

## Demonstration

### Club Meetings For Week Are Announced

Meetings of home demonstration clubs in the county for the coming week have been announced by Mrs. Florence S. Sherrill, county home demonstration agent. They are as follows:

Today (Thursday) Liberty club with Mrs. May Leatherman at 1:30 p. m.

Friday: Union club at the school at 2 p. m. Nantahala

club at the school at 7:30 p. m.

Monday: Upper Cartoogechaye club with Mrs. Wilson Curtis at 1:30 p. m.

Tuesday: Clark's Chapel club at the home of Mrs. Ardell Cabe at 2 p. m.

Wednesday: Watauga with Mrs. Oscar Thompson at 2 p. m.

Thursday: Franklin business women at the agricultural building at 7:30 p. m. Mrs. Hunter Calloway, Mrs. Ava Hall, and Mrs. Bruce Palmer, co-hostesses.

Franklin's population grew from 1949 to 1975—a gain of 58 per cent—in the 1940-50 decade.



Try Our 50c  
**SPECIAL LUNCH**  
Vegetable Plate  
or  
Stew Beef

## DIXIE GRILL

Make the sensible  
cigarette mildness test—  
(not just a puff or a sniff).  
Make your own 30-day  
**Camel** test!

"read . . . not skimmed"

### TED REBER Realtor

Franklin, North Carolina

Mr. Weimar Jones, Editor  
THE FRANKLIN PRESS,  
Franklin, N. C.

Dear Weimar:

Having been a rather consistent and persistent advertiser in the columns of your valued publication during the past few years, I have wondered every now and then, if it really paid.

On the 21st of last month I advertised a property in THE FRANKLIN PRESS that was owned by Neil Childers and wife. At 9:30 that same morning I had a phone call from Robert N. Walker of Jacksonville, Florida, inquiring about the property I had advertised. I made an appointment with him, drove him and his wife out to inspect the property, and SOLD it to them that SAME MORNING!

I also had seven additional inquiries from this ad.

Being a firm believer in "Giving Credit Where Credit Is Due", I just want to say, and most emphatically, -- that consistent advertising in THE FRANKLIN PRESS really does pay!

THE FRANKLIN PRESS is Read, not Skimmed!

Cordially yours,  
TED REBER, Realtor.

The letter above speaks for itself . . .

Advertising in The Press DOES pay!

## This Week With Macon County Agents

By S. W. MENDENHALL

### Your Farming Future

Research and education must lead the way in developing our agriculture. Research has already contributed enormously to both farming and farm people.

Research in corn hybrids and cultural practices has increased our corn yield from 19 to 40 bushels per acre.

Research and education on improved pasture has increased the acreage in the state from 500 acres in 1945 to over 700,000 acres in 1950.

Increase in the efficiency of the broiler business has developed this industry from a million dollar business in 1940 to over thirteen million dollars in 1950.

The development of a bird to produce a fast developing broiler has created the hatching egg industry which leads all other industries in Macon County.

Research in breeding, feeding and management of livestock has placed our dairying and beef cattle business in an enviable position.

There are still needs for additional research:

1. Disease and insect control for practically every crop we grow and for our various livestock enterprises.

2. The development of new and improved varieties of crops.

3. More efficient use of plant food on every type of soil.

4. More efficient methods of food processing and better nutrition.

creasing the efficiency of our marketing systems.

To carry on this research it takes money. That is the reason for the Nickels for Know-How program.

On Saturday, November 3, all persons using feed and fertilizer will be given an opportunity to vote on whether they are willing to contribute five cents per ton on the feed and fertilizer they buy to research. This money will be added to the cost

## Get Your Driver's License In '47? Better Check On Expiration

All persons who were issued driver's license in 1947 are asked to check the expiration dates of their licenses.

Examiner R. V. Hooper said this week that a number of persons have let their licenses expire without realizing it, causing themselves a lot of unnecessary trouble.

In some cases, the examiner pointed out, drivers have been fined for driving with out-dated licenses, when actually they did not know that they had expired.

Mr. Hooper is in Franklin on Wednesday and Thursday of each week in the clerk of court's office at the courthouse.

### State College Hints To Farm Homemakers

Sweaters are available in a variety of styles, colors, and materials. It is always an economy to select well-constructed washable sweaters. Washable sweaters of any material require the same washing care as dresses and blouses. Use a mild soap. Lukewarm water gives protection to sweater colors.

Quick drying is important. Don't wash unless the label says the dyes are colorfast. The chief cause of woolen shrinkage is water too hot and excessive rubbing. Squeeze suds through garment, rather than rub.

Wash sweaters frequently. Do not soak. For soiled portions around collars or cuffs, apply soap directly, rub and squeeze gently.

Wash sweaters quickly and gently. Do not rub or twist. Rinse thoroughly in luke warm water.

Dry quickly. Roll in clean bath towel, kneading to remove excess water. Unroll at once. Insert dry towel or tissue paper between back and front of garment. Place sweater on dry towel, then shape to size as it dries.

The modern yardstick for personal attractiveness measures such qualities as cleanliness, daintiness and good taste in clothes—what to wear and where is important. Posture, poise and pleasant manners are three important "P's" to remember. How many women who are considered most attractive are actually pretty? How many more are simply well groomed, appropriately dressed and well poised? This helps make for an attractive person. Cleanliness is, of course, basic.

of feed and fertilizer by the manufacturer who in turn will turn an equal amount over to the State Foundation for Research to be used entirely for the improvement of North Carolina agriculture.

Next week's Franklin Press will announce where the voting places will be. It is to the interest of every farm family to vote in this referendum.

Macon County is named for Nathaniel Macon, an Eastern North Carolina congressman who never saw the region that bears his name.

### FREE HEARING CLINIC

FRANKLIN TERRACE HOTEL  
Franklin, N. C.

Tuesday, October 23, 1951  
10:00 to 2:00

## NOW...SEE... ACOUSTICON 2 GREAT HEARING ACHIEVEMENTS

### women!

Hear Wonderfully  
Without a Hearing Aid  
In Your Clothing, and  
Without A Cord Dangling  
From Your Ear!

Yes, Acousticon's revolutionary new Hearing Aid without a Dangling Cord gives wonderful hearing and complete freedom—wear anything you want—nothing to wear in your clothes—no clothing noise! Completely invisible on most women!

### men!

Acousticon's wonderful "Wrist Ear" is for You! A flick of your Wrist automatically raises the voices of people who mumble or speak too softly. Free of clothing noises! Can be worn with famed Acousticon "Skin Receiver" that requires nothing in either ear!

## ACOUSTICON HEARING AIDS

ARE PRICED FROM  
**\$69.50**

## ACOUSTICON ASHEVILLE CO.

905 Jackson Bldg.,  
ASHEVILLE, N. C.

### MAIL COUPON NOW

ACOUSTICON Asheville Co.

I would like more information about the revolutionary new development.

Name.....

Address.....

City.....Zone.....State.....

## A winning combination for Power and Mileage!



**ESSO EXTRA GASOLINE**  
**ESSO EXTRA MOTOR OIL**  
**ESSO STANDARD OIL COMPANY**

You get something MORE at your Happy Motoring Store

City Service Station

East Main Street  
Telephone 268

Reid's Esso Station

Palmer Street  
Phone 32

Pendergrass  
Esso Service Station

Phone 102  
Franklin, N. C.

Roper's  
Esso Servicenter

On Bryson City Road  
Telephone No. 6

Ralph Womack's  
Service Station

On Atlanta Highway  
Phone 19

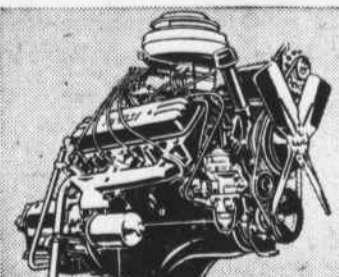
Forrer's Esso Service  
Station

On the Square  
Phone 51

## "THE 'ROCKET' HAS REALLY GOT IT!"



Above, Oldsmobile Super "88" 2-Door Sedan. Hydra-Matic Drive optional at extra cost. Equipment, accessories, and trim illustrated subject to change without notice.



**POWER!** Power that puts you ahead! Oldsmobile's "Rocket" Engine is famous for its response—its eager, ready power! Away from a green light or over the long haul, "Rocket" performance is tops!

**ECONOMY!** Ride the "Rocket" and save! This great new Oldsmobile engine is a real high-compression gas-saver! Major advancements in combustion chamber design have made this year's "Rocket" more economical than ever!

**SMOOTHNESS!** It's smoother sailing in a "Rocket" Engine car! Oldsmobile's new Hydra-Matic Drive delivers the "Rocket's" brilliant new power smoothly, effortlessly, automatically!

**DURABILITY!** "Rocket" power is rugged power! The "Rocket" is road-proved over billions of miles—owner-proved by nearly 800,000 drivers! So remember the "Rocket's" record and try the glamorous '98" or Super "88"!

**"ROCKET" OLDSMOBILE**

Product of General Motors

SEE YOUR NEAREST OLDSMOBILE DEALER

**BURRELL MOTOR COMPANY, INC., FRANKLIN, N. C.**