



**Yes, Macon County and Franklin are Fine Places To Live,
They have Grown and Prospered In 10 Years.**

Why? Think a Minute!

**Civic Spirit, Progressive Ideas, Team-Work,—there's your answer!
Add the efforts of these groups and see what sum you find.**

Our Churches have helped make kindly, upright people.

County and City are run by fine, trustworthy men.

County Board of Education and Teachers conduct progressive schools.

County Farm Agents, and Home Demonstration Agent have given leadership for better farms and homes.

Civic Clubs, working with splendid co-operation, have sponsored plans for town and county development.

Fraternal Orders have increased unity and brotherhood among men.

Our Neighbors of Highlands are good neighbors. The spirit of co-operation between us is constantly growing.

The Franklin Press and Highlands Maconian serves the whole county.

Chamber of Commerce is our host in making newcomers welcome. Actively works to advertise Franklin.

Nantahala Power and Light Company has brought a wealth of electricity to the county at low rates. Its office headquarters has brought us good citizens.

Our State Government has brought us rich benefits through the Highway Commission, Fish and Game Commission, Health and Welfare Departments.

The Federal Government has added to our welfare through its agencies: the CCC, WPA, NYA, etc.

The Nantahala National Forest headquarters has brought us good citizens, protected and made accessible our forests, created recreation areas and good roads.

Our many **ESSO** dealers are always ready to serve and to cooperate in building a better town and county.

Do You Wonder that We Believe in Increasing Prosperity for FRANKLIN and MACON COUNTY

Let's work to the end that we may soon have a new court house and jail without additional tax burden.

J. S. Conley ESSO marketer



The Sign of
Happy Motorina!

**ESSO DEALERS ARE
GOOD CITIZENS . . .**

CONSIDER

The many services to you given by these men and their assistants:

JOHN CUNNINGHAM
LEE POINDEXTER
R. L. WOMACK
REID WOMACK
WILEY CLARK, Cullasaja
CLYDE N. WEST, West's Mill
JESSE ESTES, Cullasaja
LEX ARNOLD, Georgia Road
C. H. ZOELLNER, Highlands

10 YEARS GROWTH

With **Esso**

Franklin's Own Industry

The Esso petroleum plant in Franklin is the only wholesale petroleum plant located within the county.

Its Welfare Is Your Welfare

For its dollars are spent at home.

In Patronizing Home Industry You Serve Your Community