

**The Franklin Press**  
PUBLISHED EVERY FRIDAY

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**ADVERTISING RATES.**  
Very reasonable, and will be made known upon request.

We charge 5 cents a line for Cards of Thanks, Resolutions of Respect and for notices of entertainments where admission is charged.

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Foreign Advertising Representative  
**THE AMERICAN PRESS ASSOCIATION**

**How About It?**

We had a nice news article from Prentiss this week but the writer failed to sign the article. Therefore we cannot print it. As stated before the Press will not publish the names of correspondents without their consent. However for our own protection all letters, articles, etc. must be signed.

The people living up the railroad might do well to investigate the matter of building a power line and using cheap power from Franklin's dam. Nearly every farm in Cleveland county is lighted by electricity. Macon county has a similar opportunity.

**Franklin's Future**

Within the past month there have been many evidences of Franklin's future growth. Of course a few projects of importance were started some months ago and Franklin is just now beginning to realize what these projects mean to the future of the town and county. Among these is the concrete road which was opened to traffic from Franklin to the Georgia line last Tuesday. Even though the link of the Asheville-Franklin-Atlanta highway through Rabun and Habersham counties is not complete a great increase in the tourist travel is noticeable here by reason of the concrete road to the Georgia line.

But undoubtedly the most important project now under way in this vicinity is Franklin's municipal power dam. Work on this dam which at full capacity will produce 2250 horse power began April 3rd and the contract called for its completion by March 1, 1926. The contractors are now of the opinion that the current generated by our municipal dam will be available for use by October 15th. As the dam nears completion the lands adjacent to the lake are increasing in value. The Lake Emory holdings on the east shore of the lake have been surveyed and staked off into building lots. These lots are now being sold with great rapidity and at a good price. The Lake Emory Company owns 500 acres adjoining the lake less the many lots which have been sold within the past two weeks.

A local development company recently bought the Franks holdings of 60 acres on Rabbit Creek. These holdings are also adjacent to an arm of the lake which will extend up Rabbit Creek almost to the bridge on the Franklin-Dillsboro highway. This company will develop and place its holdings on sale in the near future.

Real estate men of Florida and Georgia who appreciate the trend of events in Franklin are arriving almost daily with a view to investing in town and lake properties.

Two contractors are now pouring concrete on the road from Franklin to Dillsboro. Within a year or less time this road will be finished. Franklin will then be near the center of a concrete road 36 miles in length. More than 200 men, including seventy five convicts, are now engaged in making a macadam road from Franklin to Bryson City. The Macon County Commissioners, wide awake, broad minded men, and every one of them a good roads enthusiast, have about completed arrangements whereby work will soon start on highway No. 28, both towards Highlands and towards Hayesville.

Within the past few months there have been five big auction sales of Franklin real estate. Hundreds of eager investors attended these sales and bought lots. New residences are going up all over town and still the cry is for more houses.

All these projects tend toward optimism. In fact Franklin is now coming into its own. It appears that nothing less than a calamity can stop the growth of our little town. Regardless of the claims of other towns and cities a glance at the map will show that Franklin is the real gateway from the south to the mountains of Western North Carolina. Our strategic location is impregnable. Our people have awakened from a sleep of 26 years and are now filled with the spirit of progress. Even the faces on the street reflect the spirit of the conqueror. Only a rash individual will attempt to predict the mighty possibilities of Franklin's future.

**Modern Advertising Methods**

Today The Press inaugurates a new advertising service—one which the publisher believes will not only help him in the way of building up a more profitable business but one which will prove also of great value to every business man in Franklin and to the general public as well.

In the business life of every community the interests of each individual are more or less interwoven with the interests of the community as a whole. The man without capital has a better chance to succeed in a live, prosperous town than he can possibly have in a dead, unprogressive town and by the same token the modern, up-to-date business man can achieve greater success in a community where the people who patronize him have money to spend and where they know that they can get what they want when they want it at prices and on terms equally satisfactory with those they can secure in any other town or city in the country. In order that the people shall know these things, however, some means must be provided for the business men to get the information to them and that newspapers are the best medium for the purpose has been so frequently and so thoroughly demonstrated by the most successful business institutions in the country as to permit of no argument.

In common with other lines of commercial activity the advertising business has been developed within the last few years into a system that closely approaches a science. Experts, men who by years of experience and study have demonstrated that they are qualified to produce advertising ideas that will get results for the business men who employ them, are, in a way, directing the advertising business of the entire country and their knowledge and the results of their experience are now available to every progressive newspaper in the country and through them to every advertiser.

Under its present management the policy of The Press has been, and will continue to be, that of SERVICE to the community that supports it and in keeping with this policy the paper has secured an advertising "sales service" from Bonnet-Brown of Chicago, one of the very foremost concerns in that line in the United States. Through the use of this service The Press is able to place at the disposal of its advertising patrons the very latest developments in advertising cuts, borders, ideas and suggestions. The service does not mean any "hand-me-down" "ready to run" advertisements such as some ad writers sell to business men at big prices but it offers up-to-the-minute cuts, suitable for practically every line of business, borders and designs which feature almost any article the merchant may wish to offer at that particular time, and advertising ideas and suggestions of value to every man who wants an attractive, business-getting ad.

The service comes to us every month, that for August is now on file at The Press office and advertisers are invited to all at their earliest convenience, look them over, and make selections. Don't wait for our advertising man to call. We are pretty busy and he may be delayed.

If the old fashioned, sloppy, change-once-every-few months method of advertising without cuts or other attractive features paid, certainly a modern, attractive up-to-the-minute system such as we are now able to offer you AT THE SAME PRICE will pay you better.

Think it over and then come in and look our proofs over and try out this better way of advertising.

**The Boy Scouts**

A town without a Boy Scout troop is in a bad way. Franklin knows this from experience. Until the recent organization of the local scout troop Franklin never dreamed of the many ways in which a scout troop can help.

The motto of the Boy Scouts is, "A good turn every day," and Franklin Scouts are living up to their motto. Rev. E. J. Pipes the scout master, states that the ingenuity of the boys in making opportunities for "a good turn" is remarkable.

During the Truett-McConnell meeting the Boy Scouts will conduct strangers from the headquarters of the committee on hospitality to the rooms and homes assigned the strangers for their stay in Franklin. That the Scouts will justify the responsibility thus imposed upon them no one doubts.

A Scout in taking the oath agrees to keep himself "physically strong mentally awake and morally straight." These few words, it seems to us, include the sum and substance of making a MAN.

The citizens are co-operating in making our local Scout troop a successful organization.

Miss Olive Patton has granted to the boys the use of her lake at Camp Taukeetah for swimming lessons. Mr. R. A. Patton has offered the use of a site for a camp cabin; and when the time comes to build that cabin Franklin will gladly give the necessary funds. In building a cabin for the Scouts the parents realize that they are building character in their sons, making them physically strong and mentally awake.

Franklin is proud of its Boy Scouts and glad of the opportunity which the Scout training gives them in the making of men.

Commissioner R. A. Doughton of Raleigh will be here on the 28th of August to attend the big celebration planned by the Macon county Progressive Club. Further information concerning this meeting will appear in next week's Press.

**Dry Weather Doesn't Bother Jesse Slagle**

Mr. Jesse Slagle who spent many years in the west and who owns a farm on the Wayah creek eight miles from Franklin, doesn't care whether it rains or not in so far as he is individually concerned. Jesse has perhaps the finest crops in Macon county and these crops are not suffering for moisture. Just a little effort on Mr. Slagle's part turned Wayah creek through his bottom lands. In other words he is irrigating his crops—and the crops are growing.

Nearly every foot of bottom lands in Macon county can be irrigated, especially those lands along creeks, at very little cost. Nature has provided the means of growing crops in the bottom lands regardless of rainfall yet man has not done his part. If those who could had followed the example of Jesse Slagle they would now have green corn fields instead of fields that are dry enough to burn.

**Leatherman Locals**

Mr. and Mrs. Chas. Truitt from Oak Grove visited Mrs. Truitt's father Mr. Omer Elmore Sunday.

Mrs. Nannie Childers from Whittier is visiting her parents, Mr. and Mrs. J. R. Holbrooks.

Mr. and Mrs. V. B. Mason and children, Carl and Jennie V., visited Mr. and Mrs. S. C. Leatherman of Cowee Sunday.

Miss Ruth Raby accompanied by Mrs. Verna Raby and little daughter, Vera of Harmony spent Thursday night with Mrs. A. T. Hurst.

Mr. W. H. Dalton attended the singing convention at Briartown.

Woodrow Dalton from Holly Springs spent Saturday and Sunday with his grandfather, Mr. J. C. Hurst.

Aunt Elizabeth Hurst departed this life August 9, 1925. Her remains was laid to rest August 10 at the Liberty cemetery, Rev. Bradley conducting funeral services. She leaves to mourn her loss a host of relatives and friends and her aged mother.

Miss Laura Jones and eight young ladies of Camp Nikwasi at Franklin will come over tomorrow to attend Grand Opera for the matinee and evening performances.

Miss Jones, who is the director of the camp, is particularly anxious for her girls to see "Hansel and Gretel," the lovely fairy opera, so appealing to young people, and "Faust," Goethe's wonderful story.—Asheville Citizen.

Rev. R. A. Truitt, pastor of the Franklin circuit, assisted by Evangelist T. S. Mashburn of Los Angeles, Calif., are in the third week of a very successful revival meeting at Clark's Chapel, which may be continued up to Sunday, August 16. Church people are being revived, backsliders are returning, sinners are being converted, and a general awakening among the people in the community.

The Campbell Wall Paper Co., Hobbs Wall Paper Co., Stevens & Thompson, The Lincrusta Walton Co., Plattburgh Wall Paper Co., The Imperial Wall Paper Co., The Imperial Color Works, Underwood Paper Mills, and The Tait Paper and Color Industries, Inc., are combined and named The American Wall Paper Company. They rightfully claim to be the "Largest Wall Paper Producers" in the United States; with branch offices in thirteen of the largest cities in our wonderful country.

Ask to see the samples this company sends out before ordering. Hundreds of beautiful oatmeal papers, stipples, muraltones, canoes, ingrains, moire, scratch or linen, broken glass staple ceilings and many others to select from, with prices running from ten cents up. I'll gladly show the above samples on request.

**Painting and Papering**  
**Interior Decorating a Specialty**  
**JOHN W. EDWARDS**



**Repair Time Bargains In Hardware**

When one starts looking over every nook and cranny about the house for possible Fall and Winter repairs—it is usually some item of Hardware that is needed. New Hinges, Screws, Nails Window Locks, etc. Or, perhaps, an extra Tool or more.

As long as it comes under the heading of Hardware—we have it!

**Macon County Supply Company**



**Just Arrived! Exquisite Fall Millinery**  
FOR MADAME AND MADEMOISELLE

PARIS INSPIRED HATS! MODELS THAT will instantly appeal to the discriminating woman who selects with discernment, choosing those notable in distinction of line, of lovely color-harmony, of satisfying quality. These Autumn Hats are indeed triumphs of artistic creations.

DEVELOPED OF VELVET, PANNE, VELOUR, bengaline and felt, in all the new shades approved for Autumn. Various assortments of small and medium shapes for street and dressy wear.

**The Ladies Specialty Shoppe**  
MRS. W. J. ZACHARY

**"STANDARD" GASOLINE**



**Off like a shot!**