

# Mostly About You

By Heinz Rollman

## BETTER MERCHANDISING

There is no limit to what a region can do for itself if people are willing to work together and put a lot of sweat, ingenuity, sincerity, and honesty behind a good sensible plan and idea.

For example, Western North Carolina is made up of small farms and I can see a great opportunity to make life for the small farmer

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here more profitable and a little bit easier. This can be done through good marketing organizations, that is, if the marketing organizations are controlled by the farmers themselves.

Thirty or forty years ago the people who grew oranges in California had a miserable time of it, and the risk was enormous and the profit very small. They got together in a marketing and research organization, completely controlled by themselves. They adopted a brand name which is today familiar to people the world over — "Sunkist" oranges. The result has been this: These oranges which are advertised the world over command a better than average price. The orange growers are assured of a certain share of the market at all times, and not every grower has all the problems of growing, selling, marketing and advertising his oranges. They have cut out quite a few middlemen, which has resulted in giving them a better price for their products. The research that has been made has been helpful to all of them, since the problems afflicting these orange growers were all the same common to the California region where they have their orchards. When the time came that frozen orange juice became fashionable, none of

them alone would have had the money to build a plant to make concentrated frozen orange juice, but they together built the plant and are marketing highly successful and profitable frozen orange juice. All of them have maintained their individual rights, and the freedom which, naturally, is one of the very important things in our economy and in democracy. In unity there is strength, and I believe the great future for small farmers lies right here.

Let us take this idea a step further and apply it to Western North Carolina. I've eaten apples from all over the world and I have eaten beef raised in just about every country and on every island in the world. Maybe I am not an authority on good taste, but I have never tasted better apples than those grown here in Western North Carolina. Milk is better here than in Switzerland; and beef is better here than in Australia.

There is a reason for it, too! We living here in this wonderful climate are healthy and have fewer heart attacks than the average person in the U. S., so it goes with our crops and with our animals. Climate is tremendously important. But how does it help the income of our farmers if you and I know it and the rest of the country and the

## News For Veterans

### Rates Prepared

A run-down comparing old pension rates with the new ones for veterans and for widows of veterans has been prepared by the

rest of the world doesn't know it? We have something to talk about, so why can't we do some honest advertising and merchandising with the God-given advantages we have? Why not use it to increase the prosperity of our people? Western beef fetches a premium price because it is advertised and talked about the country over. Oregon pears are considered the best in the country and fetch premium prices.

Well, the same could be true for Western North Carolina beef and apples, if enough independent farmers were willing to band together in marketing and merchandising organizations and, through small contributions, enable the organization to gradually advertise these products. Let people go to restaurants in New York and see on the menu that Western Carolina beef isn't necessarily the cheapest, but that it is the best! Let people know around Christmas time that they can buy many apples, but if they want the best they should buy Western Carolina apples.

To help our own prosperity why don't we spend just once the same amount of energy, enthusiasm, and ingenuity on problems directly affecting us and our prosperity as we do it week after week, month after month, on sports?

If you are a small farmer and would like to increase your income, don't forget this idea. Talk it over with your friends and then see if something can't be done.

(Paid Pol. Ad)

Veterans Administration.

The new rates are provided under the new pension law, which becomes effective July 1. Veterans and their dependents now on the VA pension rolls may choose either to stay under the old system or come under the new one after the new law becomes effective.

A veteran's pension under the present law is either \$66.15 a month, or \$73.75 if he has been on the pension rolls 10 years, or has reached age 65 (there's an exception if he needs regular aid and attendance of another person; in this case he gets \$135.45 per month.)

Under the new pension law, a veteran's monthly pension payment may vary from a low of \$49 per month to a high of \$100. If he needs aid and attendance, it could go as high as \$170 a month. The variations in payments result from use of a sliding income scale. The larger pension payments go to veterans earning lesser income. — or with more dependents.

For veterans' widows: under present law an eligible widow receives \$50.40 if she has no children and her income is not over \$1,460 a year. A widow with a child receives \$63.00 and is allowed to earn as much as \$2,700 a year before becoming ineligible. The \$2,700 figure does not change, but the sum of \$7.56 a month may be added to the basic \$63 for each additional child she has.

Under the new law, the amount of pension a widow will receive is tied more closely with her annual income. A widow without dependents may receive \$60 a month if her income is not greater than \$600. She can have income as high as \$1,200 and still receive \$45 a month, or as high as \$1,800 and still receive \$25. But, at the \$1,800 figure, the pension payments cease.

A widow with one child will receive a pension payment of \$75 a month if her annual income is not over \$1,000. She will receive \$60 a month if her income is \$2,000 or under and \$40 a month if her income is \$3,000 or under. Income above \$3,000 puts an end to pension payments. For each additional child she may receive \$15 more per month.

Burley tobacco stocks on Jan. 1, 1960 amounted to about 1.5 billion pounds, about 30 million less than Jan. 1, 1959.



Duke Conley

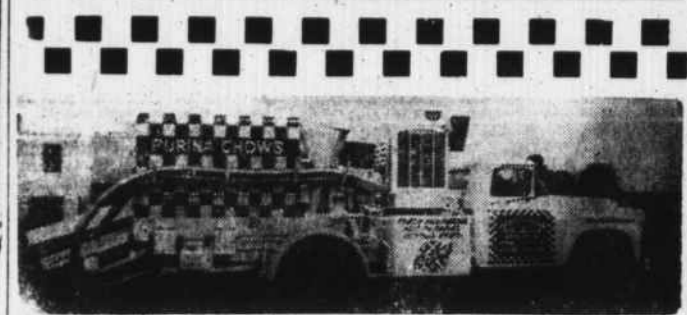
**Duke Conley Working In 49th State**

A young Maconian, Marvin Douglas (Duke) Conley, is now working in the 49th state, Alaska, as an electronics engineer with the Federal Aviation Agency.

Duke drove his '55 Chevrolet from Oklahoma City, Okla. to Fairbanks in eight days.

Son of Mr. and Mrs. John Conley, of Otto, he is a graduate of

Franklin High School and served two years in the Marines. After his discharge from service, he attended Western Carolina College for two years and then the University of Tennessee in 1958 and 1959. Duke entered the School of Electronics in Oklahoma City last fall, completing his studies February 18 of this year. He worked for Nantahala Power and Light Company last summer.



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WEEK DAYS

- 6:45 SIGN ON
- 6:46 Mountain Martin's Jamboree
- 7:00 Burrell Motor Company's News Summary
- 7:15 Mountain Martin's Jamboree—Part 2
- 7:45 Nantahala Lumber Company Swap Shop
- 8:00 Esso News
- 8:05 Coffee With Clold
- 8:30 Shell Instant News
- 8:55 Nantahala Creamery N. C. News
- 9:00 Morning Devotions
- 9:15 Here's To You
- 9:30 Potts Funeral Home Program (Saturday Only)
- 9:35 Pepsi Instant News
- 9:30 Faith of Millions
- 9:45 Baldwin & Big Dollar Party Line
- 10:00 Morning Show (WFSC Top Ten, Saturdays Only)
- 10:30 Pepsi Instant News
- 11:00 Birthday Club
- 11:15 Hymns of the Hills
- 11:29 Pepsi Instant News
- 11:30 Hymns of the Hills
- 12:00 Conley Motor Company High Noon News
- 12:05 Noon Day State News

- 12:10 High Noon Weather
- 12:15 Moments of Remembrance (Bryant Funeral Home)
- 12:20 Country Music Matinee
- 1:00 Nantahala Oil Local Lews
- 1:05 Country Music Matinee
- 1:30 Pepsi Instant News
- 2:00 Band Stand
- 2:30 Pepsi Instant News
- 2:55 Early Afternoon News
- 3:00 Army Show
- 3:15 1050 Club
- 3:30 Pepsi Instant News
- 3:31 1050 Club (to 4:30)
- 4:30 Music to Relax By
- 4:31 Pepsi Instant News
- 5:00 Dateline
- 5:15 The Quiet Time
- 5:29 Pepsi Instant News
- 5:30 Supper Time (Saturday 5:15)
- 6:00 Music to Relax By—Part 2
- 6:45 SIGN OFF

## SUNDAYS

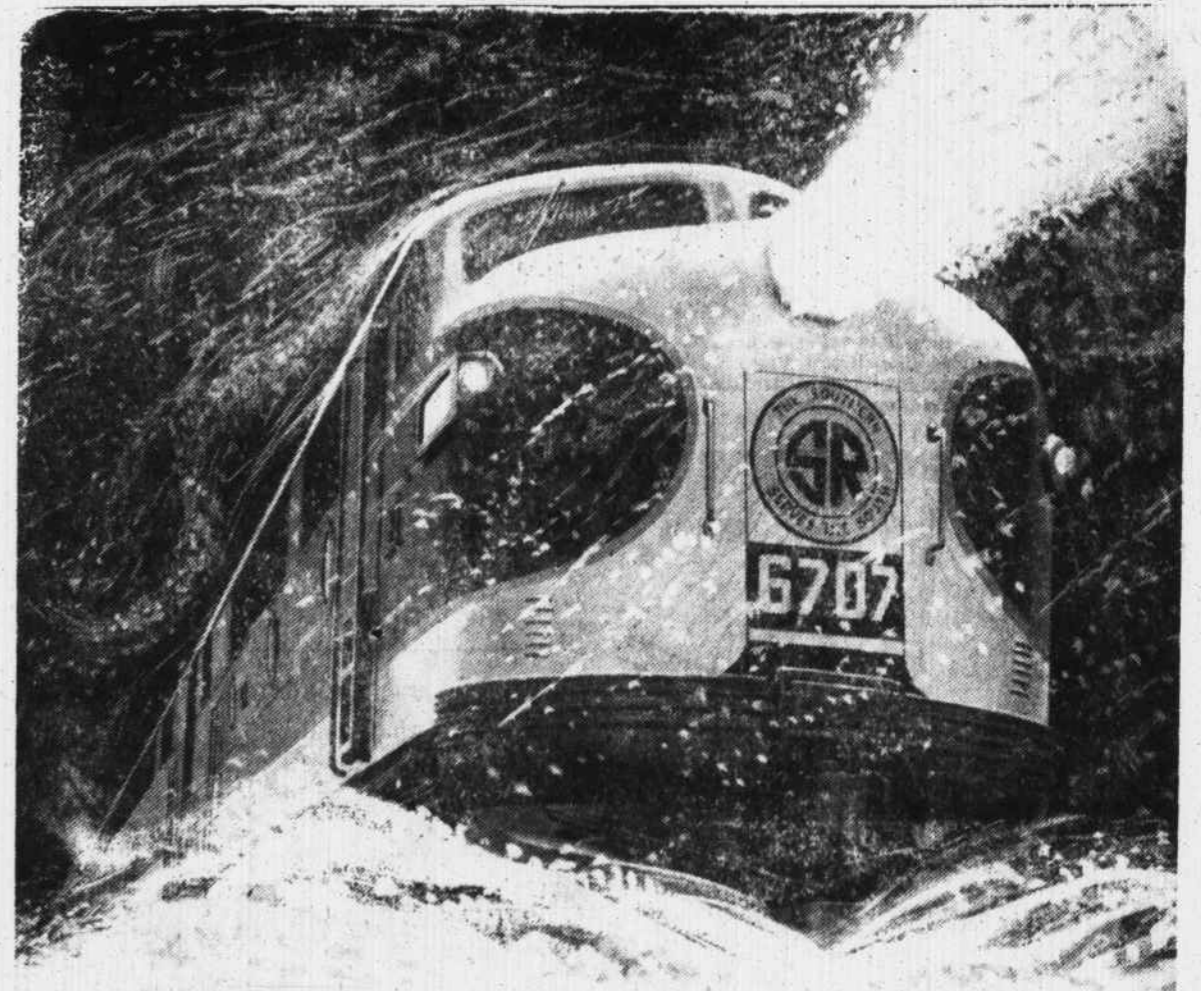
- 7:00 SIGN ON
- 7:01 Burrell Motor Company Morning News Summary
- 7:15 Hymns at Sunrise
- 7:45 Bob Jones Speaks
- 8:00 Studio Church (Rev. G. A. Cloer)
- 8:30 Studio Church (Rev. Fred Sorrells)
- 8:55 Nantahala Creamery WFSC N. C. News
- 9:00 Sunday School of the Air (Rev. Robt. Burnett)
- 9:30 Old Country Church—Macon County Supply
- 9:31 Pepsi Instant News
- 9:45 Old Country Church—Macon Furniture Mart
- 10:00 Hymns—Womack's & Hyatt's Gas For Less
- 10:29 Pepsi Instant News
- 10:30 Baptist Hour
- 11:00 Hour of Worship
- 12:00 Conley Motor Company WFSC High Noon News
- 12:05 Noon Day State News
- 12:10 High Noon Weather
- 12:15 Moments of Remembrance (Bryant Funeral Home)
- 12:20 Musical Miniature

- 12:29 Pepsi Instant News
- 12:30 Ave Maria Hour
- 1:00 Nantahala Oil Company Local News
- 1:05 Little Country Church (Rev. Kash D. Amburgy)
- 1:35 Studio Church (Rev. Allen Poss)
- 2:05 Sunday Caravan
- 2:29 Pepsi Instant News
- 2:30 Sunday Caravan (Part 2)
- 2:59 Pepsi Instant News
- 3:00 Sunday Caravan (Part 3)
- 3:15 Guy Lombardo—Western Carolina Telephone Co.
- 3:29 Shell Instant News
- 3:30 Sunday Caravan (Part 4)
- 3:59 Pepsi Instant News
- 4:00 Old Fashioned Revival Hour
- 4:30 Protestant Hour
- 4:59 Pepsi Instant News
- 5:00 Waltz Time
- 5:30 Black Rock Quartet
- 5:59 Pepsi Instant News
- 6:00 SIGN OFF

Any program will be interrupted for important news bulletin.

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## Here comes your air mail (and your highway mail, too)

EVERY YEAR, the railroads are being squeezed out of more and more of the mail-carrying business. Mail once hauled by rail is being diverted, instead, to highway trucks and to the airlines.

But what happens when the weather gets ornery—when trucks bog down on snow-covered highways and planes are grounded?

You guessed it! Back to the railroads it comes in a veritable flood. Then the railroads get the mail—and get it through, too! All of it. Until the sun shines again.

The proven ability of the railroads to carry the mail under any conditions and in all kinds of weather didn't "just happen." Railroad transportation is dependable transportation. And in their mail handling equipment and

facilities, railroads are an investment of about a billion dollars. During the recent series of bad storms throughout the South, railroads were called upon many times and in many places to help carry on the postal tradition that the mail must go through. And it did!

But if diversions to other carriers continue, the day may come when railroads will not be able to move all mail at the drop of a snowflake. And if this ever happens, all America will be the loser!

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