

NEW SUBSCRIPTION RATES

TO

THE FRANKLIN PRESS

AND

THE HIGHLANDS MACONIAN

Effective March 1, 1952

Subscription rates to The Press, starting March 1st, will be as follows:

INSIDE MACON COUNTY

1 Year \$2.50 6 Months \$1.75 3 Months \$1

Single Copy 10c

OUTSIDE MACON COUNTY

\$3 Per Year

(EXCEPTION: for men in the armed forces, wherever they may be, the rate will be the same as inside Macon County—\$2.50 per year).

This is the first increase in Subscription rates to The Press In 10 Years

It is the second increase In 60 Years

Back in 1942 The Press subscription rate was increased from \$1.50 to \$2.

At that time, pork chops were 35c a pound, coffee was 25c, and lard 18c.

You could buy a tie for a quarter, a workshirt for \$1.25, and a broadcloth dress shirt for \$1.59. (Those were the prices advertised in The Press that year.)

In the 10 years since 1942, the price of everything has gone up—many prices have doubled or trebled, or increased even more.

A subscription to The Press, however, has remained at \$2, even though its size has doubled. Ten years ago it was a 6-column paper of 6 or 8 pages. Today it is a 7-column paper (one seventh more to the page), and it averages 12 pages.

We believe there has been an improvement in quality as well as increase in quantity. An indication of that is the fact the Press editorial page has won awards in three of the four years it has been entered in the N. C. Press Association's annual contests. It won first place among weeklies one year, and second place two years.

We believe the paper is WORTH more.

But even if that were not true, the price of everything that goes into production of a newspaper has so increased that we find ourselves compelled to raise subscription prices accordingly.

But It'll Still Be \$2 Through February 29

During the remainder of February, new or renewal subscriptions will be accepted at the old rate of \$2 a year. But please do not ask us for more than one year's subscription at that rate.

THE FRANKLIN PRESS

Phone 24

new sunshine values in
new pack canned juices

"These refreshing juices can bring healthful sunshine into your home during these winter months! Stock your pantry shelf with sunshine—at these low prices!"

Dixie Thrifty

Garden Gold Grade A Fla. Sweetened or Unsweetened Grapefruit or Orange Juice 2 46-Oz. Cans **37c**

Garden Gold Grade A Fla. Grapefruit And Orange Blended Juice 2 46-Oz. Cans **37c**

Dixie-Home Yellow Cling Sliced or Halved Peaches... No. 2 1/2 Can **29c**

Big Tender Fancy Peas Green Giant 2 No. 303 Cans **35c**

The Best Cooks Use Stokely's Tomato Catsup... 14-Oz. Bot. **20c**

Yosemite Yellow Cling Sliced or Halved Peaches... 2 No. 2 1/2 Cans **55c**

Canned Food Values!

Libby's Fancy Fruit Cocktail 2 No. 303 Cans **49c**

Standard Pack Green Beans... 2 No. 2 Cans **25c**

Eberwine Collard Greens... No. 2 1/2 Can **15c**

A Good Buy—Argo Sugar Peas... 2 No. 303 Cans **29c**

Libby's Cream Style Golden Corn... No. 303 Can **19c**

Other Grocery Values!

Dixie-Home Quality Dog Meal... 5-Lb. Bag **50c**

Dixie Belle Brooms... Each **\$1.15**

Evaporated Apples... Lb. Cello Bag **41c**

Dixie-Home Self-Shining Wax... Qt. Can **49c**

Beverly Breakfast Sausage... 10-Oz. Can **25c**

Quick or Regular Quaker White Grits... 1 1/2-Lb. Pkg. **19c**

Aunt Jemima Mix For Pancakes... Pkg. **18c**

TRUE SOUTHERN HOSPITALITY IS OUR RULE FOR COURTESY



Priced Low For You To Buy! 4 to 6 Lb. Avg.

SMOKED PICNICS Lb. **35c**

Tasty Mild Cheddar Cheese... Lb. **49c**

Pinky Pig Breakfast Link Sausage... 8-Oz. Pkg. **33c**

Dressed and Drawn Young Hens... Lb. **52c**

Dressed & Drawn Young Tom Turkeys (12-14 Lb.) Lb. **65c**

Fish Dept. Values!

H. & G. Whiting... 19c lb.

God Fillets... Lb. **39c**

Teen Treat Values!

Sunshine Hi Ho Crackers... Lb. Pkg. **35c**

Underwood's All Ham Devilled Ham Spread... 2 1/2-Oz. Can **19c**

Playmates Sweet Mixed Pickles... 16-Oz. Jar **23c**

Always Pops Better—Jolly Time Pop Corn... 10-Oz. Can **21c**

A Real Taste Treat With Hot Picnic Ham—Crisp Green Florida

Cabbage . 3 Lbs. 13c

Slice Over Cereal—Golden Ripe Bananas... 2 Lbs. **27c**

Sweet Juicy Duncan Grapefruit 6 For **29c**

U. S. No. 1 Irish Potatoes 10 Lb. Bag **62c**

Extra Fancy Bright Red Radishes . 2 Bchs. **15c**

Extra Fancy Fresh Sno-Ball Cauliflower Head **25c**

Imported Holland (Jumbos—12 to Pkg.) Gladiola Bulbs Pkg. **69c**

Drink A Full Big Glass Of Orange Juice Every Day! Juicy Florida

Oranges 8 Lb. Mesh Bag 37c

Red Label Luzianne COFFEE Lb. Can 81c	Popular Paper Products CHARMIN PAPER	Toilet Tissue 4-Roll Pkg. 35c Kitchen Towels 2 Rolls 35c Facial TISSUES Box of 400 26c	Cloverleaf Dry SKIM MILK 7-Oz. Pkg. 15c
Wax Paper WAXTEX 125-Ft. Roll 25c	Sou. Gold Col. (1/4-Lb. Prints) MARGARINE Lb. 27c	Mild Pure Soap PALMOLIVE 3 Reg. Size 25c	For Tub or Shower PALMOLIVE 2 Bath Size 25c
Cashmere Bouquet TOILET SOAP 3 Reg. Size 25c	Cashmere Bouquet TOILET SOAP 2 Bath Size 25c	Toilet Soap OCTAGON 3 Cakes 20c	Floods O' Suds SUPER SUDS Lge. Pkg. 29c