

Western Electric Company Spends Large Sum Here Yearly

Few readers of the Franklin Press realize that a little building here in Franklin shown in picture No. 3 plays a most important part in the telephone systems of the world.

That building is a part of the largest telephone manufacturing company in the world, the Western Electric Company which operates huge plants cov-

ering hundreds of acres in Chicago, Ill. and Kearny, N. J.

The importance of the building is not to be measured by its size but by the product it works upon.

"Mica" is the answer and mica is a most important and essential part of the telephone instruments and the Western Electric Company is the

maker of the telephone instruments used in 15,906,550 telephone stations in the Bell System. The Western Electric Company furnishes a large percentage of the telephones used overseas and manufactured in its own or allied plants in England, Belgium, France, Italy, Japan and China.

Franklin started to be important in the telephone making world in 1915 when the Western Electric started to investigate the possibilities of using the mica industry in the south. Until Franklin was selected as the base for the telephone mica needs, practically the entire requirements of the industry were satisfied by India. Attempts which had been made to use domestic mica had failed principally because telephone standards are comparable to artillery and watch making, and domestic mica dealers preferred not to grade mica to meet the extreme telephone requirements.

Early in 1915, The Western Electric company decided to make a thorough investigation regarding the mica industry in the south. Mr. P. M. Marshall was delegated to make this investigation. His instructions were "Go to the domestic mica fields and stay there until you have an answer." As a result Mr. Marshall made a trip throughout the mica production sections of the South, visiting all major operations throughout the South. A large part of the trip was made on foot.

As a result of this investigation it was decided that the Western Electric Company should start mica operations in the South, these operations to consist of the purchase of mica direct from the minor and putting it in shape for use at their plant at Hawthorne. It was also decided that Franklin offered the best location for such operations and that the operations should be in charge of a man thoroughly familiar not only with mica but with mica mining industry in North Carolina.

To this end Mr. J. W. Roper became an employee of the Western Electric Company. While Mr. Roper was thoroughly familiar with mica he was not familiar with the specific uses to which mica was put by the Western Electric Company. The first step, therefore, was to take Mr. Roper to the plant at Chicago, Illinois, where he spent some time studying the special requirements, methods of handling and the use to which the material was put. He returned to Franklin in April 1916. The Company deposited in the Franklin banks fifteen hundred dollars and shouted "Lets go."

The first operation was started in a cabin shown in picture No. 1. The total number of employees was three. By the end of the year this cabin had been outgrown. Larger quarters were obtained as shown in picture No. 2. These quarters were occupied for approximately seven years. They were finally outgrown and the third move was made to the present quarters which occupy the entire second floor of the building shown in picture No. 3.

From April 13, 1916 to the end of 1919 the Company spent through the Franklin office something over \$90,000 and is now spending for labor and operating expenses alone, not counting the cost of mica, approximately \$30,000 per year. The Franklin shop will turn out during 1925 finished products of a value of more than \$100,000. Unfortunately it does not represent purchases of mica in Carolina as it has been found impossible to obtain sufficient domestic mica to meet the requirements. Therefore, quantities of Indian, African and South American mica are being shipped to Franklin so that production may go on uninterrupted.

In view of all this it is apparent that the citizens of Franklin have reasons to be proud. Their home town plays an important part in the great billion dollars telephone business which provides oral communication here and overseas.

RUBBER!

Get out the old bottle of neat's foot oil. The dictionary tells us that it is used as a leather dressing. It is also good for "cricks" in the neck. And this disease is going to be quite prevalent in Macon in a few days. If you haven't a supply of this "crick" eradicator, better lay in a gallon or two—and carry it with you. It's sure to come in handy. Why? Perhaps you've guessed it. Yes, that's it. Look away into the southern sky. See that speck? Well that's him. That's E. R. Brown and his plane coming to take part in the celebration of the Fourth.

Hey, there, Mr. Moody! Tie up old Bess and put Dobbin in his stall. Brown is going to land on your farm and will probably want a drink of milk.

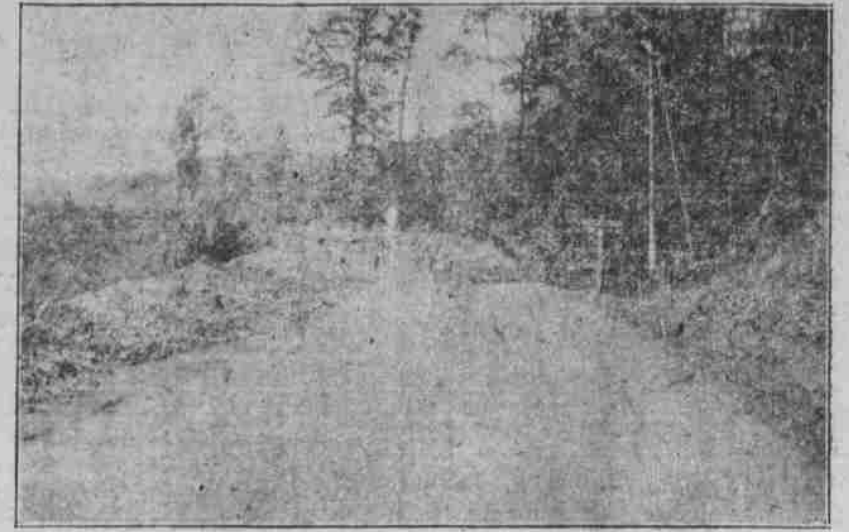
Yes, folks, Mr. Brown writes that he will probably be here on Saturday, June 27. He will stay through the Fourth and give everybody in the county a chance to shake hands with the stars. In his plane he will play center field for the opposing team when Alex is at the bat.

Get up your nerve and see the paradise of the world while soaring on man-made pinions through the "ethereal blue."

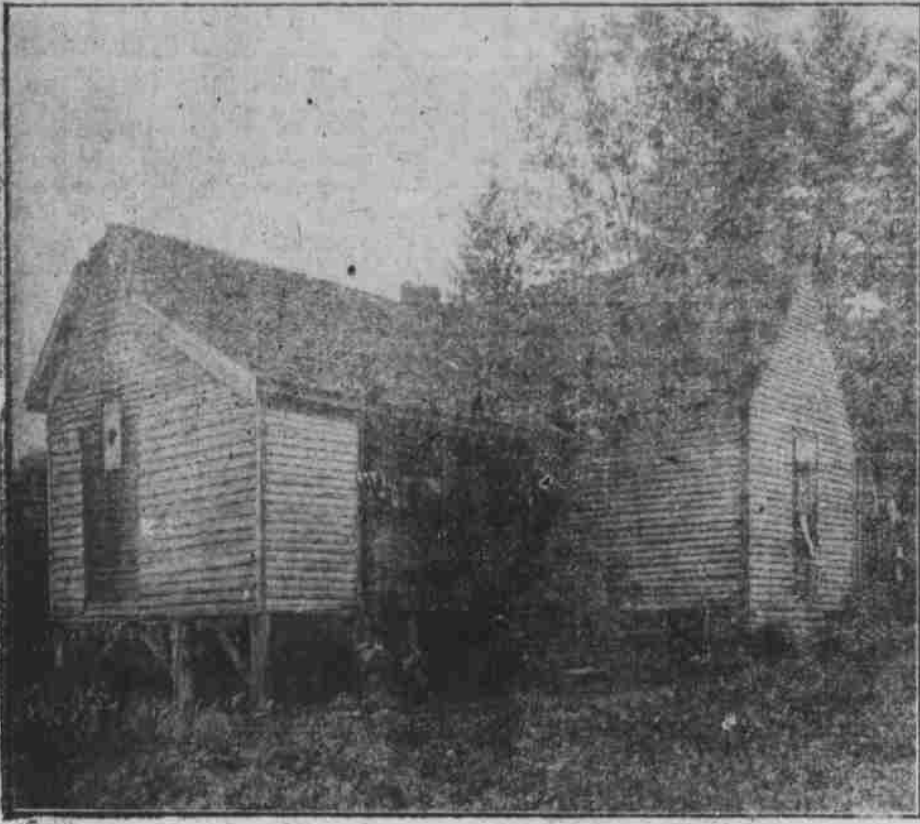
Press Want Ads Bring Results.



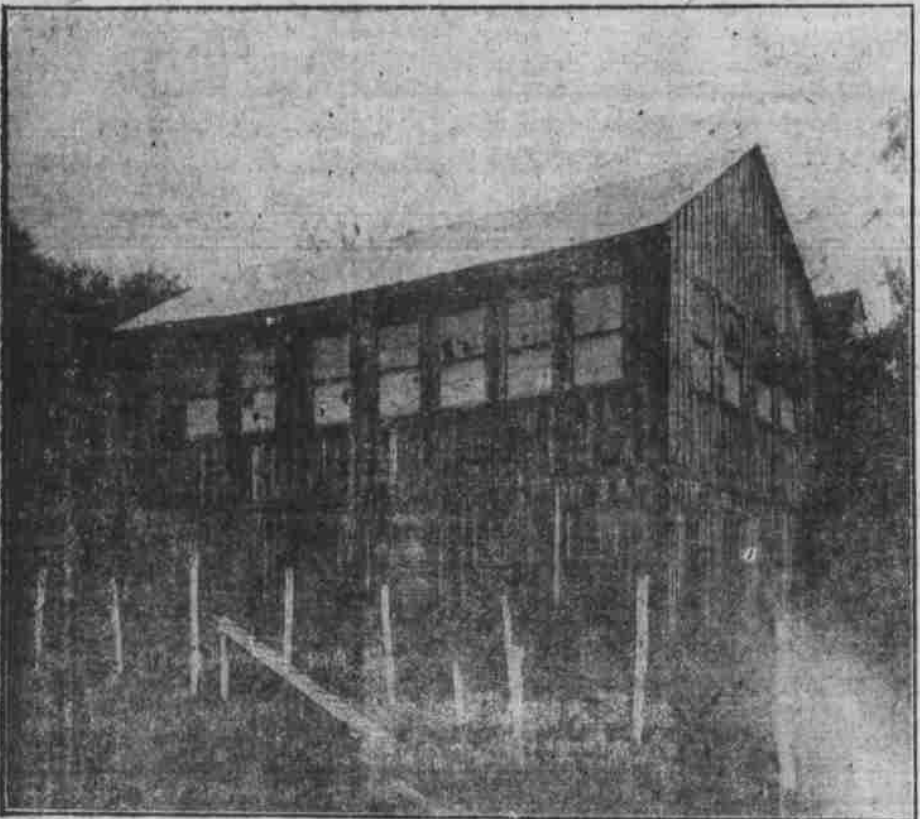
Asheville-Franklin-Atlanta Highway Scene Near Otto, N. C., Between Franklin and Georgia Line



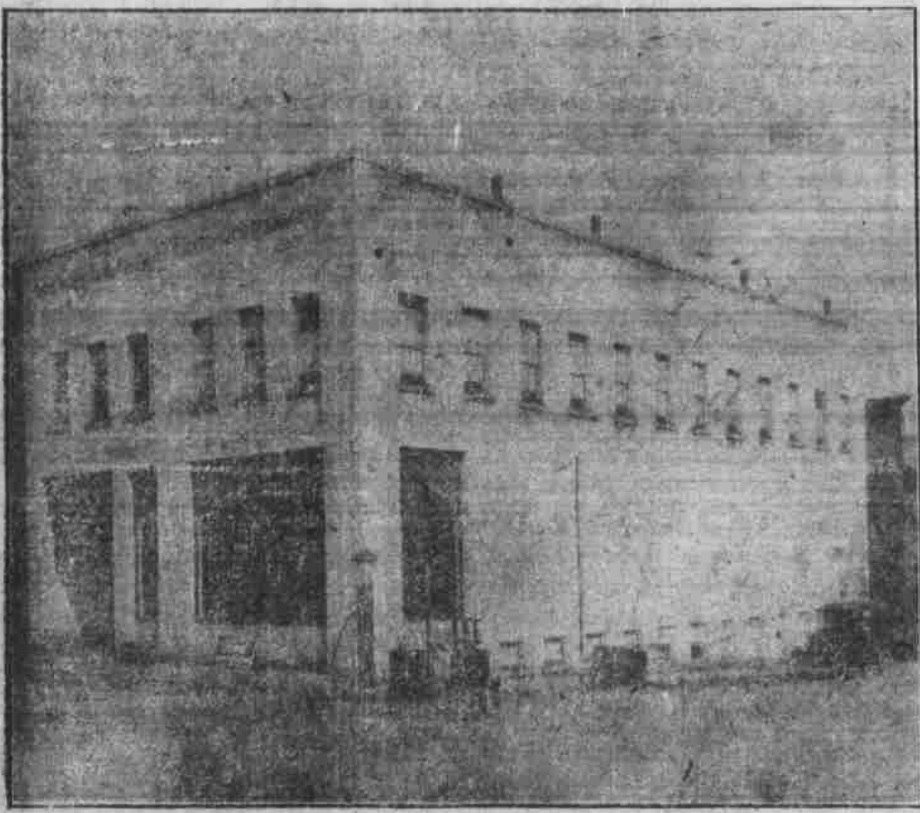
Asheville-Franklin-Atlanta Highway, North Carolina-Georgia Line, Concrete in North Carolina



Number One



Number Two



Number Three



Number Four



Lucy Mower and Gertrude Kelley Lambright Who Will Dance at Franklin July Fourth

FIFTY YEARS OF PROGRESS

Fifty years ago there was not a solvent bank in North Carolina.

Fifty years ago a furniture factory was an unknown quantity. What there was in a lumber industry at that time was represented in small saw mill operation, a few small planing mills here and there and a few small wood working plants.

In those days the furniture that Carolina people had in their homes (and this didn't amount a great deal) was made in the north west.

Fifty years ago a few yarn mills and the wool from the native sheep was sent to the mill and exchanged for yarn, and mothers of those days knit wool socks for the youngsters.

Fifty years ago a pall of poverty hung over the Carolinas. Water power was undisturbed by developing agencies. Forest wealth remained intact. Minerals laid buried as they had been for centuries. The clay we walked upon meant nothing more than "mud," and no one dreamed of great plants making wonderful builders brick. The quarries of granite slept where nature had placed them at the creation.

In those days North Carolina ranked with New Mexico as the most illiterate state in the union. The laborer had little more of earthly goods than the peasant. You could have hired a washerwoman for 25 cents per day. You could hire a day laborer for 50 cents and his dinner and a day meant 12 hours.

Roads were impassible because of deep mud through a greater part of the year.

The civil war had left the state well nigh bankrupt, but upon the ashes of desolation brave men, with vision, began with crude tools to utilize the raw resources about them. Streams were dammed up and mills and factories were started. Cotton mills began to spring into existence. Tanneries, lumber mills, and then furniture factories, until in this good-day smoke stacks raise their heads to the

heavens from almost every hill from Hatters to Tennessee line.

Six thousand industries add their payrolls to the sum total required to feed a great army of honest American workers. These workers no longer cke out a weary day of 12 hours at small pay, but they make good wages, live in good homes have the best food on their tables, send their children to handsome brick schools. Most of them go to their work over paved highways in flivvers or big cars.

A half century of achievement. Mountains of wealth piled up where developments of water power, forest resources and minerals involve the spending of millions upon millions.

And so it comes to pass that Carolina, once pointed to with the finger of shame as the most illiterate and backward of states, has come into her own, and vies with any state of the Union in any of those pursuits which goes to the form progress and to make prosperity.

Not only have we snatched from New England her supremacy in cotton manufacture, but only last year our furniture factories turned out more furniture than was made in any other section of the entire continent.

Somebody should write a book on this story of achievement against heavy odds and this book should be taught in our public schools to every child in the land.—Observer.

Rainbow Springs

Rainbow Springs, an estate belonging to T. S. Munday of Franklin, is situated on the upper waters of the Nantahala river, known formerly as the Littleton Place, is now operated by Miss Alice Caler and furnishes the finest of trout (both brook and rainbow), fishing and other mountain sports. This valley is situated about 3700 feet above sea level, is cool and invigorating and fires are necessary nearly every night throughout the year. Miss Caler will keep the place open for tourists till late in the fall.