

DOES HENRY FORD NEED ADVERTISING?

If your name was as well known as Henry Ford's, and your product used in every hamlet, and its name a by-word, would you advertise? From experience with the average man, we know your answer would be "no." But that's the difference between Henry Ford and the average man.

Henry Ford realizes that advertising is an important part of any business, and that his John Henry's need to be constantly kept before the people's eyes. During the coming year Henry Ford will spend \$7,000,000 in advertising his products. Ford's profits for 1923 was something like \$160,000,000, which was \$30,000,000 lower than 1922. Ford will increase his profit per car during 1924 by spending \$7,000,000 in advertising, for a larger production, means lower manufactured cost per car.

It is the same with any business, whether it be automobile manufacturer, chair factory or store, if money is spent correctly in advertising, profits will be greater. Anyone can figure how money can be made by selling ten times the number of any article, even at a less price per article, for it is certain the overhead and other items that enter into the cost will not be ten times greater. It has long been proven that advertising does pay; the very fact that over three and a half billion dollars were spent last year in newspapers alone, and that it will be increased during the coming years, proves it.

If your product is in national demand the Saturday Evening Post at \$7,500 a page per issue is cheap advertising. If you want to reach the great New York Market, the rate of \$56.00 an inch on page three of the New York Times is reasonable, but if you want to sell to Franklin and that territory that surrounds it, we have the Saturday Evening Post, the New York Times, or any other newspaper in the world backed off the map. We offer the merchant concentrated circulation, reaching those that he can sell, and at a price per page that is less than the New York Times asks for one inch.

All Kinds of Legal Blanks For Sale at the Press Office.

The Country Correspondent.

All these brazen city dailies think they are tremendous shakes. How they like to sling the satire at us seedy country jakes! How they flaunt the shrieking scare-heads! How they sling the colored ink, For some high-toned hootch carousal or the latest movie stink. Till I get a little weary listing how the city boys Drown the still small voice of wisdom with a fog horn of noise.

I prefer the homegrown doings, I am fed up over much With the ravings of the Frenchies and the Jappies and the Dutch; Let me have the home-town paper; take the noisy sheets away, Let's hear what the correspondents from the country districts say. Has Jim Gordon built a house? Tell us how the ball team scored, Are there any brand new babes? Anybody bought a Ford?

Did they paint the old church over? Will they ever bore for oil? Has Mary Latham got a fellow? Has John Allen married yet? Has Sam Martin made the raffle? He was in an awful sweat. Anybody made a fortune? Anybody played the fool? What became of Billy Rodgers' boy that ran away from school?

Who's been giving Sunday dinners? Who has been invited out? Who was first to get through threshing? Who has caught the biggest trout?

Tell us how the crops are coming. Is the weather wet or clear? How's the apples and the turkeys? That's the stuff we want to hear.

Let them joke about the country—say that you are green and slow—

It's the country correspondence that makes the home town paper go. —Jackson County Journal.

FARMERS NOTICE.

Please remember that it has been planned for those who are interested in the advancement of the poultry business in Macon County to meet at the Court House at 1:00 P. M., on Tuesday, March 4th—the day of the Poultry Show—for the purpose of organizing a poultry association. Please do not forget the time, the place, nor the importance of the purpose.

How To Grow Cherries.

Raleigh, N. C., Feb. 18.—One of the horticultural crops to which more attention could well be paid in North Carolina is the cherry. According to W. A. Radspinner, Assistant Horticulturist for the State College Extension Service, the cherries now grown in the State are of two groups or varieties—the sour cherry and the sweet cherry, the sour variety predominating.

Mr. Radspinner states that the sweet variety does best in the mountains and poorer as it is planted further east. It is unable to survive along the coast. The best varieties of this group are Wood, Black Tartarian, Spanish, Napoleon and the Windsor.

The sour cherry is the one that should interest the majority of orchardists in the State. This is the pie cherry and does best in the south along the coasts. The best varieties of this group are the Early Richmond, and Montmorency. Three other varieties known as the May Duke, Dyehouse and Morello are frequently planted.

Mr. Radspinner says, "Cherries can be grown in a wide variety of soils provided they are well drained. The trees will not live in a wet soil and consequently most of them are planted in sandy soils. Because the trees bloom early they had best be planted where there is air drainage and where late spring frosts will not hurt. The crop requires plenty of moisture and needs to be cultivated occasionally. The trees are usually set about 20 feet apart each way and pruned when set to cut off the dead roots and to space the main limbs. The dormant spray is made by applying one part of lime sulphur to eight parts of water. The first summer spray is given by using the regular self-boiled lime sulphur, one part to forty parts of water, with one pound of lead arsenate added to each 50 gallons of the spray mixture. This is applied just after the petals fall. The second spray is given one week later and the third two weeks after the second. The trees need to receive one application of spray after the fruit has been picked."

Plant Some Damsons In the Home Orchard

Raleigh, N. C., Feb. 25.—There used to be a row of damson plum trees in nearly every home orchard in North Carolina. These were an established institution but now it seems that many people have forgotten about them and the old trees have died with none being set to take their places. This fruit is fine for making jam and while its production for commercial purposes cannot be recommended, there should be some damson trees in every home orchard for use at home and for the local market.

W. A. Radspinner, assistant horticulturist for the State College and Department of Agriculture, states that there are thirteen species of plums grown in this country. The damsons are a species of European plum. They are rather immune to brown rot and produce a strong vigorous tree. The most valuable varieties are the Shropshire and the common damson. Of these two, the Shropshire is most commonly planted because the tree is vigorous, bearing a large crop of fruit year after year.

In handling the trees, Mr. Radspinner says, "Damson plums should be planted about 20 feet apart each way on a rather clayish soil that is well drained. The tree needs plenty of moisture and should be cultivated from early spring until about the middle of July.

"The plums cannot be grown without spraying because of attacks from plum curculio and the brown rot disease. Usually the trees set fruit too closely making it necessary to thin when the plums are about one-half inch in diameter. This helps to check brown rot. A good spray schedule is to apply concentrated lime sulphur, one part to nine parts of water, when the buds begin to swell and then apply the regular self-boiled lime sulphur and arsenate of lead just after the petals fall and again three weeks later.

"The plums are usually picked three or four days before ripening and marketed in baskets holding from one quart to a gallon."

Etna News.

We are glad to learn that Mr. Alf Clark is improving.

Mr. Lee Bowers and son of Wesser, N. C., were visiting Mr. Bowers sister, Mrs. E. M. Truitt the last of the week.

Miss Eula McCoy, of Franklin, N. C., was a visitor on Oak Grove the last of the week.

Mr. Conley Morrison who has been ill for some time went to Asheville Friday for treatment. He was accompanied by Mr. Carey Hall.

Messrs. Robt. Edwards and Earle Drenon of Burningtown, were at Oak Grove Saturday.

Mr. Wade Potts of Cowee was in our section Sunday.

Misses Clara Hall and Lea Bradley spent the week end with home folks.

Mr. Charles Adams, of Franklin, was visiting relatives and friends of Oak Grove Sunday.

Mr. Caro Duvall, of Almond, was in our section Sunday.

Mrs. Emma Childers who has been on the sick list for some time is improving. D. T.

FARMERS NOTICE.

If you are expecting the Macon County Farmers' Federation to order your seed potatoes, clover or grass seed for this season's planting, do not delay seeing or writing Mr. Jas. A. Porter and let him know just what and how much you want.

Those farmers who have Irish Cobler or other other white varieties of Irish potatoes that will do for seed will please write Mr. Porter at once stating the variety, number of bushels and price of what they have for sale.

REDLAND FARM
1 Mile West of Franklin.
Pure Bred White Leghorn Eggs; D. W. Young Strain, \$1.50 per setting of 15—Guaranteed to be Fresh and 80% Fertile.
D. Robert Davis, Franklin, N. C.

Phone 6. Office Hours: 8-12, 1-5
DR. W. E. FURR
DENTIST
McCoy Bldg., FRANKLIN, N. C.
Main Street.

Bill Cunningham Makes Shoe Wearing Cheaper Than Going Barefoot

2800

Pairs of Shoes, in fact, every shoe in my store, goes on sale today at prices never before offered by me or any other Macon County merchant for the same quality of goods.

Last fall when I went to the Northern markets I found that Shoe Prices were going to rise—and I bought, getting liberal discounts for Cash and Volume, the biggest stock of Shoes ever brought to Franklin. To show how sound my judgment was Shoe Prices in the market have gone up ten per cent.

AND NOW, to stimulate business during this dull season, and to prove in a worth while way just how much I appreciate the trade you people have given me during the past years, I am going to put this **MAMMOTH STOCK OF SHOES** on sale at prices which even I have never before equalled.

Mere printed words can never express these **UNHEARD-OF VALUES**. Only an examination of the **SHOES** themselves will show you the **IMMENSE SAVING** you can make by supplying your future Shoe needs at this time. Buy enough to carry the entire family for a year. Many a long day will pass before such **VALUES** are offered you again.

My entire stock of 2800 pairs is going on sale. Every pair is new, bought during the past six months, the styles are the latest, and the leathers the best that the tanners can put out.

Below is listed **ONLY A FEW** of these **WONDERFUL BARGAINS**. When you visit my store you will find **HUNDREDS** of others.

MEN'S SHOES

Heavy All-Leather Scout Work Shoes.....\$2.00 Per Pair
Solid Leather English Dress Shoes, black and brown.....\$3.50 Per Pair
Heavy Solid Leather Work Shoes, worth \$3.50.....\$2.50 Per Pair

LADIES' SHOES

100 Pairs Ladies' Dress Shoes, 9-inch tops, black.....\$2.00 Per Pair
50 Pairs Women's Heavy Shoes.....\$2.00 Per Pair
100 Pairs Solid Leather Low Shoes, oxfords and pumps, black and tan.....\$2.00 Per Pair
Beautiful Satin Pumps, latest styles.....\$2.00 to \$3.50 Per Pair
Handsome Suede Slippers, all colors, latest styles.....\$3.50 Per Pair

CHILDREN'S SHOES

Heavy Leather School Shoes, tan or black.....\$2.00 Per Pair
Best Quality Baby Shoes.....\$1.00 Per Pair

The Time of the Harvest is at Hand---Glean Ye While Ye May

BILL CUNNINGHAM THE CASH STORE FRANKLIN, N. C.