

Greatest Values Ever Seen in Louisburg Before at

F. A. ROTH CO.

In Order to further reduce our immense stock we have made further big reductions in our stock. Folks now is your chance to secure first class, high grade merchandise at almost next to nothing prices. Come look at our goods before you buy and let us save you money.

APRON CHECKED GINGHAM

27 inches wide, extra good quality, regular 15c value, yard—
8c

ONE LOT LADIES' ALL-WOOL SERGE DRESSES

Value to \$8.50, choice—
\$3.95

BOYS'

Suits, with 2 Pair Pants, or Overcoats values to \$16.50—
\$9.95

BOYS'

Suits, with 2 pair pants, or Winter Overcoats; values to \$15.00—
\$7.45

COTTON PLAIDS

Good Quality, Saturday, 9 to 10, per yard—
8c

Limit: 7 yards

UNION SUITS

for boys and girls that are actually worth 75c, at only—
45c

MEN'S

Extra Heavy Blue Denim Overalls \$1.50 value—
79c

\$37.00 Mens and Young Men's Suits and OVERCOATS

This undoubtedly is the greatest collection of fine clothing that ever came to this city. Mere words cannot describe the class, the style, the very skillful tailoring, the beautiful colorings. Because we need the money, reduced to—
\$24.95

\$25.00 Mens and Young Men's Suits and OVERCOATS

Mens and Young Men's Suits, fine quality, attractive models that only fashion artists can design. Because we need money, they are reduced to—
\$12.45

BOYS'

Suits, with 2 pair pants, or Overcoats values to \$10.00—
\$5.85

MEN'S WORK SHOES

In black or tan, a real value at \$5.00, choice, per pair—
\$3.65

MEN'S DRESS SHOES

made of good quality calf or kid, values to \$6.50, per pair—
\$4.45

\$30.00 Mens and Young Men's Suits and OVERCOATS

Men and young men, you will simply revel in this wonderful display of fine hand tailoring. Models for all types of men. Because we need the money, reduced to—
\$18.65

\$35.00 Mens and Young Men's Suits and OVERCOATS

It behooves the well dressed man to be here the first days of the sale because he is bound to exclaim, "Here is the best suit bargain I have ever witnessed."
\$22.85

J. P. COATS' THREAD

In all sizes, black or white, per spool—
3c
Limit: Three spools

\$20.00 Mens and Young Men's Suits and OVERCOATS

America's best make suits that have done so much to build up this store as a quality center. Because we must raise money, they are reduced to only—
\$9.95

CHILDRENS

or large girl's Coats—nothing newer in style—values to \$15.00—
\$7.45

HERE MOTHERS

is something to keep your little girl warm—Coats that are actually worth \$5.00, at—
\$2.95

WINDOW SHADES

In all colors, made of extra quality material, \$1.00 value—
45c

CHILDREN'S

Winter Coats all this season's styles; values to \$8.00, at—
\$4.65

MEN'S WORK SHOES

In black or tan, all solid, Blucher cut, values to \$4.00—
\$2.95

MEN'S WORK SHOES

Some high cuts in black or tan. Regular \$6.00 value, per pair—
\$3.95

SHOES BARGAINS FOR CHILDREN

In this lot of Boys' Shoes either work or Dress, values to \$3.50 \$2.35
Boys' Fine Dress Shoes in black or brown, values to \$4.00, at \$2.85
Children's Fine Shoes either lace or button, Regular \$2.00 value \$1.35
Children's Fine Shoes, black or brown \$2.50 value at \$1.65
Children's Fine Shoes that always sold for \$3.25 and \$3.50, at \$2.35

Dresses

At Prices Fitting
Any Pocketbook

Authentic styled dresses, phenomenal savings. Models for misses the college girl, and business women.

Up to \$10.00 value Dresses, sales price.....	\$ 4.65
Up to \$15.00 value Dresses, sales price.....	\$ 8.95
Up to \$22.50 value Dresses, sales price.....	\$12.45
Up to \$30.00 value Dresses, sales price.....	\$18.65
Up to \$35.00 value Dresses, sales price.....	\$22.65

MILLINERY—Ladies, you'll find here the very latest styles of Fall Hats, blending in nicely with your new dress and

THE SAVINGS WILL ASTONISH YOU

Beautiful Fall Coats

At Guaranteed Savings from 25 to 50 Per Cent

Up to \$12.50 Coats	\$ 7.45
Up to \$17.50 Coats	\$ 9.95
Up to \$20.00 Coats	\$12.45
Up to \$28.00 Coats	\$18.95
Up to \$35.00 Coats	\$24.75
Up to \$40.00 Coats	\$28.95

FA. Roth Company

The Store That Always Sells The Cheapest

LOUISBURG,

North Carolina

PROFESSIONAL COLUMN

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Physician and Surgeon
Louisburg, N. C.
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S. ATWOOD SEWELL
Attorney-at-Law.
Louisburg, N. C. Phone No. 115
Office in First National Bank Building
General Practice

DR. W. B. MCERTON
Eye Specialist
Office in Hotel Building
Louisburg, North Carolina

I wish to advise my patients and the public generally that after the 1st of September my business will be on Cash basis when work is completed.
DR. ARTHUR HYNES FLEMING

S. P. BURT, M. D.
Louisburg, N. C.
Offices over Scott's Drug Store.
Hours 11 a. m. to 1 p. m., and 4 to 5 p. m.

DR. ARCH H. PERRY
General Practice
5 p. m.

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Veterinarian
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G. M. BEAM
Attorney-at-Law
Office over Post Office
Practice in all courts.
Wood, N. C.
Office in Service Drug Co.

DR. J. B. DAVIS
Physician and Surgeon
Office at Residence, North Main St.
Telephone: Hours:
Night 64 8:30 to 10:30 a. m.
Day 64 12 to 2 p. m.
6 to 8 p. m.

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General practice, settlement of estates, funds invested. One member of firm always in the office.

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Office in Aycock Drug Store, Market street. Office Practice Surgery and consultation.

DR. H. H. JOHNSON
Physician and Surgeon
Louisburg, North Carolina
Office over Aycock Drug Co.
Telephones: Day and Night both No. 10

J. O. NEWELL, M. D.
Louisburg, N. C.
Office in First National Bank Building
Day Phone 249 — Night Phone 249-2

Wm. H. Ruffin, J. B. W. Ruffin
WM. H. & THOS. W. RUFFIN
Attorneys-at-Law
Louisburg, North Carolina
General practice, both civil and criminal, in Franklin and adjoining counties, Supreme and Federal Courts.
Offices in First National Bank Building.

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CLEANING, PRESSING, LAUNDRY
THE SERVICE SHOP
W. B. Munford, Propr.
Louisburg, N. C.

NOTICE
We are glad to announce to our customers and friends that we have first class line of barbers and are in better shape to serve our customers than we have ever been. A trial is all we ask. Thanking you for your patronage. We are yours to serve.
STEGALL B. OS.

SEABOARD AIR LINE RY.
Effective Nov. 16th, 1924
Louisburg, N. C.

Trains	Daily Except
Leave	Sunday
No. 330	8:30 A. M.
No. 312	11:50 A. M.
No. 334	5:00 P. M.
Trains	Daily Except
Arrive	Sunday
No. 331	10:15 A. M.
No. 311	3:40 P. M.
No. 335	7:05 P. M.

For information regarding rates and schedules apply to
L. L. JOYNER, Agent,
Louisburg, N. C.

JOHN T. WEST, D. P. A.,
Raleigh, N. C.

PUBLIC OPINION

In his speech before the Associated Advertising Clubs of the World at the British Empire Exhibition, Mr. W. E. Beatty, President of the Canadian Pacific Railway, told of the expenditure of \$67,000,000 by his company since 1881 in the Colonization of the Dominion, by advertising. Mr. Beatty said in part—"Therein lies the strength of Canada's position. Canada has had the confidence to advertise, and to keep on advertising because she knows she has something worth while to offer." The expenditure referred to was probably not all appropriated to newspaper space, but since the days of Benjamin Franklin the newspaper has been a moulder of public opinion. Through its editorials and news of the happenings of the day we are able to grasp the meaning of current events and even see enough of the future to enable us to prepare to meet situations that do not exist.

Then to the advertising columns of the newspaper are a source of education to those living in rural districts. People in out of the way places are just as familiar with happenings of the times as those living in the great centers of population. The wife and mother—the stabilizer of the home upon whom the burden and responsibility for the proper training and feeding of the family falls, depends largely on newspaper advertising in forming opinions and making decisions. Familiarity with advertising has given her a sensitiveness to anything that rings false. Therefore advertising copy of a genuine article must be free from exaggeration if it is to receive her favorable consideration. The most widely known and universally used builder of health, Scott's Emulsion, has been advertised in newspapers for fifty years. It has been recommended to the public as a tonic food for every member of the family and the credit for the phenomenal growth in sales from year to year is given to truthful advertising in the newspaper and the ability of the reading public to intelligently select the tonic best suited to their need. Scott & Bowne, makers of Scott's Emulsion and Ki-moids for indigestion, state that this growth is surely tangible evidence that the public has been educated through the newspaper to know the medicinal value of pure Lofoten Cod-liver oil prepared in such a way as to be easily assimilated and pleasant to take. Commendation of this kind is surely noteworthy and local merchants will do well to heed the method of those who have given many years to the study of marketing problems. If the financial condition of your business will not permit of a large advertising expenditure it is to be remembered that a slow and continued campaign will always prove profitable. Let this paper show you what can be done.

Our good superintendent, Prof. W. R. Mills, has given me every encouragement that I could wish for. I am always ready and willing to carry out any instructions that he may see fit to give.

GEORGE C. POLLARD.

COTTON REPORT

The tabulation of the card report shows that there were 12,766 bales of cotton, counting round as half bales, ginned in Franklin county, from the crop of 1924 prior to November 14, 1924 as compared with 17,343 bales ginned to November 14, 1923.

Subscribe to The Franklin Times

LOOK OVER YOUR LIST

After you decide what you want from the grocery, come here and select it. You will have no difficulty in finding it.

A complete stock of canned goods and other staples together with a large assortment of fruits and vegetables, enables us to supply all of your needs.

And our high quality at lower prices gives you an unparalleled saving.

Mr. Peter F. Evans, Jr., experienced and popular, has purchased an interest in this business which will be run in the future as Harris & Evans. Both of us will be glad to see our many friends.

HARRIS & EVANS

Under Union Warehouse

Balloon Tires

Be sure you get the Genuine Balloon if you expect balloon ease of riding and comfort.

Genuine Goodyear and Hood sold by

Cranford Motor Company