There are twice as many

You Will Alwo

Be A Winner

With

CHOOSE YOUR

FAVORITE SHAPE

WEAVE AND COLO

IN A STRAW HAT

THE WINNER IN T

"MYSTERY MAN"

CONTEST WHO

RECEIVES A STRA

PAULA KAY BRYS

HAT FREE FROM

STORE

TURNER'S IS

sions to U. S hospitals as in

Care Of Skin Is Important In Summer

neone talking about "saving your skin" during the sum-mer, you think of sunburn. But actually sunburn is but one of the ards to beware of during the

long summer season.

Vacationers, picnickers and tay-at-homers, as well, need to take note, according to Ruth Current, state home demonstration agent. Poison ivy, oak and sumae are currently in season. Just # careiess step through the field or ds can land you in bed with a good case of poison ivy. When you go for a walk, keep your legs cov-ered and be on the look-out for these poisonous plants. It's a pretty good idea, too, to take a warm ower with plenty of soap after you come in from one of these outings. Such preventative measures can save you a good deal of agony

Insects are another skin buggaboo. If you plan a picnic, be sure to take along a reliable repellent to ward off these "man-eating" in-

Sunburn, of course, always takes a heavy toll during the summer onths, says Miss Current: If ou're a first-timer at the beach ake, or even in your own back yard, take it easy. Remember that burn rarely shows up until after you've gone in to cool off. And remember, too, that the sun's rays can be very penetrating even on the cloudiest days. Once you've been well-burned, there's little you can do to bring relief. In the case painful sunburn, an ounce of prevention is worth far more than the proverbial pound of cure.

Presbyterian Circles To Meet

Circles of the Women of the

Circle 1 will meet in the home f Mrs. J. W. Killian at 3 p.m. Mrs. Whitman will be co-hostess. Circle 2 will meet in the home f Miss Betsey Lane Quinlan with Miss Sue Willard Lindsley as cohostess at 10 a.m.

Circle 3 will meet in the home of Mrs. H. L. Baughman at 7:30

Circle 4 will meet in the home of Mrs. Albert Abel at 7:30 p.m.

BREEZE

LIGHT

SPORT



BEST CITIZEN' AWARDS were presented to these six pupils of Waynesville area elementary schools Thursday night by Bill Swift of the education committee of the Waynesville Lions Club: (seated, left to right) Ronnie Scruggs of Hazelwood, Betty Owen and Phil Gaddis of Central; Evelyn Phillips and David Frady of East-Waynesville, Co-sponsor of the event was the Hazelwood Lions Club, represented at the meeting by past president Clyde Fisher and Charlie McCall, vice (Mountaineer Photo),

McCarroll Cites Need Of Circles of the Women of the Waynesville Presbyterian Church will meet Tuesday, June 7, as fol-

(EDITOR'S NOTE: The following is an extract from the talk made at the recent Chamber of Commerce banquet by H. P. Mc-Carroll, Waynesville furniture merchant and chairman of the Chamber's Industrial Development Council.)

MR. McCARROLL: "My talk is divided into two parts. The first

BEST Under the Sun

FROM THE TOGGERY

* McGREGOR * MANHATTAN

PRICED FROM

ONLY

FOR A COOL, COMFORTABLE

SUMMER SELECT YOUR

CLOTHES HERE.

THE LUCKY PERSON

WHO RECEIVES A McGREGOR SPORT SHIRT

FREE FROM THE TOGGERY IS

JANE LOVE TALIAFERRO

BY

part concerns our present indus-Hazelwood area. The second part of some 25 or 30 additional people. for additional industries.

people in Waynesville and the area not absorb all our labor. we serve, that do not want addi-

"On the other hand, we have something being done to bring folk, Virginia, Detroit, Michigan. some new industries here? Prac- Baltimore, Maryland, and even the tically every town in western North truck farms of New Jersey, are en-Carolina has landed one or more joying the benefits of Haywood plants since the war, when do we County labor. get one?'.

suitable to our area.

industry to a community? ours. Here is what one new in- "Only between 24 and 30 per which it locates.

tory jobs, 174 other jobs are cre- denied this privilege. ated, population increases by 296 "This should be proof enough

"Over-all personal income in-

creases by \$590.000.000 a year. our Waynesville-Hazelwood indus- gressive program is being followed. tries, allow me to point out the "First: We asked for help. We value of these industries to our sent representatives to Raleigh to economy. We think you are going contact the Department of Con- employees welcome in our comnot include Champion Paper or state's industrial expansion prothe Canton area, Nor do they in- gram is handled by this Departclude wages of people who work ment. They are a great help in lo- ducts if they make anything to sell outside the county such as Ameri- cating prospects. Since January of locally. wood-working plants to the oldest industries. and the largest manufacturing plants, is 2.080 people,

"How many payroll dollars do our industries pay to their 2.080 employees to be spent in our towns? Do you know that at the end of every working hour. \$2 995 in wages have been earned? This is just \$5 00 short of \$3 000. You can safely say that for every working hour our employers are payhour work week so that no overime is considered in our figures. his amounts to \$120,000 every Fri-

"It is hard to realize but it is true that our local industries have a combined total annual payroll of more than six and one quarter million dollars Or to state it the offer way around, 2 080 industrial workers have annually over 614 million dollars in spending money from industrial wages,

"Do we need additional employment, either through expansion of present industries or getting new industries to locate here? My opinion is, yes, and here is why

Group IV Classification by the -

means that more than 8 per cent of our people are unemployed.

2,080 people, there are 2,195 people in this labor market area under 45 years of age who are available for full-time employment, Allow me to cite one illustration. A few months ago, the Wellco Shoe tries operating in the Waynesville- Corporation announced the need will cover the community's needs Approximately 700 people showed up at the plant for these jobs. It "I would like to point out here took two days to take their applicathat we in the Chamber of Com- tions. We could double our present merce fully realize that there are number of industrial jobs and still

"Every day, we hear of people tional industries brought to our who must leave our towns and towns. These people are in the county to find employment elseminority but we want you to know where. All but a few of our colthat we fully respect their views lege graduates find little opportunity for employment here and find it necessary to go elsewhere been asked repeatedly, 'Why Isn't to work. Newport News and Nor-

dustry to our community and what our Welfare Department. This inwe are doing to find a new factory cludes, of course, old age assistance, and widows with dependent "How many of us really ap-children. But this percentage is a pauper town. preciate the real value of the too high for a good county like

dustry employing just 100 people cent of our high school graduates would mean to the community in throughout the county are able to attend college or other institutions "A Chamber of Commerce study of higher learning, Almost threereports that for every 100 new fac- fourths of our boys and girls are

people, retail sales increase by 360 that our economy needs a shot in thousand dollars a year, four new the arm. We can get this shot much stores are established, 107 cars are faster with a nice little plant or registered and 70 telephones are in- two that would employ 400 or 500 people than any other way I know.

"What then is being done to find new industries who will locate "Based on these figures and the here? I will not burden you with current employment figures of all too many details but a very ag-

to be surprised. These figures do servation and Development. The can Enka employees. Total current this year, we have had no less

U. S. Department of Labor, This

these, we have received many polite replies, we received several While our industries employ inquiris for additional informaseveral others. We have had two or three actually visit us and look us over. We know that others have inspected our towns without letting us know they were here. how and making contacts, we are also getting set for a tremendous organized effort.

"Everybody is cooperating-our Chamber of Commerce, our towns, our present industries, our bankers, our business and professional men are banding together for one concentrated effort. It is a very aggressive program and if we do not get a new plant or two within the next year, you can rest assured that we are making it tough on the towns who do get them. "Here is what you can do to

help us. In fact, I might as well tell you that this is what you must do before our program can suc-

get one?'.

"In Haywood County today, aptempt to show you the value of in"In Haywood County today, approximately one out of every 28
people are receiving aid through
"First, Clean Up! Make our
homes, our lawns, our places of
business, our towns and communities look like we are somebody. We must look industrious and prosperous. No industry wants to locate in

"Second, Know Your Town! Know all there is to know. Be sure your answers are correct. If you don't know the answer, get it. Many industrialists come into a community and make their own survey. We do not know who they are or when they are coming, They contact sales clerks, filling station operators, businessmen and anybody who meets the public.

"Third, Sell Your Town! Show your community pride and loyalty Be a booster. This is a sure-fire indication that a town is wide awake. Industries like wide awake progressive towns.

"Fourth, Support Our Present Industries! Learn the good things about each one of them. Tell them and others how glad we are to have them in our towns. Make their new munities Learn something about their difficulties and if possible help to solve them. Buy their pro-

"Be a booster of the industrian employment, including every in- than five separate conferences with we have so that they will be glad dustry from our saw mills and this Denartment on how to get new to be with us. If each of vou wir heln out by doing these things ! "We have contacted and held will only be a matter of time untre conferences with the Southern we will be turning industries away

FARN ON INSURED SAVINGS

Accounts \$1.00 to \$10 000.00, each insured up to \$10,000.00 by the Federal Savines & Loan Insurance Corporation, an agency of the United States Government. Onen, increase account and withdraw by mail: easy and convenient. Premnt service, liberal earnings paid reenlarly twice a year, April 1st and October 1st.

Funds received by June 10th will earn from June 1st. Open your savings account soon and save wisely.

HAYWOOD HOME BUILDING & LOAN ASSN.

149 Main Street Waynesville Telephone GL 6-4121 Established 1919 - Assets over \$2,800,000



RECITATION AND DECLAMATION WINNERS in Waynesville area elementary schools this year, who gave their speeches before the Lions Club Thursday night, were (seated, left to right)

these firms offer plant locating

services to all towns in their areas.

"Second: We made direct con-

tacts. Through advertisements ap-

tion presidents. In response to

"Third: While we are learning

dustries located here.

Bobby Walker of Hazelwood, Sandra Leophard and David Noland of Central; (standing) Nancy Messer of Hazelwood, Jim Francis and Gwen Thomas of East Waynesville. (Mountaineer Photo).

Railway Company and the Carolina Methodist Power and Light Company, Both Circles Set Both would like to have more in- May Meetings

The Circles of the First Metho-dist Church will hold their first pearing in the Wall Street Journal meetings following their re-organiand the New York Times, we have zation on Tuesday, June 7, with contacted numerous prospects. We the exception of Circle No. 1, have written dozens of letters diwhich has already held its June rectly to company and corporameeting. Circle 2 will meet at the church

at 3:30 p.m. Circle 3 will meet in the home

of Mrs. Hilliard Atkins at 3:30 tion and we have promises from | p.m. Circle 4 will meet in the home of the Misses Helen and Frances

Ray at 7:30 p.m.

Circle 5 will meet in the home of Mrs. Erwin Burgin with Mrs. Robert Allison as co-hostess at 7:30 p.m.

Circle 6 will meet in the home of Mrs. W. L. Turner at 7:30 p.m. Circle 7 will meet in the home of Mrs. J. K. Stringfield with Mrs. Lloyd Warren as co-hostess at 7:30

Circle 8 will meet in the home of Mrs. Bill Hyatt with Mrs. Hunt-

from our towns. Instead of our seeking them, they will seek us when we can prove that we want

That's His Name

Blaine Wolfeschlegelsteinhausenbergeroff Sr., is quite proud of Hubert Jr.'s accomplishment.

The boy, just a shade over three years old, "surprised us by saying his name-all nine syllables of it,' says the proud father.

type overator, Hubert Sr. would be sympathetic with people who have to tussle with his name.

teinhausenbergderoff, Hubert, B. Sr .- on one full line and his ad-

name was right. So his name, on three lines, always comes properly

want it." The city gets away with an ab-

One cubic mile of sea water contains more than 12 billion pounds.

PHILADELPHIA (AP) - Hubert

You'd think that being a line

But the telephone directory lists the full monicker—Wolfeschlegs-

And he told the utility company he wouldn't pay his bill unless his

After all, he explains, "My legal name is Wolfeschlegsteinhausenbergderoff (it sounds shorter when he says it) and that's the way I

breviated form on its voting registration books. There he listed as Mr. Wolfeschlegelsteinha-which is er Worsham as co-hostess at 10 as far as the business machines will



TIME your advertising to suit the buying habits of your prospective customers. To get the right results, sales-wise, present the right merchandise at the right time,

PLACE your advertising where most people start their shopping . . . in the pages of this newspaper.

• BENEFIT by the fact that this newspaper is a trusted friend, counselor and buying guide to its readers.

BACK UP your advertising with courteous service and sound values. For day-to-day results and long-pull success, you can't beat this combination!

cuture of the future



The Waynesville Mountaine

reaches your best customers at lowest cost