

# FRANKLINTON, North Carolina

## An Important and Popular Source of Supply for a Large Trade Territory.

The Home of the Sterling Cotton Mills, a Prosperous and a Progressive Industry From its Very Inception. Reviews of The Careers of Franklinton's Leading and Reliable Enterprises Which Have Been Factors in Its Upbuilding as a Cotton Market and Retail Trade Center, and Whose Excellent Stocks and Facilities Guarantee Unsurpassed Buying Opportunities.

Franklinton, a popular trade center and the location of a thriving cotton mill industry, promoted, developed, operated, and owned by home people, is situated about twenty seven miles north of Raleigh, in Franklin county, on the main line of the Seaboard Air Line railroad, and with its suburbs has a population of fully fifteen hundred inhabitants.

In population and in the aggregate volume of business done annually Franklinton's development has doubled in importance and standing compared with ten years ago, and this condition has been brought about by the progress achieved in cotton mill operations, by the constantly growing prosperity and resourcefulness of the country by which it is surrounded, by the improvement of the roads radiating from it in all directions, by that spirit of unanimity which prevails in the community to co-operate along progressive lines for the general welfare of all, and by the wide awake and push-policies of the local business men that have resulted in stock equipments and buying opportunities that are second to none in towns of like population, and that are even exceptional from the fact that similar trade advantages are not found in many towns of greater pretensions throughout the country.

Franklinton has two churches representing leading denominations, and these, through their learned pastors promote those christian principles and sentiments which are, in the very last analysis, the fountain springs of the very best citizenship.

Several years ago the people of Franklinton erected a substantial school building which is thoroughly modern in all its appointments including, plumbing, heating, lighting etc, thereby securing the most sanitary, and convenient conditions. This building contains an auditorium which has a seating capacity for five hundred persons, and throughout the year visiting lecturers and traveling organizations amuse and instruct along lines of educational entertainment. The educational efficiency of the local public schools reach the highest standards of results achieved by the grammar school courses of the State, because the teachers who preside over the classes blend moral training with intellectual development in order to bring out and build up character in the boy or girl.

Franklinton is a community of comfortable and cozy homes, for the location is healthy, good water abounds, and the many pretty homes nestling amidst protecting foliage and generous lawns proclaim an enviable citizenship—a citizenship composed of home owners whose laudable incentives are home pride and public spirit to improve and beautify their environments.

### THE LEADING INDUSTRY.

Franklinton is the Sterling Cotton Mills which have been developed nearly four fold in their present capacity within the last few years, and stand today as a substantial evidence of the local pride above mentioned coupled with business ability and a progressive public spirit that has achieved results which are shared in by all the people of the town directly or indirectly. These cotton mills employ two hundred people every day in the year, so that it can be seen that the aggregate earnings of the employees is one of the chief sources of prosperity which characterizes the community.

Then, there are two planing mills which give employment to a number of people in their operations, and these supply the local demand for building material in mill work and make car load shipments to the northern markets. Several cotton gins are operated, and these maintain a convenient service for farmers in the shipment of their cotton from this point.

### AS A COTTON MARKET.

Franklinton is in possession of every advantage to quote the highest market prices. These advantages consist of the very presence of the cotton mill whose agents are always on hand for the "top of the market," and in the splendid market conditions that prevail through the quotations received every few moments during the day from the leading cotton markets, export centers and foreign manufacturing centers, at Franklinton Grocery Co., store/hartors

the world. An official weigher is on hand to give certified weights, so that the conditions and opportunities are the best possible, with the result that Franklinton is the cotton market for a wide scope of territory.

### AS A SOURCE OF SUPPLY.

For the needs of the individual, home and farm the advantages are all that capital can procure or experience suggest. These are brought about and maintained by car load purchases direct from the manufacturers in many lines of merchandise—a policy which secures the very lowest level of wholesale cost by eliminating the middle-man who adds to the cost but never to the quality. Then, again, standard goods abound in Franklinton establishments, and the very presence of standard goods, as the experienced buyer well knows, is a protection, for these mean that the quality and price are established, the same quality and price in every store all over the entire country wherever they are found.

Completeness and magnitude of variety are features that make for splendid buying opportunities and these prevail to a pronounced degree in Franklinton's retail market—a condition which is due to the progressive spirit of the merchants to give patrons exactly what they ask for and the very best on the market for the money. These and other considerations might be mentioned in proof of Franklinton's superior advantages as a source of supply, but the retail enterprises themselves tell the story more forcibly than words, and their superior facilities to supply promptly all needs at money saving figures explain in the most satisfactory manner Franklinton's prestige and popularity as a trade center—a prestige and popularity which increase constantly year after year.

Below will be found sketches of establishments which confirm the foregoing observations. They are described in accordance with the facts and not without desire to be lavish in praise or even to mildly exaggerate, but always with the desire to acknowledge and appreciate progressive methods wherever these may be found, and to give full credit to the successful trade builder for his vigilance, energy, enterprise and business ability backed up always by reliability of promise and performance.

### THE FRANKLIN GROCERY CO.

Wholesale and Retail, Santa Claus Headquarters.

Since its inception as a new enterprise, two years ago, furnishes one of the best possible proofs that it has been a valuable acquisition to Franklinton's trade interests in that there has ever been that quality of progressiveness, in its methods and facilities to supply popular needs for foods that compelled recognition and preference and won appreciation—all of which are reflected in a large and established patronage and in constantly increasing sales. This concern has likewise made an excellent beginning as wholesale dealers, and supplies a number of retail merchants doing business in the adjacent territory, offering them the time and money saving advantages of a nearby and easily accessible source of supply, which means also a quicker service, fresh goods, an exact surplus stocks and the minimum of freight rates. In the retail department the lines are full and complete, consisting of all qualities and varieties of goods from the high class delicatessen preparations to the heavy household necessities and sundry productions, also fine candies and confections, cigars and tobacco, fruits and vegetable in season, and the requirements of household use, generally. Food of all kinds is kept constantly on hand being received in such quantities as insure the very latest arrival of wholesale lots. All the above named stocks occupy neat and attractive storehouses and a large warehouse across the street, in both of which the surplus stocks are carried, constantly and neatly arranged, also provide filling of all orders, whether received by mail, telephone or messenger. The

Franklinton Grocery Co., store/hartors

have acquired the distinction of being the "Home of Santa Claus" for, for several weeks preceding the holidays, large stocks of the latest and newest creations in toys and fancy goods are on exhibition, the collection being so complete and attractive and the prices so reasonable that with each year the sales grow greatly in volume likewise the reputation of this department. L. C. Pirie, the manager of the business, has demonstrated by results achieved both executive and business ability; for his relations with the trade and direct and personal on him rests the responsibility to please and satisfy, which he does by honest equivalents, obliging methods and an accommodating and a reliable service.

### THE CRESCENT DRUG STORE.

C. W. Conway, Manager.

Franklinton's drug stores maintain constantly for the inhabitants of the community and of the surrounding country, that superior service which proceeds from complete stocks and experienced pharmaceutical ability. The foregoing observation is suggested by the facilities possessed by the Crescent Drug Store, to respond promptly to all demands. These facilities consist of a complete collection of fresh and pure drugs, the leading proprietary medicines, standard production in toilet articles, and perfumes, druggists sundries, surgical supplies and dressings, veterinary remedies, candies, and confections, cigars, and tobacco and sundry articles, in novelty goods. A soda water fountain and party tables, are popular features of the appointments, being liberally patronized during the summer months. Special attention is given to the compounding of prescriptions, this department being in charge of Mr. C. W. Conway, who fills every prescription with that accuracy and reliability acquired by individual qualifications supplemented by the experience and knowledge of a thirty two years successful career as a pharmacist. The Crescent Drug Co., the owners of this pharmacy, was organized in 1905, purchasing during that year the interests of R. N. Winstan, in the drug business. Its officers are E. J. Cheatham, president; A. H. Vann secretary and treasurer, and C. W. Conway, manager. All of whom are individuals of established integrity and reliability and who in the conduct of the business place the health of the community above necessary considerations and render, in consequence, a service which co-operates effectively with the efforts of the medical profession to allay pain, and arrest or cure disease.

### COL. W. L. MCGHEE.

General Merchandise.

Possessing the distinction of being in point of continuous service the oldest merchant today in Franklin county—a distinction acquired by a career which began in 1872, or thirty-eight years ago, during which period he has successfully conducted business in his individual capacity without change of name, business or ownership Col. W. L. McGhee is one of the small group of men whose pluck, energy, enterprise and abiding faith has built up Franklinton to its present position as being an important and popular trade center.

To day, as for years past, he can be found at his store/hartors ready to supply the needs of patrons in general merchandise and offering the inducement of that satisfaction so characteristic of all his trade relations, and so well tested and so thoroughly established by time and by the experience of all the people.

A native of Franklin county Col. McGhee grew up on a farm and spent his boyhood's days in assisting his parents at work and in trying to secure such rudimentary knowledge as the meagre educational facilities of the times afforded to the children of the community. He remained at home and assisted his parents until he reached the age of twenty-one years when he started out to make and do for himself, his only capital being youth, health, self reliance and determination to succeed, be what they may. Accordingly he secured employment as a clerk in a store at Canada's Mills at the princely salary of five dollars per month and board, but the position had for him much more valuable compensation in acquiring a practical knowledge of business methods and of men and affairs generally, so that the lessons learned in the little store on the Tar River contained many nuggets and wholesome precepts and principles which proved earning guides in after years. Ever energetic and ambitious he secured a position in a store in Franklinton, where he engaged in business during a period of three years, but aspiring for a larger field, a wider experience and greater opportunity he identified himself with Raleigh home, where for three years he worked as an efficient service as a salesman, and built up a

trade on the road from that town to Weldon. This later position he resigned in 1872 to embark in business for himself at Franklinton, which has been the scene of his successful activities ever since that year, his fidelity, industry and business ability being rewarded in a substantial manner in the form of valuable town property, several farms in the county, one of which is especially attractive, being one of the finest equipped stock farms in this entire section and a source of pride to the people of the community, and farm property in Texas.

It is in military affairs that Col. W. L. McGhee has won distinction after distinction as being the recipient of commissions from six of North Carolina's governors. Endowed with an innate taste for military tactics and training, and desirous of promoting the welfare of the State in its means of defense and conservation of order, he organized the Franklin Guards and was for a period of fifteen years the captain of this organization, generally and generously conceded by military authorities to be one of the best companies of the third regiment in merit of drilling efficiency.

From a captaincy Col. McGhee has won one promotion after another, due to his pronounced efficiency and enthusiastic effort.

He served as Brigadier Paymaster two years with the rank of major; four years as Inspector of Small Arms Practice with the rank of colonel; and by Governor Kitchen he was again promoted to the position of Commissary General of North Carolina National Guards, which distinction he now holds.

Several years ago Col. McGhee was appointed by Governor Glenn to build the United States rifle range at Morehead City at an outlay of \$15,000.00 and the efficient and satisfactory manner in which the work was done won the approval of the government authorities and substantiated the fact that the judgment of and confidence in his ability had been correctly placed, for he proved to be the man for the position. As may well be inferred Col. McGhee possesses the confidence and esteem of a wide circle of friends all over the State and, in military affairs, all over the country, for he couples ability with reliability and integrity, the latter being the features of all his relations during his long, successful and busy career. Col. McGhee is now closing out his business and is selling off his stocks preparatory to retiring to his country home and farm in order to enjoy a well earned rest from the cares and responsibilities of business—a rest which will be relieved of any suggestion of monotony, for "the latch string will always be on the outside" to all old patrons and friends who will be ever welcome; and their proposed visits will ever be looked forward to with pleasure and their presence will be a constant source and occasion of true enjoyment, and friendly greetings and of warm hearted hospitality.

### JOYNER'S DRUG STORE.

A popular pharmacy because there are so many evidences, in their appointments and acquisitions, of the disposition of the owner, T. C. Joyner, to assemble in his store quarters many sources of convenience for all the people Joyner's Drug Store is as a consequence a much frequented establishment, and its name is a household expression in the homes on the farms and in the villages for miles distant. So that the disposition to please and satisfy is the feature of this enterprise, and one eminently worthy of commendation. At the Joyner Drug Store one can always find complete stocks of fresh and pure drugs, the popular proprietary medicines, druggists sundries, surgical supplies, novelty goods, cigars and tobacco's, candies and confections, perfumes and toilet articles, optical goods, jewelry pocket cutlery, stationary and writing materials, etc. A soda fountain dispenses delicious and refreshing beverages during the summer months and is another popular feature. The Joyner Drug Store contains the office of the Postal Telegraph Co., which is conducted by its owner, an experienced operator, also the local and long distance telephone exchange, the presence of which utilities, suggested the observation which begins this sketch.

An experienced and registered pharmacist T. C. Joyner gives special attention and careful effort to the filling of prescriptions, and his work in this line has always met with the approval of the medical fraternity, being scientific, accurate and thoroughly reliable. A native of Franklin county and a member of a highly esteemed family, T. C. Joyner learned telegraphy at an early age and followed it successfully for several years as an operator. In 1877 he became identified with the drug business, and in 1888 bought out Melville Doney, who now conducts a pharmacy in Henderson. To say that Mr. Joyner possesses the esteem and confidence of the community is but to repeat what everyone admits. For the qualities of integrity, and reliability have ever been the characteristic of a life time in all relations and under all conditions and the result is a large and established patronage and a large personal following and an enviable reputation.

1868 LIPPINCOTT'S 1910  
MONTHLY MAGAZINE

42 YEARS YOUNG WHAT IS IT LIKE?  
It is a high-class, pure-spirited magazine of cleverness. It contains one complete copyrighted novel in every issue, besides a half-dozen capital short stories, pleasing poetry, readable articles, and the jolly best humor section you ever saw. Every month you will find a group of terse and timely articles of absorbing interest.

SPECIAL FEATURES  
12 GREAT COMPLETE NOVELS. 6 ARTICLES ON OUR PUBLIC SCHOOLS.  
78 FASCINATING SHORT STORIES. 5 ARTICLES ON "THOSE NERVES."  
200 PAGES OF NEW HUMOR.

2000 Pages Yearly of Fiction, Fact, and Fun  
\$5 per copy THE BEST OBTAINABLE \$2.50 a Year

LIPPINCOTT'S  
East Washington Square PHILADELPHIA, PA.  
SEND FOR OUR SPECIAL MAGAZINE OFFERS

# The Franklin Times

\$1.00 PER YEAR IN ADVANCE

## Subscribe Today