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Franklin, N. C.

Industrial Council For Highlands Area Out To Disprove 'Tourists-Taters' Idea

HIGHLANDS. — The old adage that Highlands is strictly a "Tourists and Taters" town may be on its way out. At least that's the hope of the newly formed Highlands Industrial Council.

It's been evident for many

years that Highlands needs some sort of income for its year-round residents, who prosper very well during the tourist season of three to four months during the summer, but find it mighty tough sledding the rest of the year.

This need has been most evi-

dent in the number of people who leave Highlands to find jobs elsewhere and especially the loss of the young people of the community, who leave as soon as they finish school because the community offers them no means of earning a livelihood.

Up until now little has been done to remedy this situation, but that is where the Industrial Council hopes to bring about a change.

The main purpose of the council is to promote the industrial development of the area in and around Highlands; to bring to Highlands some sort of industry that will give people a regular payroll the year round instead of just for a few months out of the year. It is not the idea of the council to

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replace the tourist attractions with industry, but to acquire something that will blend with the resort trade to make Highlands a prosperous and growing community.

The chamber of commerce led the way in forming the new council. Representatives from the churches, merchants, civic organizations, the town council, and interested citizens were present at the organizational meeting two weeks ago. At this meeting W. J. Trowbridge, Charles E. Potts, and V. W. McCall were elected to head the council, which is composed of 16 business and civic leaders of the community.

The first task to be undertaken by the new organization is preparing a brochure to be presented to prospective companies that might be interested in coming to the Highlands

area. This brochure is to include the advantages and the disadvantages a company would encounter and it will show what Highlands has to offer.

A large group of citizens has been designated and are already at work gathering the information for this thumb-nail sketch of the area and its people. Included in the brochure will be information on such topics as climate, history, churches and social agencies, law enforcement, utilities, medical service, government, and other subjects that will paint a clear picture of what this area has to offer to an incoming factory.

From this information the council also hopes to learn what steps the people of this area must take in order to sell Highlands to the prospective industry.

News About

HIGHLANDS PEOPLE

MRS. WAYNE E. CROWE, Reporter — Phone 4492

MISS HICKS ENGAGED TO KENNETH BROWN

Mr. and Mrs. Lawrence Hicks, of Highlands, have announced the engagement of their daughter, Miss Joanne Hicks, of Highlands and Washington, D. C., to Kenneth E. Brown, son of Mr. and Mrs. Harry Brown, of Dillard, Ga.

Plans for the wedding are incomplete.

Mrs. Olive Crane and daughter, Edna, have returned after a week's visit with Mr. and Mrs. Ellis, of Asheville.

Mrs. Rufus Hill and Rufus Hill, Jr., of Anderson, S. C., were here for a few days at

their home on Sequoyah Lake.

Dr. and Mrs. Colquitt Sims and guests, of Anderson, S. C., were ice-skating here last week.

Dick Schiffler, son of Mrs. O. F. Schiffler, was home for the week-end. He is a student at the University of Florida.

Miss Jan Burnette, of Mars Hill college, visited her parents, Mr. and Mrs. John Burnette, last week-end.

"Bo" Norton, son of Mrs. Ray Norton, was home for the week-end. He is a student at N. C. State.

Albert Edwards, of Clemson College, was home with his parents, Mr. and Mrs. Dan Edwards, last week-end.

Singing Event For Polio Fund Is Scheduled

A singing for the benefit of the March of Dimes will be held February 11 at 7:30 p. m. at the Ellijay Baptist Church, it has been announced.

An offering will be taken during the evening for the polio campaign.

The public is invited, it was said.

8 From V. F. W. Post
At Asheville Meeting

Eight from the local post attended a banquet and dance for the 17th V. F. W. district

in Asheville over the week-end.

They were Mr. and Mrs. Richard H. Slagle, Mr. and Mrs. Woodrow W. Reeves, Mr. and Mrs. J. E. Perry, Jr., and Mr. and Mrs. R. E. Welch.

While in Asheville they attended the ice show.

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3-Lb Can Armour's

ARMIX Shortening 69¢

Swift's 12-Oz. Can

PREM 3 For — \$1.00

Finest Quality MEATS

Cut-Up Frying

CHICKENS . . lb. 33¢

Swifts Prem Cello

FRANKS . . lb. 39¢

Columbia Sliced

BACON . . . lb. 32¢

Yacht Club Chunk Style

TUNA . . . can. 35¢

10 LB. BAG PLAIN OR S. R.

Pillsbury Flour 98c

SWANS DOWN

Cake Mix - 29c

KRAFT 16-OZ. PKG.

Caramels - 39c

2-LB. BAG POP-RITE

Pop Corn - 35c



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10 Lb. US No. 1

POTATOES . . . 39c

Fancy Delicious

APPLES . . 5 lbs. 49c

Yellow

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EVAPORATED MILK

PET 32¢
Instant NONFAT DRY MILK
MAKES 4 QTS.

N.B.C. All American

COOKIES 49c

11-Oz. Can Armour's

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