

To the first half-million new Ford owners



TO THE half-million men and women who have received new Fords in the last eleven months, there is no need to dwell on the performance of the car.

You have tested its speed on the open road. In traffic you have noted its quick acceleration and the safety of its brakes. You know how it climbs the hills. On long trips and over rough stretches you have come to appreciate its easy-riding comfort. Continuous driving has proved its economy of operation and low cost of up-keep.

This is an invitation to you to take full advantage of the service facilities of the Ford dealer organization so that you may continue to enjoy many thousands of miles of carefree, economical motoring.

The point is this. You have a great car in the new Ford. It is simple in design, constructed of the best materials and machined with unusual accuracy. It is so well-made, in fact, that it requires surprisingly little

attention. Yet that doesn't mean it should be neglected. Like every other fine piece of machinery, it will serve you better and longer if given proper care.

One of the best ways to do this is to take your car to the Ford dealer every 500 miles for oiling and greasing and a checking-up of the little things that have such a great bearing on long life and continuously good performance.

Such an inspection may mean a great deal to your car. To you it means thousands upon thousands of miles of motoring without a care—without ever lifting the hood.

Ford dealers everywhere have been specially trained and equipped to service the new Ford. You will find them prompt and reliable in their work, fair in their charges, and sincerely eager to help you get the greatest possible use from your car for the longest period at a minimum of trouble and expense. That is the true meaning of Ford Service.



FORD MOTOR COMPANY

Parsons Motor Co.
LOUISBURG, N. C.
LOCAL FORD DEALERS

Crops Marketed Money Banked

That is the story with a "happy ending" that every farmer likes to hear.

You will find safety, convenience and personal service at this bank.

Citizens Bank & Trust Company
HENDERSON, N. C.

"The Leading Bank in this Section"

Bigger Business Bulletin

For The Conservation of Local Business To Local Business Firms

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Newspaper Advertising Secrets Volume and Rapid Turnovers

Right now—when merchandising is once more a man's game and merchants are compelled to sell, rather than hand the goods over the counter to anxious buyers—is the time to pay particular attention to advertising in order to secure rapid turnovers to offset the smaller margin of profit we have today.

On a declining market, such as exists at the present time, merchandise must move fast or a store will get into difficulties. The public is asking for lower prices and the only way a store can give them lower prices is to increase its volume and the number of times it turns its stock.

This can be accomplished in only one way and that is by adopting the one proven method which the big successful merchandisers of the country use in securing volume and rapid turnover—newspaper advertising.

Newspaper advertising is the cheapest and most effective means of increasing your volume of business. The flow of trade toward your store will steadily increase if you will but keep the buying public informed of your

preparedness to meet its needs. Advertising in your local newspaper will sell the merchandise if liberally and consistently used, but careful consideration must be given the preparation of your copy.

Store news advertising should be as interesting and attractive as any display page of a mail order catalog. The mail order house must of necessity have strong compelling copy in order to sell goods, on account of the great amount of extra trouble the customer is put to in buying by mail. With a little time and thought any merchant should be able to produce advertising copy as compelling as that of the mail order house, which would be sure to attract the public to his store.

Let your home newspaper increase your volume of sales by presenting to the town and country folks regularly, as interesting and attractive merchandise bulletins as those of the mail order houses.

Any merchant who will make a careful study of the five leading mail order catalogs and their supplements, as issued, is bound to become a better advertiser and also a better merchandiser.

YOUNGVILLE HIGH SCHOOL DISPATCH

Editor-in-Chief
Henry T. Timberlake

Sixth Grade Program
1. Song—Star Spangled Banner, by Society.
2. Play—The Spirit of America, by Lena Mae Glenn, Moseley Hart, James Pearce, Marsh Wiggins, Ruth Bridgers and the chorus.
3. Sextette: Sallie V. Newton, Ruby Gray Holden, Lena Mae Glenn, Ruth Bridgers, Marsh Wiggins, Gerald Little.

Miss Claire Layton was a visitor at her uncle's, Mr. W. G. Ransdall, at Varina on last Thursday.

We are glad to have Thomas Carter, Robert Mitchell, Clara Bell Goswick, who have been out on account of illness, with us again.

Dr. R. E. Timberlake and family were called to New Jersey last Friday night on the account of Mr. C. C. Clawson's illness and death.

Miss Bonnie Belle Horton spent the past week end in Clinton.

Viola Mitchell and Estelle Lancaster have been absent on the account of sickness. We hope to have them back with us in a few days.

Mr. O. E. Holliday spent the past week end with his people in Youngville.

Mr. Hubert Holden spent the week end with his people before leaving for Pennsylvania.

Mr. Leslie Harris was in town this week end.

O'Henry Literary Society Nov. 9, 1928

Devotional, R. R. Hill.
Reading, J. M. Young.
Poem, Louis Fuller.
Original Story, Wyatt Glenn.
Wonder Why, Winston Ragan.
Debate: Resolved that the death penalty should be abolished.
Affirmative, Clark Roberts, Robert Timberlake. Negative, Vernon Green, W. T. Shearon.

Jokes, I. T. Winston.
Critics report, Mr. J. L. Lynch.
Censors report, Mr. J. R. Nixon.

The O'Henry Literary Society met Friday, November 9, 1928, Joseph Hart, vice-president, presiding because of the absence of the president, Henry Timberlake, who left the first of the week for New Jersey. As there was no business to be discussed the society proceeded with the program. The query for debate was, Resolved, that the death penalty should be abolished. The affirmative was represented by Clark Roberts and Robert Timberlake; the negative was represented by Vernon Green and W. T. Shearon. The affirmative won the decision over the negative. Mr. Nixon gave a talk on "The Betterment of Our Society," after which the Society adjourned to meet November 16, 1928.

MELVIN YOUNG, Secretary and Treasurer.

Esther Wake Literary Society November 9, 1928.

Devotional, Eliza Barham.
Song by Society, No. 91.
Reading, Nina Pulley.
Original Poem, Clara B. Goswick.
Jokes, Laura Mae Mitchell.
Characterization of any six members of Society. Beatrice Barham.
Who's Who in Y. H. S., Viola Cooke.
Song, Ola Holden.
Questions and Answers, Clara Holden and Lillian Holmes.

A talk on any subject, Ruby Pulley.
Critics report, Miss Watson.
Censors report, Mrs. Weathers.

LOIS WINSTON, Group 2.

The Esther Wake Literary Society held its regular meeting Friday, November 9, 1928. Since the president and vice-president were absent, Mildred Goswick presided over the meeting. After a very interesting program presented by Group 2, Miss Watson and Miss Peele gave a talk on "The Improvements of Society."
RUBY STEPHENSON, Secretary.

Sore Throat Don't Gargle

Quicker and Better Relief With Famous Prescription

Don't suffer from the pain and soreness of sore throat—gargles and salves are too slow—they relieve only temporarily. But Thoxine, a famous physician's prescription, is guaranteed to give relief almost instantly.

Thoxine has a double action—relieves the soreness and goes direct to the internal cause. No chloroform, iron or other harmful drugs—safe and pleasant for the whole family. Also wonderfully effective for relieving coughs. Quick relief guaranteed or your money back 35c, 60c, and \$1.00. Sold by Beasley Brothers and all other good drug stores.

HEALTH IS WEALTH

Health is wealth, someone has said. It is also happiness, because to be unhealthful is to be unhappy.

That happiness means health has a scientific basis, according to a noted scientist, who has experimented with rats.

Those that have been tamed so that they could be handled in the hand do not suffer the ill effects from experiments as do those that are wild and afraid during the experiment.

This is directly due to properties of several glands of internal secretions in the human, this scientist says. Since fear affects health, and therefore happiness, wise people will avoid fear.

Most fear is fanned anyway, and it is a mental condition that in a large majority of cases can be overcome. To be healthy and fearless then, is to be happy, which is the goal of every human being.

HORSESHOEING

I am glad to tell my friends and the people of Franklin county that I have returned to Louisburg and opened a shop in the Dr. Bass building on Nash street where I can take care of your horseshoeing and iron and wood repair work. Call and see me. My prices will be right. All work guaranteed.

WILSON SILLS.

Everyone Wants to Know

Where they can buy a really high grade and nutritious line of groceries and table necessities without paying high prices.

We are supplying the same to hundreds of families everyday. The large volume of our sales enables us to sell quality foodstuffs at lower prices. Our policy is low profit and quick turnover.

OUR FOODSTUFFS ARE FRESH AND GOOD

This same policy also serves to give you the freshest, best foods at all times, for we do not carry things on our shelves long. The supply is continually replenished with fresh stock.

Yours for service,

A. J. Jarman

108 W. Nash St.

Opposite P. O. Phone 11-

Private Ball With Air Corps

New York, Nov. 12.—Private Clarence G. Ball, son of Mr. O. B. Ball of Route 1, Louisburg, N. C., who recently enlisted for service with the Air Corps branch of the Regular Army, has been assigned to duty with troops in Hawaii, and left New York City today aboard the United States Transport "Cambrai" for Honolulu.

Upon his arrival at Honolulu, Private Ball and the young men who sailed today with him will be assigned to units in the Hawaiian Islands, located at posts which generally lie adjacent to internationally famous resorts and tourist shrines. Soldiers on Hawaiian duty enjoy unusual recreational privileges there being provided for them summer rest camps where all may go for two week period during vacation time. Always within reach is the far-famed beach of Waikiki, and the surf bathing resort at Haliwa.

Athletics play an important part in the life of soldiers in Hawaii, and every organization prides itself on a galaxy of teams in the prospective championship class in every sport. The climate is ideal for it is a land that knows no winter, and outdoor sports thrive the year round.

Private Ball will remain in the Hawaiian Department for approximately

two years, when he will be returned to the United States for discharge, having in the meantime enjoyed a ten thousand dollar outing including a visit to Panama and San Francisco, at the expense of Uncle Sam.

Franklin County's Democracy

Franklin County is Democratic; Led all counties in the State, Rolling up its Smith majority in the campaign of '28.

All her sons are true as can be. County officers, State, and all Carried the Democratic standard in the struggle here this fall.

Our forefathers would be happy If they knew that all went well, In that dear old Southern county, Where they used to work and dwell.

May the Democratic counties In the State of old N. C. Work like yeast to swell their number In the coming years to be.

Let us then be up and doing, Keep our sons and daughters true To the Democratic party

So she'll win in '32. —ADELAIDE JOHNSON, Louisburg, N. C.

Subscribe to The Franklin Times

FARM LOANS

Loans on improved farm lands are now offered farmers of Franklin County at a rate of 5 1-4 percent interest. No bonus charged. These loans may run over a period of 33 years and be repaid on the amortization plan, or same may be repaid earlier.

Louisburg National Farm Loan Association

A. F. JOHNSON, President



On Many Application Forms of Employment.

IS THIS QUESTION

DO YOU SAVE MONEY?

Importance of this question to the employer is that if you have not learned to manage your own affairs, it is not likely you will be wanted to manage his.

It seems to be the felling of all employers that if a man cannot save for himself, it is hardly probable he can save for them.

---SAVE THROUGH OUR BANK

