

# The Franklin Press

and

# The Highlands Maconian

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### SUBSCRIPTION RATES

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### North Carolina Tells the World

**WESTERN** North Carolina rejoices in the quarter million dollar appropriation by the General Assembly to advertise the state's resources and attractions.

The passage of the bill denotes the growing consciousness on the part of people throughout the state of the value of advertising a section so rich in resources and natural beauty. Both the eastern and western resort sections should benefit greatly.

Neighboring states are likewise planning extensive advertising campaigns. The traveling public for many years has been informed through every channel of high pressure publicity of resort attractions of other states as well as Canada, Mexico, the West Indies, and even South America. North Carolina is due to join the procession.

Prosperity is returning, and thousands on wheels are asking "Whither for a vacation?" Surely they deserve to receive intelligent information of the rare beauty and glorious climate of our section.

The people living in North Carolina's mountains have been pointed one road to prosperity by no less a personage than Mrs. Eleanor Patterson, editor of the Washington Herald, with her urgent admonition "SELL YOUR SCENERY!"

As for our own Nantahalas, very few outside the state even know of their existence. Many travelers report that they "just happened to come this way," and, amazed by the wealth of beauty, ask, "Why haven't we heard about this wonderful country?"

Each community would do well to follow up the state's general invitation with information concerning advantages for rest, recreation and amusement. For a community will benefit in proportion to local effort to make its attractions better known.

It is hoped that there may be provision to welcome and make comfortable an increased number of summer visitors, so that coming, they may tarry, and come again. Above all, may a spirit of friendly hospitality to the "stranger within our gates" be extended from a desire to share our God-given wealth of beauty with others.

### The Human Touch

**A** NEWS story during the past week carries the interesting information that President Roosevelt can milk a cow.

Two farm boys, Bob Monroe and Cecil Francisco, aged 12 and 10 respectively, of Delaware county, New York, have settled the question "by no less an arbiter than the President himself." The following quotation from Bob's letter explains, "We, that is, Cecil and I, had a little dispute. He said you never had milked a cow and I said you had. I wish you would be so kind as to let us know."

It must have been a real satisfaction to the Chief Executive to be able to answer the question in the affirmative, although, as the story goes, he modestly added that he made no claims to being "an expert at it."

The country and future biographers owe a debt of gratitude to these enterprising boys in putting this item on the record. Running over in our mind the names of former presidents who could probably milk a cow, we are pleased that the present occupant of the White House can qualify in this particular. We hope the knowledge may warm the heart of many a youngster on a cold morning as he goes to the barn with the milk pail. May some forget present hardships in dreams that someday he may be President of the United States.

It occurs to us that had this news broken sooner, say, before the last election, Maine and Vermont might have made it unanimous.

## Idiot's Delight — by A. B. CHAPIN



## BRUCE BARTON Says:



### THERE ARE NO LITTLE THINGS

"One day I summoned up courage to ask the head of our firm how he ever happened to make me an offer to join his firm on so short an acquaintanceship," a very successful lawyer told me.

His answer was surprising. He said that for years he had been able to secure more business than he could properly handle. As a business getter he was a star; as an organizer of an efficient force he was a failure. He had hired brilliant young chaps out of law school, but somehow they never developed as he hoped. Being brilliant, they expected to get results easily, and if they were whipped a couple of times in court it broke their spirit.

"One night he went home and sat down before the fire to analyze his situation. He decided to look for an entirely different type of man; he listed the qualifications:

"1. The man must not be too smart. He must have the habit of working hard for his results.

"2. We must have been in college athletics, trained to fight for victory, and to keep up his chin in defeat.

"Having made this list, the lawyer asked his friends to recommend men who met the qualifications. One of them named me.

"So you see," my friend concluded, "it was that one little thing, to which I never attached the slightest importance, that made my whole career."

When you hear stories like this, and I have heard many of them, it makes you think that there are no little things. No operation is so insignificant that man can refuse to give it less than his best.

### DESERVE AND ELIMINATE

A certain manufacturer, whose products already covered the field, announced his intention of still another item to the line. His banker was skeptical. "What excuse is there for it?" he demanded. "Does it meet any real need? Has it any special qualities that make it deserve to succeed?"

The manufacturer replied rather testily that he could not see what

deserving had to do with it. There was an opportunity to get more business from a competitor, and he proposed to do so.

The banker protested. "That seems a poor foundation on which to build," he said. He was right. After an expensive and unsuccessful campaign the new product was abandoned.

Another company, whose volume had grown rapidly during the months of prosperity, came into dull times and began to examine its expenses. It discovered that nearly half its overhead could be cut without reducing profits. While things were rolling it had entirely neglected elimination.

The words apply with equal force to individual lives. How many useless habits we loaded in good times. Apparently hard times are necessary once in a while to compel us to eliminate.

As for the word deserve, who has not experienced the increased sense of power which comes when one knows in his heart that his plans and purposes are wholly right? Under the spell of such conviction we astonish ourselves by an unexpected capacity. We feel in tune with infinite forces. We deserve, and the stars in their courses seem to be fighting on our side.

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### Briartown

Mr. Grady Dills died Sunday night, March 14, at 11 o'clock after a long illness. He is survived by his widow, mother, grandmother and several brothers and sisters.

Mr. Riley Hogue, who has been ill for sometime, is no better.

B. T. Lowery, who has been spending the winter in South Carolina, returned to his home here last week.

Mr. and Mrs. Tom Mack announce the arrival of a daughter, Mary Beth.

Miss Ina Henry, our teacher, spent the week-end with home folks in Franklin.

Our school will close March 24, after a very successful year's work. Everyone seemed highly pleased with Miss Henry's work and hope she will be with us again next year.

### Lost Colony Contest Honors Anniversary

High school students in this county are due for some head-scratching if most of them enter an interesting contest which was announced this week-end to all public high school principals in North Carolina.

For solutions of the mystery of what became of the Lost Colony, the Roanoke Island Historical Association, Inc., sponsors with the federal government of this summer's mammoth 250th anniversary celebration of the English settlement of America on Roanoke Island, N. C., is offering a \$50 first prize and 107 other prizes valued at \$200.

The solutions will be written by the students in papers which must not number more than 1,200 words, and must be completed and handed to the high school principal not later than April 15.

Attractive illustrated folders explaining the contest will be available from high school principals this week.

Clyde A. Erwin, state superintendent of public instruction, is chairman of the committee of judges.

Hired housekeepers are not classified as "home-makers" by the Bureau of Census.

Surveys show that 22.1 of auto accidents are caused by exceeding the speed limit.

### LEGAL ADVERTISING

#### ADMINISTRATOR'S NOTICE

Having qualified as administrator, of Geo. C. Dowdle, deceased, late of Macon county, N. C., this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned on or before the 16th day of March, 1938, or this notice will be plead in bar of their recovery. All persons indebted to said estate will please make immediate settlement. This 16th day of March, 1937.

ARTHUR DOWDLE,  
Administrator.  
M18-6tp-A22

#### EXECUTOR'S NOTICE

Having qualified as executor of Alfred M. Shope, deceased, late of Macon county, N. C., this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned on or before the 16th day of March, 1938, or this notice will be plead in bar of their recovery. All persons indebted to said estate will please make immediate settlement. This 16th day of March, 1937.

CLYDE WEST, Executor  
M18-6tp-A22