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Summer Homes On Wine Spring Bald

FOR NOMINAL SUM FOREST SERVICE WILL LEASE SITE OVER A MILE HIGH

150 Miles of Government Trails — Scenery Unsurpassed — Good Fishing — Government Invites You.

"High-high-high-up in the hills, — just a watchin' the clouds roll by!" Do the words of a last winter's popular song at all express your idea of the way to enjoy a summer vacation? Or several such vacations? If so, consider Wine Spring Bald in the heart of the Nantahalas.

From the 5,500 feet summit of this majestic peak there unfolds before the eye a mountain panorama not excelled in the entire Appalachian mountain system. The Blue Ridge for fifty miles of its length; the Cowee, Nantahala, and Tusquitee Ranges, the Snowbirds and much of the Great Smokies fall within the picture, with the entire upper Tennessee Valley as the sparkling central jewel in its highland setting. Close up, the scenic effects are varied and beautiful. In azalea blossom time the mountain tops are giant flower beds filled with these gorgeous blossoms. In the lower, more moist sections, the laurel and the rhododendron in profusion add their share to Nature's

Just below this summit on the southeast slope, the forest service administering Nantahala National Forest has made available for occupancy and development by the lessees twenty summer home sites. High above the merchantable timber line the beauty of this unusual summer home area can and will be preserved absolutely inviolate without sacrifice of any of the principles of good forest management.

Radiating from the area forest service trails lead in many directions, all of them through regions of great beauty. The crest of Wine Spring is but three-quarters of a mile, and an entire summer could be spent with a different locality for each day's exploration. Down the mountain one finds excellent fishing in the well-stocked streams.

How to Get There

Wine Spring Bald is 17 miles from Franklin, N. C., almost due west. From Franklin these summer home sites are reached by traversing five miles of North Carolina State Highway No. 28, ten miles of the newly improved Forest Service Aquone-Slagle road, and two miles of spur road on the mountain. Franklin is the nearest railroad point. The National Forest telephone system runs through the area, maintaining constant touch with outside points as well as with the various forest service stations. The nearest mail delivery is at a point on an R. F. D. route about ten miles from the area. The season of occupancy would normally extend through June, July, and August.

Timber and Construction Materials
The timber on the area is virgin, but at this elevation almost entirely unmerchantable. Red oak, white oak, chestnut oak, and chestnut are the principal species. Immediately north and northwest of the area the timber stand changes to almost pure birch. There is ample shade, but the trees as a rule are very old and are low and stocky.

The permittee will find it most economical to construct the necessary improvements on his building lot with lumber from sawmills at the foot of the mountain or hauled out from Franklin. The timber on the area would hardly do for the purposes of log-building construction.

No standard plans for buildings will be prescribed, but each permittee will be required to submit plans for contemplated structures to the forest supervisor for approval before construction begins. One requirement will be that such buildings shall be painted or stained to harmonize with the surroundings. The whole purpose of the forest service in its simple building requirements will be to guard against marring unnecessarily the beauty of the natural landscape.

Water and Fencing

The twenty lots immediately available lie in two blocks of ten each, one block designated as the "Turkey Stomp" group, and the other the "Mountain Crest" group. The lots average 80 by 120 feet. Water for domestic purposes will be obtained from two springs, both lying at the lower edge of the area, one directly

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4-H PICNIC ON JULY FOURTH

Five Hundred 4-H Club Members in Macon Expected to Attend — Plans Well Advanced.

Five hundred 4-H club members, the entire enrollment in Macon county, are expected to come to Franklin on July 4 to participate in the 4-H club picnic to be held here on that date. All business concerns of the town are asked to have open house on that date to receive 4-H club members as visitors apart from any business transaction. Rotary club members will be asked to escort groups of the boys and girls to the banks of the town to instruct them as to how accounts are kept. The office of the county agent and of The Franklin Press will be open to groups desiring to visit these places.

Following the adjournment from the court house, the club members will assemble on the square to have a group picture made. Mr. McKay, Cullasaja photographer, has promised to make the picture.

All club members will bring their own lunches for the picnic which will be held on the hill back of the cannery if the grounds can be obtained for the purpose. A definite announcement as to this will be made later. Aside from escorting the 4-H boys and girls to the banks, Rotary club representatives will take groups to The Franklin Press office, to the cannery, and to the creamery where the boys and girls will be instructed as to how printing is done, how the cannery operates, and how butter fat is handled at the creamery. It is furthermore planned to escort groups to court house offices where the duties of county-officers will be explained.

In the afternoon, and continuing until dark, a moving picture show of about ten reels will be showing at the Idle Hour theatre to which 4-H club members will be admitted at the special price of 10 cents. In addition athletic contests will probably be put on in the afternoon, with prizes for winners of each event.

Rotary club members will be the guests of the 4-H members at the picnic, and the two clubs are expected to co-operate to make the event of the day enjoyable for all.

JOINT HOSTESSES AT BRIDGE

Mrs. T. W. Angel, Jr., and Miss Mattie Angel were joint hostesses Friday afternoon at Mrs. Angel's apartment. The living room and sun parlor were beautifully decorated with red roses. The prize for the top score was won by Mrs. W. A. Rogers, Mrs. G. L. Crawford cutting consolation. Following the games a salad course was served. Those playing bridge were: Mrs. W. A. Rogers, Mrs. Sam L. Franks, Mrs. D. D. Rice, Mrs. Dick Hudson, Mrs. Emory Hunnicutt, Mrs. G. L. Crawford, Mrs. George Johnston, Mrs. Gaston Curtis, Mrs. Roy Cunningham, Mrs. C. W. Hames, Mrs. Claude Russell, Mrs. Grady Siler, Mrs. G. L. Houk, Mrs. Zeb Angel, Mrs. M. L. Dowdle, Mrs. Rimmer, Mrs. Natt. Macon, Mrs. G. A. Jones, Mrs. Fred Higdon, Mrs. H. Valentine, Mrs. S. A. Harris, Mrs. J. B. Willis, Mrs. Davenport, Mrs. Newman, Miss Mary Willis, Miss Katherine Hunnicutt, Miss Helen Burch, Miss Kate Higdon, Miss Cornelia Cunningham, Miss Daisy Siler, Miss Ora Sue Hunnicutt and Miss Annie Will Siler.

TO ESTABLISH BRANCH HERE?

Athens Business College Planning to Have Class at Franklin — Pres. R. E. Carter Here Seeking Location.

Plans for the establishment of a branch of the Athens Business college at Franklin are being formed here this week by R. E. Carter, president of the college. The branch, if located here, will be under the auspices of the Athens Business college, Mr. Carter stated. Scholarships in the Franklin branch will be good in the college at Athens, and diplomas will be issued from there.

In case the branch is located here, it is expected that a number of students will be enrolled from adjoining counties who will find it possible to remain at home and attend the sessions here if they so desire. Courses in bookkeeping, short hand, typewriting, grammar, spelling, arithmetic, rapid calculation, and business law will be among those that will be offered. Graduates of the local high school and of the high schools of ad-

joining counties who have completed these courses at a minimum fee, due to the fact that they will be at or near home.

A number of graduates of the Athens Business college have come from Franklin. Hugh Leach, county auditor, is a graduate. Others from Franklin include: Emory Hunnicutt, Addie Barnard, Mrs. Myrtle Nichols, Edith Anderson, Mrs. Clara Fuller, Avery Cunningham and George Patillo. One or two of these have not yet completed the full course for which they enrolled.

Mr. Carter has found that sentiment in Franklin favors the establishment of the college. He has been negotiating for the lease of the Masonic hall in which to hold classes, and has the endorsement of the leading Masons. County Superintendent M. D. Billings and G. L. Houk, superintendent of the local high school, have endorsed the proposition. The chamber of commerce, through Mrs. Pearce, has given its approval.

The school, Mr. Carter stated, will open July 1, if quarters can be secured where the school will have room for classes and if a sufficient number of pupils are secured. The Press for next week will carry definite information as to what action is taken during the week.

LOCAL SCHOOL LEADS STATE

In Lowest Per Capita Cost of Instruction — Teacher Qualifications Improving — Scholarship is Average.

That Macon county's high school located at Franklin is the most economically administered of any high school in the state is made plain by State School Facts, a pamphlet published semi-monthly by the state superintendent of public instruction. The figures released cover the year 1926-27 show that the high school at Franklin with a monthly cost per pupil of \$4.18 has the lowest per capita cost of any school in the state. The state average is \$8.22 while Vance county with a monthly cost of \$13.16 per pupil has the highest per capita cost. With an average of 31 students per teacher as compared with a state average of 19.2 Macon county also leads the state with the highest average number of pupils per teacher.

In the year 1926-27 there were fourteen counties in the state with high

school averages which were less than Macon county. Since that time the qualifications of teachers in the local school have been raised to the extent that this county will now rank among the first fourteen counties in the state in so far as teacher scholarship is concerned.

That student scholarship is not sacrificed on the altar of expense in this county is indicated by the fact that such scholarship in the year 1926-27 was the average of the entire state.

From the view point of expense the state superintendent seems to use Macon county as a model to be followed by other counties. In his summary in the May 15 issue of State School Facts the superintendent says: "On the basis of results obtained, it would seem economical to establish larger administrative units in the rural systems, and to require more pupils in average attendance for each teacher employed. Each of the schools now has a principal, so by enlarging and consolidating existing units no increase is necessary at this point, and considerably reduction in per capita cost could be affected."

DESCENDANTS OF SAMUEL GIBSON HOLD REUNION

Mr. and Mrs. Frank Murray Hosts to 150 Members of Pioneer Family

One hundred and fifty members of the Gibson family, descendants of Rev. Samuel Gibson, pioneer Baptist minister in Macon, Swain, and Jackson counties, assembled at the home of Mr. and Mrs. Frank Murray of this city last Sunday to celebrate the birthday of Mrs. Betsy Jane Grant, the oldest member of the family now living. Aunt Betsy Jane is the daughter of John Gibson, and the granddaughter of Rev. Samuel Gibson, who preached in the bounds of the old Tuckaseegee association during the early days of this association. Among the living children of John Gibson are: Betsy Jane Grant, Palestine Leatherman, Margaret Carter, Eliza Ann DeHart, Fannie Dillard, Nancy Garden, and Thomas and Hayes Gibson. Visitors were present at the dinner from three states. The delicious and appetizing lunch was

Murray and his home was open to a great gathering. The Gibson family is noted for the health and hardiness of its members. There is one family in which there has hardly been a death in a generation, and no deaths until recently.

Rev. Samuel Gibson, the pioneer preacher, was born about the year 1796 and died in 1878. He fought in the War of 1812, being file major in a regiment. He removed to Haywood county before the year 1819. His son, John, was born in 1819. Rev. Samuel sawed out the lumber for his first house with a whip saw. He later removed to Shoal Creek, where six of his children were born. The later children were born in Macon county.

Rev. Samuel was an industrious worker and a liberal supporter of his family. His corn and potatoes were worked by his own hand. He always carried an extra hoe to the field, so that, if any of his parishioners came by to visit him, he could say to him, "I always work while I talk. There is a hoe, help me with this row of corn." He had to make a living for his family while he preached the gospel to the early settlers. He was not ashamed of work. He carried a heavy burden. He had a large family to support. He received little for his ministerial labors. One member of the family remembers that he received a pair of socks from a member at Shoal Creek.

Rev. Samuel was always ready to help the fellow that was in trouble and down and out. One day while carrying the irons for an old saw mill, he came across a cripple on his way. He picked up the cripple on his back and carried him and the saw mill irons to the top of the mountain. He found aid for the cripple and thus helped his fellow-man in trouble.

Times were hard in the mountains in those days. There were no cement roads. There were only little trails. There is a Sam Gibson Trail, and a Sam Gibson Ridge named after him. He preached the gospel to the Indians and early white settlers. He doubtless gave aid to the first missionaries who came into the territory from Georgia a century ago.

Rev. Samuel Gibson had a colorful as well as a hard career. He was the son of a Miss Breun, who married his father. His first wife was a Miss Black. His second wife was a Miss White. He saw many Blue Mondays. And his career included many red letter days, when he traveled forty miles on foot and preached at night. He preached to red men, white men, and black men. He walked along the green aisles of the forests, and trampled the red mud, to give the good news of salvation to men whose hearts were black with sin. The green eye of envy was never cast at him. No one envied his hard lot. His feet were doubtless often purple with bruises. But his heart was white with innocence.

Members of the fifth generation of the Gibson family were present at Mr. Murray's home feast. Viz. James Cleveland and John Robert Cope, sons of Mr. and Mrs. V. L. Cope, and

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PRESS TYPE TALKS

A BUSINESS BOOSTING BULLETIN FOR COMBATING MAIL-ORDER COMPETITION

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(C)

Bringing in Customers and Promoting Sales

Merchandise well displayed in your windows will bring in customers from the street. Merchandise well displayed in your home newspaper will bring in customers from every section of your trade territory. This has been proven over and over again by the big, successful merchant of the country.

Big, successful merchants, invariably, are men who realize the great purchasing power of their trade territory, and who go after this business just as persistently as the mail-order houses, by presenting interesting merchandise offerings regularly through the local newspaper.

The great majority of these merchants have a certain appropriation or fixed amount to invest in this sales promotion work each year. The big city stores invest from 5 per cent to 7 per cent of the previous year's gross sales in their promotion work or advertising. The successful merchant of the smaller cities and towns invest from 3 to 4 per cent of the previous year's gross sales in presenting their merchandise offerings regularly to the people of their community.

This method of regulating advertising expenditures has absolutely proven itself and is bound to produce an increase in sales each year with any merchant who adopts it.

The increase doesn't necessarily show the first week or the first month after the advertising starts, but it does show and show big after the advertising has been carried regularly and persistently throughout the entire year.

If this 3 per cent or 4 per cent were spent all at one time it would not produce the desired results, but continued over the entire year — every day or every other day or every week, it is the surest, safest and speediest method in the world for bringing in customers and promoting sales.

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