

## Community Development Program Announced

Communities and sponsors for the 1966 Western North Carolina Community Development Program were announced this week by Mayor Earl W. Blair of Asheville, president of the Asheville Agricultural Development Council and Jerry Sutton of Franklin, chairman of the area development contest. The community development program covers the 18 westernmost counties of the state and is jointly sponsored by the Agricultural Development Council and the agricultural agencies.

A record total of \$4,875 in area awards will be presented in 1966 to the organized communities making the greatest progress during the year in community projects, youth programs, better living and increased income. In addition, local sponsors in various counties will provide an estimated \$9,000 in county prizes.

Purpose of the community development program is to stimulate community-wide effort and cooperation in building better communities. A total of 115 organized communities in 15 counties participated in the program in 1965. Competition is open to any area that has an organized improvement program underway. Deadline for entering is next May 15.

Communities will be classed in either the farm division or non-farm division for judging. Those communities in which at least 50 percent of the families farm, either full-time or part-time, will enter the farm division, with all others including towns and villages in the non-farm group. Awards for each of these divisions total \$1750.

Awards and donors for 1966 in the farm division are: \$400, first prize, Sears, Roebuck & Co.; \$300 second prize, The Northwestern Bank; \$200 third prize, Arbor Acres Farm and \$100 fourth prize, Gerber Products Company. Honorable mentions, Sealtest Foods, Ivey's of Asheville, Lowe's Asheville Hardware, Earle-Chesterfield Mill Co., Matthews Motor Sales, Farmers Cooperative Exchange, Rose's Westgate, Biltmore Dairy Farms, K-mart, Bon Marche, Gerber Products Company and Belk's Department Store.

Awards and sponsors in the non-farm group are: \$400, first prize, Asheville Citizen-Times Company; \$300 second prize, J. C. Penney Company; \$200, third prize, Coca-Cola Bottling Company of Asheville and \$100, fourth prize, Parkland Chevrolet Company. Honorable mentions: Sears, Roebuck & Company, The Man, Store,

Belk's Department Store, Westgate Merchants, Free Service Tire & Appliance Company, Fearman's Super Furniture Store, Sealtest Foods, Sky City, K-mart, Bon Marche, Ivey's of Asheville and Cherokee Historical Association.

To encourage youth activities in the communities and to stimulate greater participation by the young people in community projects and affairs, the James G. K. McClure Education and Development Fund will again offer \$500 in youth awards as follows: first prize \$150; second, \$125; third, \$100; fourth, \$75; and fifth, \$50. Ball Brothers Company will award plaques to all honorable mention youth winners.

A Roadside Improvement Contest, aimed at creating interest in clean-up and beautification of the road-sides is being expanded for 1966. Sixty-eight communities entered this special program in 1965. First prize of \$100 is being offered by the ADOA Corporation at Biltmore; second prize of \$75 by the Coca-Cola Bottling Company of Asheville; \$50 by Ivey's of Asheville and four honorable mention prizes of \$25 each by Ivey's, Federal Savings & Loan and E. D. Mitchell.

The WNC Community Development Program is now entering its 17th year. This is the pioneer program of its type in the state and has been cited by many state and national leaders for the outstanding results obtained in promoting thousands of rural improvement projects. Top winners in the contest in 1965 were Bill's Creek of Rutherford county, farm division; Beta of Jackson county, non-farm division and Mills River, Henderson county, youth program.

All communities interested in entering the program can secure entry blanks from the County Extension office.



By Jean Kirkwood, Women's Consultant, The Travelers Insurance Companies  
**A Proper Christmas**

At Christmas time women in the know always have many more than the ordinary chores to attend to—baking, writing Christmas cards, entertaining and being entertained. Furthermore, there's Christmas shopping, decking the house, and outfitting small fry for various Christmas pageants.



Obviously, something has to give, and what gives is our sixth sense awareness of our children's needs and whereabouts. Family meals become a little slipshod, nap and bedtime regulations are suspended. It's a perfect set-up for an accident. According to a recent survey on children's accidents, the majority of children were acutely hungry at the time of injury! Children, were often at their most tired time of day. There was, for a variety of reasons, far less parental supervision than usual.

Doctors and safety experts agree that the most important safety device known is an untense mother. It follows from there that anything that reduces a mother's tensions helps prevent accidents to her children.

To save a little energy send Christmas cards early, ship as much as you can by phone, cook in double quantities and freeze half for the following week, manage a cat nap at noon, and give yourself a holiday gift of some extra household help.

The result will be the most memorable Christmas of all and the best possible chance for accident-free holidays.

## PLANT TREES

Grow an investment in your community



PROTECT from FIRE!



**PEACE**

Sing His praises and may He bless your home.

**1965**

**WESTERN AUTO ASSOCIATE STORE**

**1965**

# Christmas Cheer

May happiness and goodwill be brought to your doorstep during this holiest of seasons.

**WESTERN AUTO ASSOCIATE STORE**