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and
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BIBLE THOUGHT

It is better, if the will of God be so, that ye suffer for well doing, than for evil doing. For Christ also hath once suffered for sins, the just for the unjust, that he might bring us to God, being put to death in the flesh, but quickened by the Spirit. . . .
—1 St. Peter 3:17.

Prayer For The Spirit Of Service

Stir up, O Lord, the spirit of service throughout this country, that the soul of the nation may respond to the call for sacrifice, and help us to play a worthy part in this great day, in the Name of Thy Son, Jesus Christ. Amen.

Mr. Redden's Contribution

CHARLES FRAZIER REDDEN, whose love of the mountains of Macon county brought him to Highlands eight years ago to build his home and to spend his last days, had faith in the future of this section as a great resort and playground.

Having successfully promoted and established one of the South's most popular sea coast resorts, he turned his interests to Highlands. Last summer, at the request of the Asheville Citizen-Times, he wrote a feature story urging the same sort of promotional advertising for Western North Carolina that had reaped such a golden harvest for Florida and California. His observations were based on his accurate knowledge of the results and his unbounded faith in the attractions of this section in its range of climate, health, scenic and other advantages to offer to both vacationist and home seekers.

One significant truth was emphasized by this man of vision who made his dreams come true by practical hard work. It is the simple method of "making friends" and the cultivation of contacts, so that the enthusiasm of visitors is carried to others who come on the strength of this sort of "imaginative publicizing."

This expert in the field of successful advertising and "creative publicity" told Western North Carolina that her gold mine had only been tapped. He believed in a vast field of possibilities for the development of this section to serve added thousands who only need to know of its existence.

Our Job This Summer

THE meeting of the Franklin Chamber of Commerce called for Thursday evening, April 9, will be the most important yet assembled.

As Franklin's only community club for cooperation in the interest of all the citizens, and of service to visitors, this organization has served during the past few seasons as a point of contact between those seeking and offering accommodations. While the services have been limited, the need of the chamber of commerce has been thoroughly demonstrated and its worth proven. Each year the activities have been extended. Last year's report opened the eyes of the Franklin public as to the extent of services given to visitors.

Last year was a good season. More people came, and hotels, guest homes and business generally profited. Everyone felt that the amount they had paid to support the chamber of commerce had been well spent. Many who did not join received the same benefits as those who paid dues. But, taken all in all, there was the assurance that the community had advanced in a spirit of cooperation for the good of all. Last year it was "business as usual". Last year we were not at war.

This year we are at war. Everything is different. It is not profits we can think about. We have got to face the fact that we are on a home front where there is no place for self first, business as usual, and whether or not I'll get my money back.

This town has a job to do. It is a simple job, but it calls for faith, courage, cooperation and sacrifice, too, perhaps.

This town has something to give. Through no virtue of our own we live in a fair and heavenly land where many eyes are turned longingly for a respite from the unrest, the highpressure and fear of bombs that is the life of the harried millions of our eastern seaboard. Few sea shore resorts will lure the vacation seekers this year.

People have to get away from it all for a brief period. Public transportation will serve where private cars are no longer available. But they will come because the two weeks vacation for the worker and a safe refuge for many is a necessity.

We must be ready to share our blessings with them when they come. We must be prepared to find places for them to stay, to direct them on pleasure trips in the mountains, we must seek out the strangers and make their stay happy for a brief season. We must dispense hospitality and courtesy on the home front. There is hate and madness and death on the war fronts.

THE POCKETBOOK OF KNOWLEDGE BY TOPPS

EACH ONE OF THE FOUR MOTORS ON THE AMERICAN FLYING FORTRESS CAN DEVELOP AS MUCH POWER AS A GIANT LOCOMOTIVE

IN THE PAST TEN YEARS THE SALE OF ELECTRIC LIGHT BULBS HAS MORE THAN DOUBLED

IN NEW YORK CITY OVER 300 TELEPHONE NUMBERS ARE CALLED EVERY SECOND DURING BUSY PERIODS

IN THE EARLY DAYS OF CLOCKMAKING ONLY THE WORKERS WERE SOLD—THE CUSTOMERS HAD TO PURCHASE THE CASE HIMSELF

THE AVERAGE POUND OF MEAT IS TRANSPORTED ABOUT 1,000 MILES BEFORE IT REACHES THE CONSUMER.

Letters to Editor

Dear Editor:
I was interested in the letter written by "A Citizen" and published in the Press on March 20, about the condition of roads around Cullasaja.

I live on the road south of the river, about a half mile below Cullasaja. My shop is in Franklin and I have to go there every day to work. But during the winter months, I had to leave my car at Cullasaja, exposed to the weather and to any prowlers who might have come along. I was lucky not to lose my tires, but I do not want to run that risk another year.

Less than two weeks ago, one of my neighbors had to have a doctor. The road was in about its average condition. But even then it was too bad for the doctor to be able to come through, and so I had to take my car, which is used to such conditions, and carry him over our much-used but badly neglected road. Every winter, for years, I have had this job. There are times when even my car cannot make it, though. What could we do if we needed the doctor then?

I am hoping that our road officials can see our need and to something to make our roads fit for travel before next winter.

Very truly yours,
Lex B. Angel.

Cullasaja, N. C.
April 6, 1942.

Births

On March 27, a daughter, Priscilla Anne, was born to Mr. and Mrs. Frank Dean of Franklin at the Angel hospital.

Mr. and Mrs. Frank Schuler of Robbinsville announce the birth of a son, Earl, on Saturday, April 4.

Born to Mr. and Mrs. John McCollum of Franklin, on March 20, a son, Johnnie Hidge, Jr., at Angel Clinic.

ANGEL CLINIC

Miss Nina Chastain of Sealy, who underwent an operation for appendicitis last Wednesday, at the Angel Clinic, was dismissed to her home Wednesday.

Mr. J. A. Davis, of Murphy, underwent a major operation at the Angel Clinic on April 1.

Mrs. Wayne Lowe, of Highlands, underwent an operation for acute appendicitis at the Angel Clinic last Wednesday and returned home yesterday.

Miss Bonnie Deitz, of Cowee, underwent an operation for acute appendicitis at the Angel Clinic on last Sunday.

Mrs. Lonnie Bryant, of Aquone, is undergoing treatment at the Angel Clinic.

Press Comment

CONGRATULATIONS, CULLOWHEE

(Waynesville Mountaineer)
The action taken by the students at Western Carolina Teachers college last week to devote \$1,500 of their own money, normally allotted to athletics, to further training of national reserve organizations is to be commended.

Formerly the students have been paying a flat fee as registration for support of intercollegiate athletics. Now the student body feels that it would like to use its money to make a definite contribution to the military training program rather than to continue participation in competitive football.

With the money to be diverted from sports to war, 30 scholarships of \$50 each have been set up which will be awarded to young men enrolling at Cullowhee for naval reserve training.

Part of the available funds will be allocated to those entering in June and part to those entering the college in September.

C. F. Dodson, head of the science department of the college, has been appointed by the navy department in Washington as its official representative in organizing the training of naval reserve apprentice seamen.

Realizing how important the athletic program of the college of today has become to the students and to the alumni, congratulations should be extended the students at the Western Carolina Teachers college for their patriotic response in meeting the present emergency.

Rainbow Springs

Mr. and Mrs. Matthew Cole, and Mr. Cole's mother, of Franklin visited some friends and relatives in this section on April 5.

Mr. and Mrs. Harley Thompson and family of Hayesville visited Mr. and Mrs. Frank Phillips on last Saturday and Sunday.

Opalun Bradley went to Murphy last week. She is to be employed there.

Fred Lidford of Johnson Cove moved to Ragtown last week.

Mr. and Mrs. Fred Cruse and family moved to Prentiss last Wednesday, April 1.

Dave Bradley is now employed at Franklin.

NO FINER COFFEE

AT ANY PRICE
BLUE RIDGE
COFFEE
TOPS IN TASTE!
Free Premium Coupons in Every Bag

A GREAT DAY FOR US, PAL!

THERE'S A NEW PURINA DEALER in town. Now we can get all we want of those good Purina Hog and Steer Feeds and show our boss the value of the Purina Plan for Profitable Production. Let's go!

FRANKLIN Hardware Co.



THE SIGN OF
DEPENDABLE SERVICE
FOR ANY CAR OR TRUCK

SEE YOUR LOCAL CHEVROLET DEALER

Today, more than ever before, this sign beckons all car and truck owners who want the skilled, reliable service that comes with: (1) trained mechanics, (2) quality materials, and (3) reasonable service rates....You can expect this kind of service from your Chevrolet dealer because, for years, Chevrolet dealers have had the largest number of "trade-ins" and therefore the widest experience in servicing and conditioning all makes of cars and trucks.

FOR "SERVICE THAT SATISFIES — SERVICE THAT SAVES"

- 1 Check and Rotate Tires
- 2 Get Regular Lubrication
- 3 Service Engine—Carburetor—Battery
- 4 Test Brakes
- 5 Check Steering and Wheel Alignment
- 6 Check Clutch, Transmission, Rear Axle
- 7 Check Cooling System
- 8 Protect and Preserve Finish

ORIGINATOR AND OUTSTANDING LEADER "CAR CONSERVATION PLAN"

Burrell Motor Co.
FRANKLIN, N. C.