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is Great
al Problem

Schulman's
Department Store
FRANKLIN, N. C.

SHOES AND CLOTHING

WE LEAD IN
STYLE AND QUALITY

Your Local Insurance Man
Can Serve You Best

Ed J. Carpenter
AGENT

Jefferson Standard
Life Insurance Co.
A Home State Company
and
A Home Town Agent

How Much
Is a Bank Worth To Its Community?

You may know how much a week you would have to pay a good cook, bookkeeper or farmhand. But how much are the services of a good bank worth to you?

In a word, a good bank's services should be worth what it costs the bank to serve your account, including a fair return on its invested capital. Our service charges are based on this principle.

The Bank of Franklin
\$5,000 maximum insurance for each depositor
FRANKLIN, N. C.

Don't go away
To ease your dome;
We'll save you pay—
Trade here at home.

Franklin Shoe Shop
TROY F. HORN, Prop.

New 5 and 10c Store

Dishes—Glassware
Kitchenware
Novelties—Candies
At the Right Price

Everything for the Home
At Reasonable Prices

CONVENIENT TERMS
Help Yourself and Help Your Town
By Trading at Home
BRYANT FURNITURE CO.

Funeral Benefit Insurance
Costs So Little But Means So Much

JOIN your local association, for it can render you better service. Telephone 106 for particulars.

Bryant Burial Association

The Franklin Press

1886-1936

A Welcome Visitor in the Homes
Of Macon County
For 50 Years

HIGHLANDS

The Highest Incorporated Town in the East and the Fastest Growing Resort in the Southern Appalachians

in building a wall around Macon County that will keep its people inside or keep others out. We know that it is impractical to buy every item of merchandise needed from a local store and in conceivable cases it might even be unwise. We do know this, however, that in order to have stores close and convenient that carry lots of merchandise we must do lots of trading with them. We do know that if we want to buy automobile parts without delay, in the case of a breakdown, we must have automobile stores here and they are not going to stay close by unless people buy merchandise from them. We do not know the time of the day or night that it will be necessary for us to have a physician or dentist or other service available in a community. But we do know that to have these services immediately available, and the best available, that they must be supported by local people.

Every post office is a MAIL ORDER CITY through which the big city papers and mail order catalogues pass in a never ending stream. Back through the post office goes a stream of dollars answering the call to buy. A goodly portion of these dollars could be spent just as economically in our own community and do their share of the work of community building.

Rice's Market
L. W. RICE, Prop.

Local and Western
MEATS

SERVING HIGHLANDS
FOR MORE THEN 30 YRS.

WRIGHT'S
Quality Market

Native and Western
Meats

WE CARRY A COMPLETE
LINE OF FRUITS AND
VEGETABLES

You Don't Have To Be an Economist
To Understand This—

Money spent away from home is
gone forever. Help yourself by
trading at home

POTTS BROTHERS
GROCERIES

WE HAVE BEEN SERVING HIGHLANDS
FOR 25 YEARS

Highlands Auto Service
W. A. BRYSON, Prop.

That GOOD GULF Gasoline
Gulf-Pride Oil
GOODYEAR TIRES

REPAIRS PARTS
TAXI SERVICE

TALLEY & BURNETTE

Groceries—Feeds—Fertilizers

We not only endorse this movement, but we practice it in principle. For we know that it benefits all.

HIGHLANDS DRUG STORE
WHERE EVERYBODY MEETS

Souvenirs, Magazines, Indian and Mexican
Pottery, Hooked Rugs, Wood Novelties
Kodaks Loaned
Toasted Sandwiches

TOURIST INFORMATION GIVEN WITH A SMILE

WE HAVE
Community - Building Bargains
Every Day

WE BUY MACON COUNTY PRODUCE
And We Know It Pays To Trade at Home

Dillard Bargain Store

HOME
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