

THE NEWSPAPER HELPS THE TOWN

Its Value Is Beyond Estimation—It Is the Mirror as Well as Eye and Mouth-piece of a Community.

"Old Hurrygraph" (J. A. Robinson, of Durham) contributed the following article on the value of a newspaper to the first issue of the Granite Falls Times:

Every place of importance, in this busy, bustling age, has its local newspaper. It has long since become an established fact that a newspaper is the mirror of a thrifty community. It is also the eye and mouthpiece of that community. Publicity is a great moving force in these times of live commercial activities.

A newspaper is not only the most intelligent force in advertising a town and keeping it on the map, but it is also a telling force between the seller and the buyer. It brings the two together, and thereby creates trade. It is the most economical means of drawing attention to a town as well as the quickest mode of communication between the citizens of a community. Its advertising columns, where the live, wide-awake business men see the advantage of letting the public know who they are and where they do business, in a fine spirit of liberality, tell the story of a town's various enterprises. This catches the eye of the public and rivets it upon the town with a live newspaper.

Did you ever stop to think, Mr. Business Man, that in this hurrying age many people are continually moving about; new people move in who are not acquainted with the local merchants, the manufacturers, the various new, as well as the older inhabitants, and it is regarded by the most successful businesses as the best medium through which to keep their trades constantly before the public. People look in the newspapers for what they want. They

haven't time, like in the olden days gone by, to walk around and hunt bargains. People are in a hurry. The newspaper carries your trade and invitation into their homes and serves as a silent salesman—in fact, your advertisement works for you while you sleep.

The advertising advantages of a paper to a town is not its only value. The local news, the social gossip, which will be found in no other paper, creates an enthusiasm which gives life and energy to a place. It helps neighbors to know about the achievements of each other. It stimulates town pride and lets the world know what you are doing. It is as good as a weekly letter from home to those at a distance. It gives encouragement and boost to local enterprises they would not otherwise get. The value of a newspaper to a community can hardly be estimated.

The faith a town puts into its newspaper is the faith that builds towns. Faith unlocks the door to power. The power of the press cannot be estimated in words. A successful paper must have the co-operation of the community. Every advertiser—and every man in business should advertise—and every subscriber is the maker of a good paper. His patronage in either case is the life blood of the enterprise. The unity of the whole, behind and backing the publisher, makes the best paper possible in any community. Put your need of a good newspaper in the hands of faith and its publisher. Faith in the enterprise, and back of that faith a hearty and cheerful patronage. Don't ask how, why or when. Just do your level best for your home town paper, and have an abiding faith, which is the great miracle-worker of the age.

Many a place has grown from a mere hamlet to a big thriving town by the efforts of its newspaper, and the faith its citizens had in it, and backed up that faith with co-operation with the publisher.

Press Want Ads get results.

Mr. E. C. Kingsbery has just returned to Atlanta after spending a week at Babbling Brook farm where Mrs. Kingsbery, Miss Emily and Lloyd have been staying during the summer. Mr. Kingsbery's family accompanied him to Atlanta.

Mrs. I. T. Smith has returned to her home at Shawnee, Okla., after spending 19 days visiting her uncle Mr. W. E. Sanders, at Prentiss. Just to prove that Macon county is the finest place on earth to live Mrs. Smith gained 12 pounds while here.

Hall's Catarrh Medicine is a Combined Treatment, both local and internal, and has been successful in the treatment of Catarrh for over forty years. Sold by all druggists. F. J. CHENEY & CO., Toledo, Ohio

KNOWLEDGE THAT MEANS DOLLARS



The fact that you don't know a certain thing doesn't necessarily mean that you are not willing to learn it. If this was true in your case it would be true in Bill's—and civilization would perish from the face of the earth.

There is an old saying, "What you don't know won't hurt you."

A greater fallacy was never foisted on humanity.

A good many people seem to think that they can "order" their building materials cheaper than they can buy at home. They have heard this stated somewhere as a fact, and they act on it without investigation.

We are in business to disprove this rumor. We purchase building materials in car lots, and watch the markets for the lowest prices, hence we know we can meet all competition of "ordered" materials and save you money. And in addition you see what you are buying when you trade here.

Investigate our facilities for serving you before joining the "orderers."

FRANKLIN HARDWARE CO.

CUNNINGHAM BUILDING

FRANKLIN, N. C.

Habiliments Of The Season

Men—married men—claim that woman is a creature of moods.

Man—on the other hand—is a slave to the seasons.

Four times each year he may be found hanging around the show windows of a men's furnishing store. Oft he is only there to admire—but there he is. Spring, Summer, Fall, Winter—those words connote new plumage and cash money put out. For the male of the species is a vain bird. Deny this who will, the writer knows—being one.

Steve Porter runs a MAN'S STORE.

Therefore he caters to the foibles, eccentricities and idiosyncrasies of the above mentioned least deadly half of the human species.

Which brings us to speak of our new

FALL AND WINTER SUITS AND OVERCOATS

These SUITS come in all the new Fall styles and fabrics. We have them in the much worn blue-grays and steel-grays. Also various shades of browns and the staple grays and blues. A style for every age and taste. These handsome Suits are priced in all wool fabrics.....\$15.00 to \$30.00

One lot good serviceable Suits.....\$12.00

Handsome light-weight Fall Overcoats, beautiful fabrics and styles ideal for young men \$22.50

ALSO HATS AND CAPS

A new line of STETSONS just in, all the new colors and shapes, priced very reasonably at \$7.00

BEAVER HATS, a mighty good medium priced hat.....\$4.00 to \$5.00

BEAVER CAPS, a full showing.....\$1.00 to \$3.00

WE ARE HEADQUARTERS FOR ARROW SHIRTS AND COLLARS.

J. S. PORTER & COMPANY

The Little Store That Gives the Big Values

Hotel Franklin Building

Franklin, North Carolina