

E. K. Cunningham & Co.

We carry a complete line of ladies' and gentleman's furnishings, such as:

- | | |
|------------------------------------|-------------------------|
| Worth Hats | Levine, Co-Ed'and Nelly |
| Van Heusen Shirts | Don Dresses |
| Cheney Ties | Archer Hosiery |
| John C. Roberts Shoes | Lamb Knit Bathing |
| Friedman-Shelby Shoes | Suits and Sweaters |
| Max Mayer Gloves for Men and Women | |
| Dry Goods and Notions | |

Here You Will Find the Latest Styles

We believe in quality merchandise and guarantee our goods to give perfect satisfaction. We invite you to visit our store.

THE SHOP OF QUALITY

Good Workmanship

The best of materials. We are on the job day and night.

Angel's Shoe Shop

BEHIND THE FRANKLIN PRESS OFFICE

SANDERS' STORE

Ready-to-Wear

Shoes

Dry Goods

Savings—Service

We Fully Endorse This Community-Building Program

People's Market

Select Meats

Groceries & Produce

We All Want To Be Shown

Let US Show You That It PAYS to

TRADE AT HOME LEACH BROS.

Good Hardware Low Prices

New Dresses

We have just received a shipment of 350 ladies' dresses. Come in and see them.

98¢-\$1.25

\$1.98-\$2.98

MOSES BLUMENTHAL

Shoe Specials

150 pairs of ladies' \$3 and \$2.50 shoes. Sizes 3 to 7. Look them over.

98¢

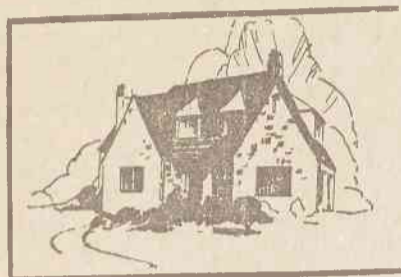
A PAIR

Reliability and Service

That is what you expect of your family druggist, and that is the business ideal we always strive to fulfill. When you give us your business you help us to render better service to the community.

Perry's Drug Store

Call Us for Your Doctor—Phone 82



WHEN IN NEED OF

Builders' Hardware

Lumber and Paints

SEE US FOR PRICES

Estimates Furnished Free

Franklin Hardware Company

PHONE 117

Hands in

APPAREL OF THE



BUY FROM THESE FIRMS

You Can Depend on Them for Quality Merchandise and Service And They Are the Backbone of Our Community

There's Trade-If A

Macon County Supply Co.

Hardware—Radios

Electric Supplies

Stoves and Ranges

A COMPLETE LINE OF

Ready-to-Wear and Shoes For Well Dressed Ladies, Men and Children

WE STRIVE TO SATISFY

POLLY'S

"SELLS FOR LESS"

Dependable Merchandise

Square-Dealing

Get your clothing from a reputable place with a large stock to select from. We have it.

JOS. ASHEAR

"WE CLOTHE THE FAMILY"

WE SPECIALIZE IN SMALL FURNISHINGS FOR EVERY ROOM IN THE HOME

COMPARE OUR PRICES

S & L 5 and 10c STORE

RIGHT ON THE CORNER

FOR REAL AUTO SERVICE Phone 114-J

SHELL

Gasoline & Oil

LOG CABIN

Motor Company

PRINTING

Office Supplies

We can help you save time and money by systematizing your business with printed forms and modern filing systems.

The Franklin Press

You are Being A Good Neighbor WHEN YOU Trade at Home

"Its mine, I worked for it. I'll spend it when, where and what I please" are the words very properly will be set to for any merchant or business who urges people to trade with for the sole reason that he is ing to do business in the munity.

There are many good, sound economic and social reasons for ing in the community in which reside. But there is also a "bull" in what some people when they recite the magic "Trade-at-Home."

In this campaign The Maconian is not attempting to tate from whom, when or what one shall buy. It is not the "Trade-at-Home" idea of spe a dollar with some particula dividual or firm just because happen to have a dollar an happens to have the mercha or service. It is quite possible a merchant, professional or ness man for some reason does and cannot fill any social or nomic need of the community.

The trouble with carrying idea to its logical conclusio that farmers do not think we more farmers; lawyers and do agreed that the field is alr crowded; and practically all believe the community woul better off without our compet

Some People Do Not . . .

Oh, there's lots of "bull" in "Trade-at-Home" proposition it are thinking of it in terms of individual. That's the reason are running a community c paign, instead. Communities t be built by individuals coopera one with the other and s