

ANGEL'S DRUG STORE
 "WE ARE IN BUSINESS FOR YOUR HEALTH"
 Phone 119 Franklin, N. C.

BEE'S PLACE
 On Georgia Road
 GENERAL MERCHANDISE
 Special Prices On Shoes During Baby Derby

BRYANT FURNITURE CO.
 "TRADE HERE AND SAVE"
 Phone 106 Franklin, N. C.

CAGLE'S CAFE
 GRADE
 Country Ham Good Steaks
 Coolest Dining Room In Town
 Open All Evening
 Chicken Dinners Excellent Coffee

IF YOUR HAIR ISNT BECOMING YOU SHOULD BE COMING TO US
ESTHER'S BEAUTY SHOP
 Phone 152 Main St.

ECONOMY SHOP
 THE BEST CLOTHES FOR THE LEAST MONEY
 Reby S. Tessier, Prop.

CITY PRESSING CLUB
 Mrs. T. M. Hoilman, Prop.
 EXPERT DRY CLEANING PRESSING, DYING AND SPOTTING
 Franklin, N. C.

FRANKLIN SERVICE STATION
 GULF GASOLINE OILS AND LUBRICANTS
 W. Roy Carpenter, Mgr.
 Phone 111 Franklin, N. C.

GROVER JAMISON
 Watchmaker and Jeweler
 LOWEST PRICES ON WATCHES AND JEWELRY
 High Grade Watch Repairing A Specialty

SLOAN'S MARKET
 THE COMPLETE FOOD STORE
 Phone 85 Franklin, N. C.

WE WANT YOUR BABY'S PICTURE FOR THE PRESS

Sponsored by The Franklin Press and Highlands Maconian and Cooperating Merchants

\$500.00

In 30 Cash Prizes

\$200 First Prize

AND 30-INCH LOVING CUP

- 2nd Prize \$100.00
- 3rd Prize \$50.00
- 4th Prize \$25.00
- 5th Prize \$15.00
- 6th Prize \$10.00
- EIGHT PRIZES \$5.00 Each
- SIXTEEN PRIZES \$2.50 Each



BABY PICTURES MADE AND PUBLISHED FREE!

ALL ABOUT THE "Baby Derby"



Open to
Babies
Under Six

Bring
Your
Entry
Today!

Here's a thrilling message for parents of children under six years old! Would you like to see your baby's picture published in the Franklin Press and the Highlands Maconian? Would you like to be able to bank \$200 for your Baby's future? and take home a 30-inch loving cup which will symbolize supremacy in this section's land of babies? The Franklin Press and Highlands Maconian and Cooperating stores join in offering your baby this splendid opportunity for Honor and Glory. The workings of the Baby Derby is easy to understand. Briefly, when babies are entered in the Derby a picture is taken—WITHOUT ONE PENNY OF EXPENSE—by an expert in baby photography. This picture is used in making a newspaper cut to be used in The Franklin Press and Highlands Maconian. Starting with the next week's issue pictures of Babies will be published. If you want to see your baby's picture in The Franklin Press and Highlands Maconian you should enter the Baby today and become active in the Derby.

The Baby Derby is a race of Mythical Miles. Each time your friends make a purchase of 50c or more in any of the stores listed below they are entitled to one Baby Coupon for each 50c spent. Each Coupon, at this time, will advance your Baby three miles in the Derby. Later a special schedule of Miles will be offered on the old, new and delinquent subscriptions to The Franklin Press and Highlands Maconian. The Derby will run until July 8th, at which time the 30 Babies having the greatest number of "Miles" to their credits will receive 30 Cash Prizes.

The Baby Derby will be lots of fun—and mighty interesting. Your activity in the Derby on your Baby's behalf may give you the only opportunity you will ever have to see your Baby's picture published. Remember, Babies soon grow up, and you will treasure for your lifetime the copies of The Franklin Press and Highlands Maconian in which your Baby's picture is published.

Here's all you have to do: Come to the Baby Derby headquarters. In entering your Baby, just fill out the application which gives us a description of the Baby, etc., for the newspaper writeup, which will appear beneath the picture. If you can't come at once, why not phone. If you can't phone or come in person, mail the entry blank on Page 8.

Be sure to tell everyone you know to start asking for and saving. **BABY COUPONS** for your Baby. Enter your Baby Today!

"Baby Derby"
Headquarters
 Cunningham Building on the Square
 Franklin, N. C.
Phone 169

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No Cost
to
Parents
Easy to
Win a
Cash
Prize

Read These "Baby Derby" Rules

1. Children of cooperating merchants are barred from competition.
2. The cash prizes will be awarded the 30 babies having the most miles to their credit when the Derby closes on July 8th.
3. The merchants cooperating in this enterprise will give a baby coupon with each 50c cash purchase, or, at the option of the merchant on payment of back accounts. No coupons are issued on charge purchases.
4. Any white child under six years of age and residing in Haywood or adjoining counties is eligible to enter the Derby (Subject to Rule 1.)
5. Mileage credits may also be secured through old, new, or delinquent subscription payments to The Franklin Press and The Highlands Maconian. The schedule of miles to be found in the news story of the Derby.
6. A ten per cent subscription commission will be given all babies not winning a prize provided \$15 or more in subscriptions has been reported for them.
7. Right is reserved to add to the list of prizes. The Baby Derby editor reserves the right to reject any entry without giving the reason for doing so. Right is reserved to withhold publication of babies' pictures in event parents fail to take an active interest in the Derby. Pictures will be published as space permits.
8. In event of a tie, like prizes will be awarded.
9. The Baby Derby editor reserves the right to correct typographical errors to make additions to the rules that may be deemed beneficial to participants, merchants, or to this newspaper.

THE FRANKLIN PRESS
 PRINTERS AND PUBLISHERS

CRISP'S STUDIO
 "BABY DERBY" PHOTOGRAPHER
 Main Street Franklin, N. C.

ECONOMY CLEANERS
 EXPERT DRY CLEANING AND PRESSING
 HATS CLEANED AND BLOCKED
 LAUNDRY SERVICE
 Phone 136 Franklin, N. C.

BURRELL MOTOR COMPANY
 SALES  SERVICE
 EXPERT REPAIRS ON ALL MAKES OF CARS
 Phone 123 Franklin, N. C.

POTTS BROTHERS
 GROCERIES AND MEATS
 Highlands, N. C.

HIGHLANDS HARDWARE CO.
 HIGHEST HARDWARE EAST SIDE OF THE MISSISSIPPI RIVER
 "IN ALTITUDE—4118 FT."

TALLEY & BURNETTE
 GROCERIES, FEEDS FERTILIZERS
 Highlands N. C.

ANDERSON'S 5 & 10
 Highlands, N. C.
 OUR SUMMER STOCK IS ARRIVING DAILY
 We Appreciate Your Trade

G. W. MARETT
 GENERAL MERCHANDISE AND FRESH MEATS
 Phone 41 Highlands, N. C.

HIGHLANDS DRUG STORE
 "Where Everyone Meets"
 NATIVE SOUVENIRS
 REXALL DRUGS
 BILTMORE ICE CREAM
 Highlands, N. C.

MACON FURNITURE COMPANY
 "YOUR CREDIT IS GOOD WITH US"
 Main Street Franklin, N. C.

"BABY DERBY" CONTESTANT
 This Space Reserved For Your Favorite Merchant—If He Isn't Giving Derby Coupons—
FIND OUT WHY!!!

J. B. PENDERGRASS & COMPANY
 GENERAL MERCHANDISE

CITY MARKET
 E. W. Long, Prop.
 QUALITY MEATS
 Fresh and Cured
 GROCERIES, FRESH FRUITS AND VEGETABLES
 In Billings Block

JOSEPH ASHEAR
 "We Clothe the Family"
 DRY GOODS, SHOES DRESSES
 Franklin, N. C.

ALL ROADS LEAD TO SANDER'S STORE
 E. Main St. Franklin, N. C.
 "The Place To Buy Quality Merchandise At Lowest Prices"

"BABY DERBY" CONTESTANT
 This Space Reserved For Your Favorite Merchant—If He Isn't Giving Derby Coupons—
FIND OUT WHY!!!

HENRY D. WEST
 GROCERIES AND FEEDS
 FRESH FRUITS AND VEGETABLES
 DRY GOODS
 Main Street Franklin, N. C.

MACON COUNTY SUPPLY CO.
 GENERAL ELECTRIC REFRIGATORS AND RADIOS
 Hardware and Mill Supplies
 Phone 23 Franklin, N. C.