

Great Development Wave Will Sweep Into Western Carolina Next Summer

An indication of the way Western North Carolina prospects are regarded throughout the South is seen in an article which appeared recently in the Greenville, S. C., News.

The writer of the article recognizes the prosperity that is headed toward the mountain resorts in this state, the general relation of this section to Florida and the reaction that many business men expect there.

The article follows:
Next year will be a big real estate year in Greenville!

It's bound to come unless every sign is wrong, and unless the realtors do not know what they are talking about.

Two or three things—two in particular and a third in a general sort of way—are going to bring it about. Such is the diagnosis which the authorities on dirt in this neck of the woods have to offer.

That the wave of business is going to be extensive and fraught with cargoes of gold for some of the folk is also doped out by those supposed to know. Their deductions and surmises sound reasonable and plausible, too.

In the first place, the greatest wave of resort property business ever seen in the southeast is to rush into Western North Carolina and the far-upper portion of South Carolina next summer. Much of this has already gotten under way, but of course will not be pushed until larks begin to sing and men exchange velours for sailors and panamas once more.

The second cause for the near-boom is this vicinity next spring and summer will be the back wash from Florida, which every business expert predicts will be a powerful one. They're coming back, those who have made their gold to spend it—those who have lost to go to work again.

Last month, it was announced from Asheville that 38 different subdivisions in the vicinity of that city and Hendersonville would be ready for the market by the spring of 1926. Sales forces are being organized and investors will be attracted from all parts of the county, but especially from Florida. These people will pass through Greenville, will pause here and many of them will invest, as recent events have demonstrated.

It's a poor pendulum that won't swing both ways, and the Florida boom is certain to do this, business observers of first rank here declare. Not that Florida is going to slow down next summer, or go broke, or anything of the sort. People there who have made their cash will come up here to spend the summer months amid the cool heights of Upper Greenville county and Western North Carolina. Many Floridians have already bought lots at Caesar's Head. It is understood that they consider the summer playground about as good a field for investment as the winter.

Millions are going to roll into this mountain country next summer. This jingle of the first few regiments of dollars has already been heard. The governor of Florida, himself, bought a mountain near Brevard the other day and plans to develop it next summer.

Now as to the revived business psychology of the old town. There's no question that the hot weather, the long drought and maybe a few other causes have tattered the Greenville morale a bit during recent months.

Number 28

State Highway No. 28 which starts at Chimney Rock and runs to Hendersonville, thence to Brevard, from which place it heads out through the lower borders of Jackson, Macon and Clay counties into Murphy, almost infringing on Georgia territory from Shooting Creek to Hayesville, is going to be known, before another Summer passes, as one of the really "scenic" highways of America. It is being hard-surfaced out of Hendersonville for a distance of 8 miles, when it takes on the black top to Transylvania town of Rosman, on the trail of the French Board, and from Rosman to Toxaway the grading has been completed. This highway appears to be a little more than standard width, but this is probably because of the tremendous "cuts" through which it passes up and around the mountains. It was a heavy job in excavation almost every mile of the way. The sides of the mountain are shaved down in places from distances the height of two poplar trees one below the other. Two concrete bridges are yet to span the tracks of the railroad that runs from Hendersonville to Toxaway, and these bridges will be remarkable more for height than span. From Toxaway through Cashiers Valley to Franklin and Hayesville is yet a large contract in grading and surfacing, and until that work is finished, travel over it will prove rather a jolt to those who want luxury. When the highway No. 28 is finally accepted by the State as a completed job, it will come into popularity with tourist travel, for it will open to the world a part of the State which is yet unknown to the people. Up that way it is a section of wild grandeur, for a fact.—Charlotte Observer.

DAVID BLAINE

Just as we go to Press news has been received that Mr. David Blaine a prominent and highly respected citizen of Franklin died at his home on Main street at 10:30 A. M. Thursday.

For many years Mr. Blaine was Register of Deeds in Macon county. He was in ill health for more than a year prior to his demise. While his death was not unexpected, nevertheless the news will be a great shock to his hundreds of friends throughout the county.

A more extended notice of his death will appear in a future issue of the Press.

The Franklin Lakes Development have ordered 5000 arrows with the following inscription: Step—See Lake Emory, Franklin, N. C. These arrows pointing toward Franklin will be placed on the highways between Franklin and Miami.

However, it's convalescing now, and shows promise of vigorous life before many moons.

The banks have more money on deposit, hence more available for investment, and the potentialities of better business show on every side. The advertising campaign which the Chamber of Commerce is sponsoring and the booster meetings and other features are contributing toward a new civic and commercial birth for Greenville.

Things look bullish indeed for next winter, spring and summer and on and on.

At least that's what the bankers real estate men and those who ought to know, will tell you this morning.—Asheville Citizen.

Declares Crime Wave Starts Where Home Fails

"The Crime Wave—Its Cause and Cure," was the subject of Rev. Dr. R. F. Campbell at the First Presbyterian church Sunday morning. Much thought is being given to the prevalence and seeming growth of crime at this time and a great congregation heard the discourse with profound interest and attention as the speaker brought forcibly home the truth that laxity and neglect in home life are the underlying causes of crime and lawlessness. Dr. Campbell said in part:

"There can be no doubt that a crime wave is sweeping over our land. Our homicide record alone is 1,000 a year. If murder is considered a fine art then Uncle Sam is a past master. Statistics show that in all forms of crime the United States is far in the lead. In proportion to the population it has twice as many murders as Italy. Other crimes are keeping pace accordingly. The average American is a natural born optimist and sees only what he wishes to see.

"Another feature of alarm is seen in the age and class of criminals. Once it was the mature man and woman who made up the criminal class, now we find the majority of them under 21 years of age. Many boys and girls at the age when they should be in home or college are doing time in penal institutions. Many are from homes of wealth and prominence. Among the reasons given in a recent article by a professor of sociology are changing moral standards, growing dislike for law, facility for committing crime with immunity, inadequate treatment of prisoners and lack of religious teaching. Morality and religion are so interwoven that when one unravels the other goes with it. Police Commissioner Ehrwright, of New York City, gives as the chief cause of crime, the breaking down of the home and lack of morals at the fireside. Wholesome home life is becoming the exception and not the rule. When a boy or girl goes regularly to the house of God it means that the influences of the home are contributing to their religious welfare. Boys and girls found regularly at Sunday school are not found in juvenile court. God's word must first be in the hearts of parents. You cannot give to a child what you have not got yourself. Put the truths of God's word into his heart and impress and mould his character. This we cannot do without the leading of the Holy Spirit.

"The finest art in the world is the art of properly raising a child. It is also the most difficult art in the world. It can only be done by saturating the atmosphere of the home with the strength that God has revealed in His holy word. What proportion of your home life is devoted to impressing the teachings of God? Not in an artificial but in a natural and spontaneous way. The trouble is we have not been taking God's word at its face value. Not only by precept must we teach but our own lives must be so controlled by God's will that it shall be said, 'First he wrought and then he taught.' We must be under the control and will of God. As parents, the word of God must be laid up in our hearts and practiced in our lives. The home should be the very house of God, filled with the utmost of His grace and ruled by His eternal law.

"Our homes do not come up to the standard of Old Testament homes. Criminals are coming out of families who have long held high traditions of moral character. We have apostatized from our heritage of the Christian home. Most people will testify that their homes today are not like the homes they were brought up in. Something has been lost. The pursuit of wealth, lack of family worship and life together are primary evils. The impressions which last and determine the direction of a life come before the age of 12 years. If the home is saturated with the truth of God's word until the time he leaves home his choices have already been fixed. If he has been neglected his direction has also been fixed."

A jury in the Henderson county court Tuesday freed Bonnie Brooks of the murder of Sam Y. Bryson former mayor of Hendersonville. Brooks pleaded self defense.

Mr. Abe Moore, formerly of Macon county but now a resident of Sylva, spent last week end in Franklin visiting Mrs. Moore who is in a local hospital.

Mrs. R. D. Sisk left last Friday to visit her daughter, Mrs. A. E. Gouge at Bakersville, and her son, Mr. R. V. Sisk, at Charlotte. Mrs. Sisk expects to be gone about three weeks.

Miss Charlotte Elliott, of Highlands visited Franklin Monday on business connected with the purchase of a tract of land on Clear creek.

Mr. W. R. Sheppard and wife and Mr. O. L. Taylor of Atlanta have been in Franklin this week on business connected with the purchase of 650 acres of land from Mr. Lee Barnard.

Mr. and Mrs. F. W. Connell leave today for Atlanta and thence to Miami where Mr. Connell will open offices of the Franklin Lakes Development.

Mr. J. D. Burnette, a well known and highly respected citizen of Sealy came to Franklin Monday on business. Mr. Burnette is highly enthused over the prospects for the coming spring in the real estate field. One or two big developments will be located in his vicinity. Work has already started on one development consisting of 800 acres in the neighborhood of Mud creek falls. It is understood that the promoters will make a residential section of this development and harness the falls for lighting purposes.

Mr. John Smith has returned from Miami and accepted his old position with the state highway department at Franklin.

Dahlgene and Lumpkin county have been injured by high priced property. Maj. Smith Harris wished to locate in Dahlgene but high prices drove him away to a little town in North Carolina where he purchased a home and newspaper, began offering settlers inducements and a lake or two are being built for visitors and the town is spreading and prospering causing a lot of money to go that way. And just across the mountain at Blairsville, the saw and hammer can be heard in the erection of new buildings, and town lots have been given away to non-residents so as to have them join them, while we are sitting here with our hands crossed waiting for the state to send us money. Dahlgene Nugget.

PRIZE WINNING CONTEST

WIN A BOAT, BOYS
WIN A WRIST WATCH, GIRLS

From now until December 19th we will give coupons with each purchase. These coupons will be worth the number of votes specified below:

5 Cent Coupon	15 Votes
10 Cent Coupon	30 Votes
25 Cent Coupon	75 Votes
50 Cent Coupon	150 Votes
\$1.00 Coupon	300 Votes

The four receiving the highest number of votes will win the following prizes:

- Feminine First Prize, \$50.00 Wrist Watch.
- Feminine Second Prize, \$10.00 Gold Piece.
- Masculine First Prize, \$50.00 Row Boat.
- Masculine Second Prize, \$10.00 Gold Piece.

Gather all the coupons possible and bring them to our store on or before December 21st. Winners will be announced on December 25, 1925.

Our goods are of the best quality and our prices are low or lower than elsewhere. Trade with us and win a nice prize.

GORDON BROTHERS

"Have the Bargains For You"

A BEAUTIFUL ROWBOAT FREE!

FRANKLIN'S MAGNIFICENT LAKE IS NOW A REALITY—SEVEN MILES OF BOATING

In our Grand Prize Winning Contest which opens today we will give away **Absolutely Free** a \$50.00 Rowboat, a \$50.00 Ladies' Wrist Watch and two \$10.00 Gold Pieces. Read the ad which appears by this one and learn the details.

What boy has not dreamed of drifting on placid waters and pulling in the big ones? And where is the girl who will not appreciate a beautiful Gold Wrist Watch?

Since our stock is complete and of the best quality and since our prices are as low or lower than elsewhere why not induce your friends to trade at Gordon Brothers and save the coupons for you? A little time and a little energy will win you a beautiful and useful prize.

Glance at the list below and note only a few of the necessities of life we carry.

Ladies' Dresses, Children's Dresses, Shoes for the Family, Hats for the Family, Sweaters for the Family, Underwear for the Family, Blankets, Wool Shirts, Work Shirts, Dress Shirts, Hosiery of all kinds for the Family. Suit Cases \$1.25 to \$3.75. Genuine Ducksback Suits, All Wool Army Coats \$1.50.

We also carry a complete line of Groceries and you will always find at our store good things to eat.

GORDON BROTHERS

"HAVE THE BARGAINS FOR YOU"

For the Public's Accommodation

Finding it impossible to display my enormous stock of goods in one store room I have moved a portion of my goods to the old Trotter building on the Square. This arrangement will give the public an opportunity to see what I really have in the clothing line.

It is needless here to mention prices. The purchaser must see what he or she is buying before the price means anything.

The people of Macon County know me and they know that my prices have always been exceedingly reasonable. But during my **BIG CLEARANCE SALE** I am cutting prices to the limit. Many articles I am selling at cost or below. I am doing this only in order to make room, as my occupancy of the old Trotter corner is only temporary.

Buy your winter outfit from me and save money.

I must get back under one roof. To do this I am selling my goods at a great sacrifice. Therefore the **BIG CLEARANCE SALE** still goes on.

JOS. ASHEAR

SMITH'S DRUG STORE REXALL

Frosty mornings have come and I have the remedy for chafed hands, Violet Lotion.

FRANK T. SMITH
THE PRESCRIPTION DRUGGIST