

HIGHLANDS—THE ROOF GARDEN OF THE SOUTHEAST

MACON COUNTY NEWS BRIEFS AS TOLD BY CORRESPONDENTS

RAINBOW SPRINGS—F. W. Tittle
PRENTISS—Beatrice Gribble
WALNUT CREEK—Mrs. F. E. Mashburn
NORTH SKEENAH—W. R. Sanders
SHOOKVILLE—Marie Rogers
ELLIJAY—D. J. Moses
TELLICO—Vance DeHart
HOLLY SPRINGS—Faye Franklin
NORTON BRANCH—W. L. Carpenter
TESENTA—Mrs. A. C. Patterson
PATTON'S—Mrs. R. A. Patton
KYLE—Maude Lunsford
CULLASAJA—Mrs. Fred Littleton
FLATS—M. J. May
SCALY—Mrs. Irene James
STILES—Carl Morgan
CARTOOGECAYE—Mrs. F. H. Nolen
UPPER IOTLA—Mrs. D. M. Rowland
WEST'S MILL—C. A. Elmore
CLEAR CREEK—Mrs. E. P. Picklesimer
AQUONE—Mrs. Craig Stepp
UPPER ELLIJAY—Blanche Mincey
ROSE CREEK—Mrs. Pemmie Hughes

SCALY

Mr. Fred Bowers, Jr., of Pine Mountain, Ga., was at Mr. Savala James' last Friday on business. Miss Etta Vinson, who has been working in Winston-Salem, is spending a few days with home folks. Mrs. Almetta Brooks and Mr. Tearley Picklesimer of Highlands visited Mr. and Mrs. Lawton James last week-end. Mr. and Mrs. George Moffitt of Winston-Salem are visiting Mrs. Moffitt's parents, Mr. and Mrs. Jim Vinson. Messrs. Savala and Lawton James went to Dillard, Ga., last Thursday to ship a load of peas to Atlanta. Mr. Haze Bryson of Clear Creek spent the week-end visiting friends and relatives in Scaly. The school at Scaly opened last Monday, July 21, under the supervision of Misses Mae McCoy and Pearl Phillips.

RAINBOW SPRINGS

Mr. and Mrs. Pierce of Moben, W. Va., spent Wednesday in town as guests of Mr. and Mrs. Jess Brooks. While in town, Mr. Pierce, who is division store manager, made an inspection tour about the plant. Mrs. Jess Brooks and daughter and Mrs. Austin of West Asheville spent a few days visiting here last week. Mr. Homer Williams, the machinist who has been with our Ritter folks the past two months, left last Friday for Johnson City, Tenn., to spend his summer vacation with his family. Mr. James Woodard left last Saturday for Almond for a stay with his parents for the summer. Our operation was closed down on the evening of Wednesday for a length of time after sawing for the past month. The operation here as well as in the woods will be idle for about six months according to the

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Among the party who motored over to Franklin last week-end for shopping were Mr. and Mrs. Grace Fleming, Mr. and Mrs. Clarence Cole and Miss Fay Cole.

Glenn Sneed, Matthews Cole, and Clyde Sneed made a trip over to Franklin for shopping last Saturday night.

Mr. Perley Hyde returned home last Saturday evening after spending a few days on business in Bryson City.

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On July 7 the Rainbow Springs school was opened. We have a pretty good start with about 75 being enrolled. The teachers are Miss Bertha Danielson, Mrs. Hazel Norton and Mr. William Crawford, principal.

Mr. John Sneed, who has been doing the edging work at the mill the past month, is back to his acid wood business again.

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Mr. and Mrs. Howard Bateman and Mr. Mark Culbertson motored over to Franklin last week-end.

Mr. and Mrs. A. E. Weaver entertained at an enjoyable bridge party on the evening of Wednesday at their home on North street, honoring Miss Sara Wilson of Gainesville, Ga., who was visiting her aunt, Mrs. Weaver. Five tables were in play. Mrs. Kerr Cunningham and Mr. James Woodard were high players and Mrs. A. McNeil and Dr. B. B. McGuire were low scorers. Miss Wilson was the recipient of a guest gift. Mr. and Mrs. Weaver's guest list included: Miss Wilson, Mr. and Mrs. Bill Moore, Mrs. Kerr Cunningham, Mr. and Mrs. A. McNeil, Mrs. Cayney, Mr. and Mrs. Carl Slagle, Mr. and Mrs. H. A. Nuckols, Dr. and Mrs. B. B. McGuire, Mr. E. B. McCollum, Misses Amanda and Lucy Slagle, Miss Helen Warden, Mr. William Crawford, Mr. Jonus Woodard and Mrs. Bass Fitzgerald. After the games, a delicious salad course was served. A dance was given at the club house on Thursday night of last week in honor of the Ritter boys

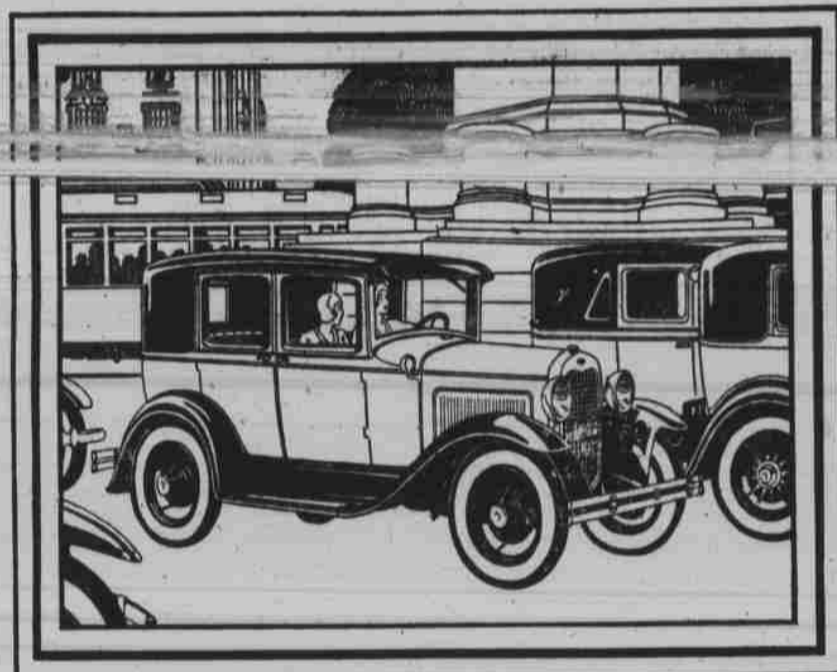
who were leaving for their homes after staying for the past month. A large crowd was present. If you are a subscriber, tell your

friends about the home paper. County-wide news—what farmers are doing. Let Mr. Tittle tell you about the rates.



LEACH BROTHERS

Meeting the Needs of Millions of People



The low-priced automobile has brought greater opportunity and added hours of recreation to millions of men and women.

BECAUSE the automobile is such an important factor in the lives and prosperity of so many people, the purpose of the Ford Motor Company is something more than the mere manufacture of a motor car.

There is no service in simply setting up a machine or a plant and letting it turn out goods. The service extends into every detail of the business—design, production, the wages paid and the selling price. All are a part of the plan.

The Ford Motor Company looks upon itself as charged with making an automobile that will meet the needs of millions of people and to provide it at a low price. That is its mission. That is its duty and its obligation to the public.

The search for better ways of doing things is never-ending. There is ceaseless, untiring effort to find new methods and new machines that will save steps and time in manufacturing. The Ford plants are, in reality, a great mechanical university, dedicated to the advancement of industry. Many manufacturers come to see and share the progress made.

The greatest progress comes by never standing still. Today's methods, however successful, can never be taken as wholly right. They represent simply the best efforts of the moment. Tomorrow must bring an improve-

ment in the methods of the day before. Hard work usually finds the way.

Once it was thought impossible to cast gray iron by the endless chain method. All precedent was against it and every previous experiment had failed. But fair prices to the public demanded that wasteful methods be eliminated. Finally the way was found.

A better way of making axle shafts saved thirty-six million dollars in four years. A new method of cutting crankcases reduced the cost by \$500,000 a year. The perfection of a new machine saved a similar amount on such a little thing as one bolt. Then electric welding was developed to make many bolts unnecessary, and to increase structural strength.

Just a little while ago, an endless chain conveyor almost four miles long was installed at the Rouge plant. This conveyor has a daily capacity of 300,000 parts weighing more than 2,000,000 pounds. By substituting the tireless, unvarying machine for tasks formerly done by hand, it has made the day's work easier for thousands of workers and saved time and money in the manufacture of the car.

All of these things are done in the interest of the public—so that the benefits of reliable, economical transportation may be placed within the means of every one,



FORD MOTOR COMPANY

LUMBER



Good News for The Fall Builder

Build with Long Leaf Pine, seasoned and standard-made lumber—and you build with quality and economy. Long Leaf Pine lumber is your assurance that every piece of stock has been cut and seasoned under the most exacting standards from the choicest selection offered on the market. A complete stock in all standard widths and lengths is always maintained here.

Franklin Hardware Co.