

## THE FRANKLIN TIMES

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Town politics are beginning to boil and the political bee is singing around many heads, with indications of much interest before the primary is over.

With the country flooded with so much tax free security and the possibility of getting this security placed on the tax book is so remote, there is little doubt but that a sales tax, with modernized machinery is a proper tax.

A provision in the tax machinery requiring all tax collectors to exhaust personal property first, and giving them power to levy on income from property would not only help in the collection of taxes, but would save many a home to the tax payers.

The United States Senate is to be congratulated for voting to keep the United States out of the World Court. The TIMES feels that the action of foreign nations in regard to the War debts is sufficient to cause the United States to turn thumbs down on most any proposition they offer.

Since the roads have become such a vital factor in our state life and business and since the State has taken over the maintenance of all roads, there is much good argument in favor of the State taking over all county road indebtedness. It would be another step towards relieving the tax burden on property.

About the most uncalled for legislation is the Child labor law. The courts are always complaining at the young age and increasing number of criminals, yet the Legislature and Congress seems always interested in putting the children in a class to encourage such a course. The old adage "an idle mind in the devil's workshop," is just as true today, or even a little more so than when the statement was first made. Unless parents and others are allowed to keep children busy at some work of value, how can they ever improve in character and usefulness.

About the best safeguard to the public's interest the Legislature could make would be to completely remove the power of the Governor to make appointments to any position and not vest this power into any one official, but make provision for the public to have a say and not allow anyone to be eligible for appointment who is then or immediately before has been holding public office. Under the present system we have almost come to the short ballot, and have established a practice of appointing officials that is not only bad and undemocratic, but unsafe for the public good.

The idea of consolidating Counties in the operation and control of schools should be resisted by not only all who are interested in better schools and economy, but by all citizens in whatever walk of life. There can be no economy as each county will have to have a subordinate head, working under the district Superintendent. To our mind this would increase the cost. But the worst feature we see is the removal still further from the people all control of a system so vital in the rearing and equipping their children—their dearest possession. The truth is these powers are already too far removed from the people within the school district. If the State officials are after economy as they say they are, why not do away with so many overlapping departments. THE FRANKLIN TIMES is unalterable in favor of liberal Democratic government, and always against centralization of power and overlapping departments.

### THE SIZE OF THE TAX LOAD

We saw some interesting figures the other day—if any kind of figures can be said to be interesting. These figures interested us because they showed just how heavy the tax burden upon the American people is.

Not counting the extraordinary emergency expenditures of the Federal Government, made with borrowed money, which have not yet begun to be seriously reflected in the demand for taxes, Uncle Sam is spending just for ordinary upkeep of the governmental institutions, including the Army and Navy and the payment of expenses arising from past wars, such as veterans' pensions, just about 15 million dollars every working day, of \$4,500,000,000 a year.

But the Federal tax load is not the heaviest, by any means. States, counties and municipalities take more than twice as much in taxes from the citizens. The total annual tax bill of the American people runs up to 15 thousand millions a year, which comes close to being

\$125 a year for every man, woman and child. The average family of four carries a \$500 a year tax load. Some pay more, some less, but that is the average.

These taxes bear on everybody. They are concealed in the rent bill, the electric bill, the price of groceries, the cost of everything for which everybody spends a cent. They take, all told, a good third of the national income, which is estimated for 1934 at about \$45,000,000,000.

The hardest place to cut governmental expenses is in Washington. The easiest place is at home, in towns, counties and states. If everybody realized that he or she is a taxpayer, and that their money would go a lot further if taxes were lower, perhaps there might be a public demand to get rid of a lot of the tax-eaters who subsist at everybody's expense.

### OLD AGE PENSIONS

Without attempting to pass upon the merits or otherwise of the bill which has been introduced by Senator Wagner of New York and Representative Lewis of Maryland, providing for a national system of old-age pensions, we believe that the great majority of Americans are in hearty agreement with the fundamental principles involved.

We know of nobody who is not in favor of some effective system of providing for those whom in old age, are unable to support themselves in decent comfort.

We believe that the plan of building up, during an individual's working life, a fund to which the worker, the employer and perhaps the State are contributors, which will provide an annuity for old age, is the soundest possible way of accomplishing this end. It removes completely any possible stigma of pauperism, which is inevitably attached to gratuitous grants of unearned benefits.

As to what the amount of such pensions should be, and whether the compulsory retirement age should be 60, 65 or 70 years, there is a great diversity of opinion.

There is much to be said for the voluntary annuity system proposed for the "self-employed," whereby the farmer, the doctor, the lawyer or anyone else who is not attached to a payroll, can place a small part of his or her income in trust with the Government, from year to year, to accumulate until the retiring age is reached, when an income for life may then be derived from the accumulated fund. We understand such a system has been employed in England for more than two hundred years.

To the hopeful elderly persons who have been looking forward to immediate old-age pension checks from the Government, the bill as introduced offers little solace. Provision is made for joint state and Federal relief for those who are practically destitute, but the age at which this relief shall begin may be placed as high as 70 years. This does not bring much comfort to those in their sixties who have been led to believe there was a chance of getting \$200 a month right now.

At any rate, the Wagner-Lewis bill is a start toward a goal at which the nation, sooner or later, must arrive.

### DO SPIDERS SEEK YOUR DOOR?

Whenever a merchant or a businessman queries the wisdom of newspaper advertising, I am reminded of the quaint story which is credited to Mark Twain. A subscriber of the paper of which Mark Twain was editor wrote to inquire the significance of a spider, which he had discovered in the fold of his paper. "It means neither good luck nor bad," remarked the humorist, in reply to the subscriber's letter. "The spider was merely in the paper to see which merchant in the town does not advertise, so that he might spin his web, unhindered across his doorway."

While Mark Twain's remarks are probably merely a delightful fabrication, there are nevertheless at least eight sound business reasons why a progressive businessman cannot afford to disregard newspaper advertising:

1. Newspaper-reading is a universal habit. Newspaper advertising, therefore, reaches each day virtually all who buy, giving them the merchants' news.

2. Newspaper advertising is the life blood of local trade because it touches all consumer sources in every community. It gives the national advertiser the same opportunity for complete consumer appeal in any locality, carrying news of what is new and good to everyone simultaneously.

3. Newspaper advertising cuts selling costs because it entails no waste in locality of circulation. This cuts costs to the consumer.

4. Newspaper advertising insures quick, thorough, and economical dealer distribution and dealer goodwill, because retailers are willing to sell products advertised direct to their own consumers. This insures freshness, newness and the best form to the consumer.

5. Newspaper advertising enables manufacturers to tell where their products may be bought. This eliminates time, trouble and waste of energy to the consumer.

6. Newspaper advertising can be started or stopped over night, can be prepared between days to meet certain developments and to obtain immediate results. This gives consumers the latest news of late developments that may help them save money and are better served.

7. Newspaper advertising enables manufacturers to check advertising results and costs in every market they enter. This is an important element in keeping costs down and distribution at peak for manufacturers.

8. Newspaper advertising costs less money than any other kind, and brings results. Naturally, lower prices and quick distribution results.

The merchant or other business man who is not taking advantage of the opportunities offered by newspaper advertising to boost his business now, will still be facing readjustment problems when his competitors are back on a normal business plane. And the consumers cannot be well served by the non-advertiser for the reasons set above.—Times-Record, Spencer, W. Va.

## SUNDAY SCHOOL LESSON

By Rev Charles E. Dunn

Peter's Restoration

Lesson for February 3rd, John 21: 11-9.

Golden Text: John 21:17.

Our lesson is found in the vivid last chapter of the fourth gospel, which scholars consider an appendix.

The scene is the Sea of Galilee. A large population at that time was engaged in the catching and marketing of fish, a business that proved to be profitable.

The story opens with Peter's proposal to six fellow-disciples to go fishing. We are then told that they toiled with the net through the night, but without success. In the morning the risen Jesus stood on the beach and talked with them. At first they did not recognize Him, but when, at His direction, they cast the net at the right hand side of the boat, and suddenly found it full of fish, they at once knew it was their Master. Immediately Peter, with characteristic abandon, drew on his shirt, fastened his girdle, and plunged into the water, the others following in the boat, dragging after them the net now so heavy.

And now came the memorable conversation between Jesus and Peter with respect to the depth of the latter's affection. Note that to him who had made a threefold denial, opportunity is now given for a three-fold confession. Peter was offended that the Master should present the query, "Am I dear to you?", a third time. But he had no reason to be thus grieved in view of his triple, traitorous denial. Jesus here gave the apostle full opportunity to be restored to the fullness of His confidence. And nobly did Peter rise to the occasion. "With great earnestness he cried, 'Master, you know everything, you can see that you are dear to me.'"

But notice how Jesus insisted that Peter's love issue in practical action "Feed my lambs" he three times demanded. Well He knew that mental attitudes not resulting in deeds are unwholesome. Therefore He commissioned Peter to be a faithful pastor or shepherd of the frail lambs in His fold.

To survive the worst business depression in fifty years is an achievement, and we'll talk about it just as we talk about our operations.



Rev. Chas. E. Dunn

## TALK of the TOWN WEEKEND SPECIALS

1 Group of Men's Suits ... \$9.88  
1 Group of Wool Suits, nice neat patterns, belt back, single and double breasted ..... \$12.65

Ladies' Coats, \$19.50 Values Special \$9.88

Ladies' Silk Dresses \$1.49 and \$1.98

Misses' Coats, Special ... \$3.97

Ladies' Dress Shoes, such as Ties, Pumps and Straps \$1.49 and \$1.98

A nice lot of Children's Shoes and Oxfords, Special ..... 98c

Men's Dress Oxfords, black and tan, Special ..... \$1.89

Nice lot of Bed Spreads .. \$1.47

Riverside Plaid, Special 12½ yd. Sheets, good quality, 81x99 98c and \$1.25

Ladies' full fashioned Hose, the newest shades, Special .... 47c

## THE QUALITY STORE

NASH STREET LOUISBURG, N. C.

IT IS THE TALK OF THE TOWN AND SURROUNDING COUNTRY

## TONKEL'S BIG JANUARY CLEAN-UP SALE

Now in full swing and hundreds and hundreds of new items just arrived included in this Big SLASH PRICE SALE. It is most important for everyone to pay a visit and see for yourself the great bargains Louisburg's Biggest and Best Store is now offering.

Yard Wide Sheeting Per Yard 5c

Dress Prints, Yard 10c

Table Oil Cloth, Yd. 19c

Big Winston and N & W Overalls, Pr. \$1.25

Ladies Slippers and Oxfords, all styles and quality, broken sizes one pr. of kind, Pair 75c

Men's Work Shoes Pair \$1.39

Ladies Fall Silk and Knitted Dresses, a few more left, each \$1.00

Ladies Fall Coats, fur trimmed and plain, final close-out as low as \$2.95 and up

Great values in Men's and Young Men's Suits,

One lot of Men's Suits, 1 and 2 of a kind, \$6.95

1 lot of Men's & Young Men's Suits, any kind you may want at this low price, \$9.95

Men's \$5.00 Raincoats, Now \$2.95  
Ladies Felt Hats up to \$2.00 and \$3.00, Your choice, Each 49c

Headquarters for Tobacco Cloth, all widths, ready-made, positively lowest in price.

## TONKEL'S DEPT STORE

(INCORPORATED) LOUISBURG, N. CAROLINA