was not taken into consideration by Mr. Ward, as it had not started at the time his article was published. We will watch with a great deal of interest the outcome of this poll. It should prove more reliable than that of last January on the popularity of the New Deal as the question of the current poll is not so confusing. But wise political observers will draw their own deductions from all unofficial polls, allowing plenty of room for error and taking into full cognizance the fact that no straw vote thus far held "is large enough to reflect anything but the grossest sort of shift in public sentiment."

## BRUCE BARTON Says:

### BEWARE, SWEET SOUNDING WHISTLES

At a recent convention of the Society of Friends, generally known as Quakers, it was announced that "not a single Quaker has been on relief rolls during the national depression."

These extraordinary folk are a survival of another era. They conceive it their duty to "exclude themselves from the frivolous pursuits of pleasure," and never have asked help to keep up payments on the automobile. Benjamin Franklin, who lived among them and was a close student of their habits, has left us many reasonable sayings, such as the following:

"Beware of little expenses; a small leak will sink a great ship."  
"Buy what thou has no need of, and ere long thou shalt sell necessities."  
"Keep thy shop, and thy shop will keep thee."  
"Diligence is the mother of good luck."  
"A child and a fool imagine that twenty shillings and twenty years can never be spent."

In a letter to Mme. Brillou, written while he was representing our country in France, Franklin told how as a small boy he received a pocket full of pennies as a birthday gift. On his way to the toy shop he met another boy who had a whistle that charmed him. In a great hurry, young Benjamin offered all his pennies for a similar whistle, only to learn, on his return to the house, that he had paid much more than the whistle was worth.

"I conceive," Franklin wrote, "that a great part of the miseries of mankind are brought upon them by false estimates of the value of things, and by their giving too much for their whistles."

Quakers cling to the old-fashioned notion that hard work, living within your income, and a sturdy self-respect are highly valuable spiritual possessions—much too valuable to be traded for any sweet-sounding whistle.

### WHENCE COME IMMORTALITY

A dinner was held the other night at which a bronze medal was presented. The dinner was a simple affair, in the grill room of a modest restaurant, down below the street level; it was inexpensive because the people who gave it were mostly artists; they constitute what is known as the Institute of Graphic Arts. The medal was presented to J. Thomson Willing.

"So what?" you probably say. "There are dinners every night, in every restaurant, and who cares? Who is J. Thomson Willing?"

He began life as an artist but, because he had talent for directing and encouraging the work of others, and a fine instinct for the proper arrangement and balance of art and type on the printed page, a newspaper annexed him as art editor.

Subsequently Willing was lured to New York by a great lithographic house, and later he moved on to a group of national magazines. It was during the days of his magazine activities that I came to know him.

We had been together only a few days when I noticed something strange about his office. It seemed to be always full of people. I asked him about it, and he blushed a little, and said: "Every year a lot of young artists come to New York, and feel that somebody ought to be a sort of Welcoming Committee. So I encourage them to come in. It takes a good deal of time, but once in a while I am rewarded by making a real discovery."

Around the table on the night the medal was presented were some of the best known artists in America. They were there because J. Thomson Willing had helped them when they were young; in many cases he was the first to hold out a kindly hand and utter an encouraging word.

He has no wealth; he has no fame beyond the limits of his own profession. But his life will live in the lives he has helped, and in lives that they, in turn, will influence. This is immortality.

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**Night Automobile Accidents Serious**

**AS NIGHT FALLS REDUCE your speed**

**TICK**

*Travelers Ins. Co., St. Paul*

Last year during daylight there were 14,000 fatal automobile accidents as against more than 19,000 during dusk and darkness. But total accidents in daylight exceeded the number during dusk and darkness by more than 130,000.

The fatal accident record during dusk and darkness, in proportion to all accidents in such periods, was 92 per cent greater than the daytime experience. The tremendous loss of life during hours of darkness constitutes one of the strongest arguments against the present-day practice of driving too fast.

way to explain the high death per accident at night by the fact that many operate at speeds during darkness not permit them to stop within range of the illumination by headlights. Under such conditions lives are crushed out the unexpected happens highways must be illuminated the lighting of streets imp drivers must remember the warning: WHEN THE GOES DOWN, SLOW DOWN

## PARK TRAVEL IS INCREASING

### Great Smokies Park Draws 125,672 Visitors In August

ASHEVILLE, Sept. 16.—An estimated total of 125,672 visitors from 46 states, the District of Columbia and Canada entered the boundaries of the Great Smoky Mountains National park during the month of August, according to J. R. Eakin, superintendent of the park.

The August park travel was 24.3 per cent greater than the total for August, 1935, and 42 per cent of the visitors came from states other than the neighbor states of the national park, Tennessee and North Carolina. The August total, which shows a substantial increase over the same period of 1935, it is believed, forecasts a substantial increase in visitors during 1936 over the preceding year. The estimated total last year exceeded 500,000 and was greater than that of any other national park.

During the months of September and October visitors in the National park will witness the display of autumn foliage which has no equal elsewhere in America for variety and brilliance. The park is known to have the greatest number of species of trees and shrubs to be found in America with both northern and southern species indigenous upon the slopes of the mountains at varying elevations.

New highways which have been completed or which are open to travel and nearing completion within the park, have opened new beauties of the park to the view of the visitor. It is anticipated that the autumnal months will follow the August lead in marking up new travel records into the Great Smokies.

### Food Fads Usually More Harm Than Good

Most food fads are ignorance rather than a lack of foods and the requirements of the human body.

No well informed person would advocate the absurd diet recommended by self-styled "professors" who promote the sale of certain foods.

This is the opinion of Dr. Sherwood, of the National Experiment Station, who has spent a considerable time in promoting the sale of certain foods.

The public has become so conscious during the last few years that people fall easily for quacks who talk glibly of hydrates, proteins, fats and vitamins, Dr. Sherwood says.

Since most of the food fads are based on an element of ignorance, it is obvious to the public that the popular theories suppose that every element of food make is also true.

Every time the food fad mongers with the human body, Dr. Sherwood declared, they do more harm than good.

He would have people eat that white bread is made of proteins and carbohydrates never be eaten at the table that certain so-called "essential" foods are essential to life, happiness, the doctor says.

He added that he is not going to reputable physicians who recommend people who cannot eat or who are in need of certain foods.

But these recommendations based on the needs of the individual, and are made by those who know what they are talking about. The faddist, on the other hand, usually urges the same for all people.