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### The Horse is Still With Us

EVERY so often we hear the prediction made that the horse will vanish from the American scene in a few years. Most of the prophets are fond of saying that their grandchildren will be able to see horses only in zoological gardens. But right on the heels of these dire forecasts, there always pops up some new evidence that the day of the horse is not yet over.

It is human nature, we suppose, to imagine that the new must always displace the old. Not long ago it was electricity that was going to displace steam. More recently the belief was current that internal combustion motors were going to make steam engines obsolete.

But along comes the United States Navy with the announcement that the two new battleships about to be built will be powered by steam-engines without any electric driving mechanism, although five of Uncle Sam's capital ships have electric drives. And in spite of the excitement and publicity about Diesel-engined locomotives on some of the modern streamlined trains, the newest highspeed locomotives being built for important railway systems are steam engines.

Coming back to horses, it is true that there are not as many being used as there were twenty years ago, but there are more than there were five years ago. The highest count of horses on American farms was in 1918, when the Census enumerators found 21½ million. By 1931 the number had dropped to under 13 million, but the most recent count shows more than 15 million horses now at work.

New York state has just announced that its farmers will have to import 19,000 horses from the West this year to provide the motive power they need on their farms. Good work horses are no cheaper than they ever were. An average of \$200 each is about the ruling price in the East.

Horseshoe makers have just reported a heavy drop in sales since 1933, but a good deal of that is accounted for by the growing practice of farmers of using unshod horses. Where horses are used only for field work and their hoofs do not have to hammer on the hard highway, horseshoes are unnecessary. Modern concrete roads full of automobiles have driven the horse off the thoroughfares, but he is coming back on the plowed fields.—Selected.

### Our Natural Resources

THERE is a widespread revival of interest in the subject of conservation of natural resources. It is emphasized by the dust-storms and floods, which are probably attributable in some degree to the recklessness of humanity. Doubtless the plowing under of the buffalo grass in parts of the Great Plains has contributed to the erosion of the soil by wind, while the cutting off of the virgin forests probably has had some effect in making it easier for rain to wash away the fertile soil and to flow unchecked into flooding rivers.

Any program of conservation, to be effective, must go below the surface. There is serious talk of reoppression by the State of Pennsylvania of the anthracite coal mines, whose owners say they cannot operate them profitably, but which are being mined by "bootleggers" who have no legal right to the coal. Some such talk is heard about our oil resources, believed by some to be in danger of exhaustion.

The time may come when the whole question of who actually owns the natural resources of the nation will have to be reviewed. One of the grievances of the New England colonists against the British, which resulted in the Revolution, was the British

## A Voice from the Past

by A. B. Chapin



contention that all forests were Crown property, and no colonist might cut timber fit for frames, masts and planks of the Royal Navy without permission from the government.

If that principle were carried to its logical conclusion, then all of the timber and mineral wealth of the nation would be Government property, to be extracted only by Government permission and under Government regulation. Perhaps that might work out well, but more probably it would work about as badly as did the system under which the Government-owned lands of the West were given to anyone who would comply with simple and easy regulations.

There is no doubt that much of our natural wealth has been depleted, and can never be restored. More and more the population of the United States will have to depend upon industrial labor to create new wealth rather than upon taking wealth directly from the land. This is going to mean a progressive shifting of population toward industrial centers, and that will bring a new set of social problems with it.

The question is how far any government will ever be able to deal wisely and effectively with these social changes.—Selected.

finally remarked: "Why, you know, merchandising; everybody knows what you mean by merchandising."

I told him that I had listened to much conversation on that subject in 1929, but had never heard any one define the term. "In those boom days it seemed to mean over-selling," I continued. "It meant pushing up the sales quota twenty-five per cent every year; lying awake nights to think up ways of making people buy more than they needed; going out extravagantly to steal the other man's customers. All that sort of high pressure activity was called 'merchandising' in 1929," I said, "and if, when we speak of 'getting back to normal' we mean getting back to that rush and strain then I am not much interested."

He went away shaking his head, as if I had uttered treason against American enterprise.

The kind of merchandising problems that I believe our country must face sooner or later are problems like the following:

Why, with so much wealth, are so many men out of work? Why, with so many labor-saving devices, have we so little leisure? Why were our parents, who were so much poorer than we, still so much more contented, peaceful and secure?

How can we think more about human beings and less about money? How can we recognize the economics of distribution so that everybody can have more of the good things of life as a result of steady, smooth production?

I cannot answer these questions, but I do believe it is important to get as many men as possible thinking about them.

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## BRUCE BARTON Says



### SERMONS SHOULD BE INSPIRING

Last summer I went to a white church in a New England town. The preacher for the day was a famous man from a big city. The church was only about one-tenth filled. Even his famous name was not enough to pull people away from the cool woods and beaches.

When the preacher arose to announce his text, I thought: "Now we'll catch it. We shall be told that these empty pews mean that the world is going to the dogs. We few, who have come to church, shall be crucified for the sins of those who have stayed away."

But I was due for a pleasant surprise. He announced a text from Paul's letter to the Corinthians. He explained that in this passage Paul was really making a plea for a generous collection from the Corinthians for the struggling churches elsewhere. Having told them how kind they are, how courageous, how faithful, Paul concludes by saying,

in effect: "Since you have all these many good qualities, I ask you to have also this grace 'which was in Christ Jesus, who being rich became poor for our sakes.'"

The preacher then proceeded to tell us what a grand thing it is to belong to the human race—how good people are, how courteous to each other, how brave under their sufferings, how hopeful in the face of an inscrutable Fate. He said that God created men and women because He wanted companions and that He was pleased with His creation.

He made us all proud of our humanity, and sent us out more cheerful and better able to fight the week. I wonder why there are not more such sermons?

### EXCUSE US HIGH PRESSURE

An earnest gentleman wanted me to write on merchandising. I asked him what he meant by merchandising. He hemmed and hawed, and

### Get Good Baby Chicks

We farm flock owners have had a profitable year. The drought in the West prevented the poultry raisers from over-expanding, and so prospects are good this year. But with a normal growing season and increasing employment, there is going to be a large increase in the number of chickens on farms this year. So in planning for the new laying flock, we must start with better chicks and with better feed and care raise a better and more profitable flock.

The most common mistake is to buy cheap chickens because they are cheap. We learn by experience that when the price is low there is usually something the matter with the goods. The cost of the baby chick is but a part of the cost of the layer, and it takes as much or more feed and care to produce a poor layer as a good one.—L. H. McKay in The Progressive Farmer.