

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 ISN'T 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.

CALLING---

All Children Under Six Years of Age For THE PRESS

BABY DERBY

Copyright, 1936, by Harry J. Smith

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

OBEY THAT IMPULSE!

Enter Your Child Now!

PERRY'S DRUG STORE

"FOR ALL YOUR DRUG NEEDS"

Phone 82 Franklin, N. C.

HENRY'S GROCERY

"SERVICE IS OUR MOTTO"

Ellijay, N. C.

BABY PICTURES MADE AND PUBLISHED FREE!



Open to

Babies

Under Six

Bring

Your

Entry

Today!

ALL ABOUT THE "Baby Derby"

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 on this page 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

(THIS PLAN COPYRIGHTED IN ITS ENTIRETY, REPRODUCTIONS FORBIDDEN)

TO MOTHER

A GIFT OF BEAUTY

Give Mother one of our permanent, especially designed to add beauty and dignity.

DARLING BEAUTY SHOP

Over Ashear's Store

PEOPLE'S MARKET

FANCY GROCERIES

MEATS AND FRESH

VEGETABLES

Main St. Franklin, N. C.



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 Macon 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.

"EVERYTHING ELECTRIC FOR THE HOME" TICKETS GIVEN ON MERCHANDISE ONLY

NANTAHALA POWER & LIGHT CO.

Franklin, N. C.

PAY-AND-TAKE-IT

"Home of Good Coffee"

Off the Square on Iotia Street

Franklin, N. C.

HIGHLANDS MERCHANTS

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.

SINCLAIR SERVICE STATION

SINCLAIR PRODUCTS GATES TIRES BATTERIES

W. P. Hedden

Phone 65 Highlands, N. C.

THE FRANKLIN PRESS

PRINTERS AND PUBLISHERS

BABY DERBY SPECIAL 8 x 10 Plain or Tinted

Enlargement With Gold Frame

\$2.75

CRISP'S STUDIO

"Baby Derby Photographs"

Main St. Franklin, N. C.

ECONOMY CLEANERS

EXPERT DRY CLEANING AND PRESSING

HATS CLEANED AND BLOCKED

LAUNDRY SERVICE

Phone 136 Franklin, N. C.

MACON FURNITURE COMPANY

"YOUR CREDIT IS GOOD WITH US"

Main Street Franklin, N. C.

BURRELL MOTOR COMPANY

SALES SERVICE

EXPERT REPAIRS ON ALL MAKES OF CARS

Phone 123 Franklin, N. C.

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"

ANOTHER BABY DERBY MERCHANT FRANKS' RADIO & ELECTRIC CO.

SALES AND SERVICE

Licensed Electric Contractors

Franklin and Highlands

HENRY D. WEST

GROCERIES AND FEEDS

FRESH FRUITS AND VEGETABLES

DRY GOODS

Main Street Franklin, N. C.

MACON COUNTY SUPPLY CO.

GENERAL ELECTRIC REFRIGERATORS AND RADIOS

Hardware and Mill Supplies

Phone 23 Franklin, N. C.

ECONOMY CLEANERS

EXPERT DRY CLEANING AND PRESSING

HATS CLEANED AND BLOCKED

LAUNDRY SERVICE

Phone 136 Franklin, N. C.