

The Real "WHO IS WHO" in Macon County

1 PRODUCTION AT LESS COST

This is the ambition of this concern that is in a position to furnish anything in the way of implements or tools of production, whether for the farmer, mechanic, or any other individual.

If it is to be had in hardware, tools or implements, the chances are you will find it here if at any place in the whole section, for they pride themselves on their complete assortment and the desirability of every selection.

They know that their success is directly dependent upon the success of the individuals of the community they serve. For this reason their constant endeavor is to be just a little ahead of the other fellow in offering the highest in efficiency in the lines they represent.

Open and above board in all their dealings, never too busy with their own affairs to devote a good share of their time in town building. Just the class of men that are worthy of your patronage.

What make and particular type of plow do they handle?

What is the leading brand of mechanic's tools?

MACON COUNTY SUPPLY CO.
Chaataooga Slatted Mould Board
Plows—Disston Saws

2 AN INTERNATIONAL WORD

A short word, long in expression of the highest in quality and the lowest in price. A lot of territory, but conclusively proven by years of outstanding performance.

The product that this word represents, lays the whole world before you at the minimum cost of transportation. Not a luxury, but a necessity in both business pursuits and constant happiness of every member of the family.

Easy of acquisition to those worthy of credit. An unusual easy selling plan on remarkably low payments, placing it within the reach of those of modest means.

That's the point we want to stress—to those who feel they cannot afford to enjoy the pleasure of an automobile on account of limited means, we suggest that they at least investigate the liberality of this company's offer.

Twenty-two years of undisputed leadership of manufacture.

What is the adopted slogan of this company?

You'll find them wide-awake, progressive and open and above board.

JOINES MOTOR & TRACTOR CO.
Service—Square Deal—Satisfaction
Right Now

3 EAT TO LIVE

You may entertain the pleasant state of mind of untroubled confidence in getting the best to eat at this establishment.

Either served to you at their own tables, or baked for your own home table.

In the words of slang, "Good Eats" is always on the bill of fare here. Just that touch of flavor and exacting preparation that makes you at peace with all the world.

It's a place that should be patronized frequently by the whole family. Why not give mother a change once in a while and at the same time give her a little respite in her arduous labors. You owe it to her. Try and see how she will enjoy it.

And, besides meals, baker's goods that are works of art in production. Bread of many kinds, including the healthful raisin bread; pastry and special orders for special occasions.

Dairy, lunches, short orders and regular meals.

A home atmosphere that expels any thought of the obnoxious "Hash House" service.

"Who is Who" and what is the price of a regular dinner?

FRANKLIN BAKERY & RESTAURANT
40 Cents for Regular Meal

4 BETTER THAN EVER

A safe-guard in body construction is given you in this make of car. What is this point of construction?

And, on top of that, improvement on improvement has been made so rapidly in this make of car during the past few months, that a ride in it is necessary to realize the wonderful accomplishments in both body and mechanical construction that has taken place. Now—drive this car. It's an experience you owe yourself.

The word "DEPENDABLE" is associated the world over with this make of car.

It has shown the greatest gain in sales during its many years in open competition with all makes of cars. Not the cheapest, but a medium priced car, and the greatest of economical buys. A car you can afford.

Find this concern; experience the genuine courtesy extended by the management and employees. Your time will be well invested in finding this super service.

Always among the foremost in building a better city to live in.

J. S. CONLEY MOTOR COMPANY
All Steel Body

The following are the winners in the "Who is Who" Contest out of the many replies and inquiries received at the Press office.

.....As we told you, neatness and absolute correctness counted.

The following were awarded the prizes as noted below by Rev. E. J. Pipes, making the awards on his judgment as to neatness and correctness:

- First Prize, \$10.00.....Mrs. Z. W. Conley 9.9-10
- Second Prize, \$6.00.....Miss Grace Penland 9.7-10
- Third Prize, \$4.00.....Mrs. Norda Murray 9.1-10
- Five Prizes or \$1.00 each.....Mrs. W. E. Furr 8.9-10
-Mrs. R. F. Culberston 8.7-10
-Margaret Siler 8.1-2
-Mrs. Claud Russell 7.2-10
-Nina Dule Dalton 6.7-10

Winners will please call at the Franklin Press office and receive the above rewards.

The Franklin Press Advertisements are Read

5 ECONOMICAL TRANSPORTATION

Here is one that you should guess in short order, for there is only one car on the market that is universally known for its economical transportation.

A car of outstanding performance at low cost. In fact, "Quality at Low Cost" is its adopted slogan. A marvel of handling ease. Never in the history of automobile manufacture has a car of such attractive lines of construction, luxurious appointments and perfection of mechanical construction, built for dependable and long wear, been offered to the buying public at such a low price, until this car was brought up to its standard of perfection.

A super car at a poor man's price; within the means of even the most modest of incomes. Just pride of possession is experienced fully as much as with much higher priced cars. A car of no apologies or regrets.

A multiple cylinder performance of handling ease that will thrill you.

Who is who, and how long have they been in business?

PERRY-JONES CHEVROLET CO.
In Business since May 26, 1926

6 FOR HUMANITY

Franklin is fortunate in having an institution conducted and directed in conformity with the latest in scientific research in administering to those in need of surgical service or in cases of serious or chronic illness.

The management is widely known, not only for outstanding efficiency, but for humanitarian methods, constant watchfulness, and ready at all times to adopt the newest methods and equipment approved by authorities of scientific research.

Constantly mindful of the gravity of the trust imposed upon them, the management and attendants alike, leave no precaution undone to insure perfection in treatment of every case, and as a consequence, are worthy of unflinching confidence and trust of both patients and their loved ones.

The oldest hospital in Franklin, and one that the citizens are proud of in view of its great and exacting work in alleviating suffering of mankind and its work of restoring health to many of this section.

LYLE HOSPITAL

7 "SERVES AND SAVES"

Attentive service of the kind that impresses you that your business is appreciated to the fullest extent, and that every effort is put forth to give you what is best suited to each particular need—and, then, most important of all—prices that are convincing in their saving.

Everything for the furnishing of the home from the requirements of the most luxurious home to the humblest dwelling.

Ability to give you valuable suggestions in your selections with no other thought than to guard against the slightest disappointment, and to give you the maximum in satisfaction for the years to come in the use of these selections. This in all honesty of purpose and conscientious consideration.

A Golden Rule policy that will convince you of its earnestness, when you think of furnishing the home you should at once think of this concern and its policy of "Serves and Saves."

What highly dependable paints do they carry? What other service do they conduct besides furniture?

FRANKLIN FURNITURE CO.
"Pee-Gee" Paints
Funeral Directors and Embalmers

8 A BUSINESS ADMINISTRATION

Who is the candidate running for one of the most important county offices, combining several departments, purely on his business qualifications?

Who is seeking the office on his conviction that he is capable of earning the salary and to serve the people with honor and credit?

The record he has made in the success of his own affairs and his clear record of fair and upstanding dealings in the past many years are convincing testimonials of his fitness and dependability to direct the affairs of the office to which he aspires.

Firm in his stand for the right, outspoken in his support for its fulfillment but not to the point of being arbitrary, he will lend a most welcome influence in the conduct of the office.

Not a politician, aligned with any political faction, a thorough student of economy and a business man that can be depended upon for a business administration.

GEORGE BULGIN
For Sheriff—Republican

9 MEASURES UP

By past accomplishments, you can best know the man. In this case, this candidate to succeed himself on the Democratic ticket for clerk of one of the most important departments in the county functioning has shown by his past record, unquestionable fitness for the duties of the office.

Fair minded in all of his dealings, considerate of the wishes and circumstances of others, thorough in all undertakings with unusual resources to speed up the county's affairs with the least cost to the taxpayers.

A constant student of the best methods of procedure, keen of judgment and well versed in the true course of law. Impartial in the performance of all of his duties. Just the kind of man to command and retain the confidence of the public.

Never has the finger of suspicion pointed at even the slightest indication of breach of any trust placed in him. Find "Who is Who" and you will find a man worthy of your support.

FRANK I. MURRAY
For Clerk of Court—Democrat

10 TRIED AND TRUE

What general store is known as the Franklin General Store?

One that has by years of straightforward business dealings built up a patronage made up of loyal customers who have learned that truthfulness of representations can always be relied upon at this establishment.

Where the thought is always uppermost in the mind of the management to so deal with his fellow man that he can at all times look him square in the eye and extend a friendly hand of greeting. Prices at all times that are convincing of saving and represent the most that can be sold for every dollar received.

They would rather have a customer leave the store without a sale than to sell him something that they feel would not be suitable for the purpose for which it is intended.

Always staunch supporters of right, and sincere in their efforts toward fair dealings.

Just the kind of service and the kind of people you will enjoy meeting and dealing with. A service that will bring you back. What well known brand of men's clothes do they handle?

J. R. FENDERGRASS
Shield Brand

11 UNQUESTIONABLY "Who is Who"

There is no room for doubt in this establishment being the outstanding "Who is Who" in their line in this section.

When it comes to auto service and repairs, you need go no further. You have the best that equipment, skilled men and material can offer you. Why ponder?

And then remember a poor mechanic can do more to shorten the life of your car by maltreatment than any amount of abuse you can give it yourself in general use. Why take chances?

Don't go off on a trip without having these experts put your car in perfect tune. Have it done regularly, anyway, whether you take an extended trip or not.

Always the best in gas, oils, and accessories. Besides, complete radio sets, parts and supplies, and expert adjustment and repair service for them. Batteries, tires and tubes of the world's best. Just call them and then quit worrying.

What authorized service do they represent?

What makes of cars do they distribute? Who's the manager?

CITY GARAGE
Goodyear Service Station—Studebaker and Oldsmobile—Chas. Morgan

12 CONSTRUCTIVE POLICY

Who is the candidate for the State legislature from this district who is offering himself for consideration on a strictly constructive policy for the development of the section as a whole and who is particularly interested in the problems of the agriculturist, for he has for years lived with the farming people, knows their needs and is in full sympathy with them. He is also awake to the development of the municipalities along the most approved lines and can be counted on use intelligent effort along this line of legislation.

He is well known and highly respected by most of the people of this section for his unquestioned honesty of purpose, and a keen judgment that permits him to pass on movements that mean most to his district.

A man who has the knack of making and holding friends, and who can command respect and attention in any gathering.

No ring affiliations, but running on his clean-cut record among the people he seeks to represent. Lives a few miles out of Franklin.

ALVIN S. SOLESBEE
Republican for State Legislature

13 HOME FOLKS

Who is it that has not found it necessary to make much of a hullaballo in advertising or making special appeals to sell goods, but who have been busy selling and delivering goods by the truck load on the strength of outstanding merit? One of the new concerns in Franklin.

As a home maker, the name of this concern is a household word throughout this section, for in all their dealings their word is considered their bond.

Terms can be had by those who are worthy, to enable them to enjoy the comforts of a home furnished to their liking as they are paying without exorbitant penalties for the extension of credit. They realize that competition must be met, and do it in every one of their dealings. They know where to get the best goods at the best prices. Know how to satisfy customers and how to keep them as regular patrons.

Liberal in all civic advancement and fair and square in every transaction.

How about music in your home for the long winter months? A phonograph or a piano will dispel the long hours. What phonograph do they handle? What line of stoves and furnaces? What nationally known brand of paint? Who are they, and how long in business?

BRYANT FURNITURE COMPANY
Victrolas—Furnaces—Washington Stoves and Sherwin-Williams Paints—In Business 2 Years

14 SUPERIOR MERCHANDISE

This store is different from the general store service, in as much as they pursue a policy of watchfulness to the smallest detail to make the patrons feel that their interests are paramount at all times, and to constantly check their stock to see that none of the much sought for items are depleted. Seldom are you met with the phrase, "Sorry but we are out, have some coming." Courteous, painstaking service. Always ready to do their full share in town building, and ever considerate of the feelings of every one they come in contact with.

A general stock of the most wanted goods in dry goods, shoes, groceries, and other items carried in an up-to-date department store. To help you, they carry a line of Craddock-Terry famous shoes.

Fair to their customers in giving them the most possible for every dollar spent with them. They are never satisfied until the patron is.

What particular line do they make a specialty of, and as a consequence have established themselves as the acknowledged "Who is Who" in that particular line?

SLOAN BROTHERS & CO.
Fancy Groceries a Specialty

15 BETTER GET PREPARED

Are you letting the winter slip up on you without preparing for your winter's coal? The cold weather is just around the corner and you're going to need a heap of fuel to keep warm. You may not be able to get it on short notice when you need it bad, and, then, it stands to reason that the price won't be any lower when the demand is heavy and the supply short. This man is ready to book and deliver your orders for coal and other fuel now.

He deals in the best qualities and is always prepared to give you as low prices as the market will permit.

If you want any hauling done, anything, light or heavy commodities, he is equipped to do it for you in a hurry and safely. Always careful of anything entrusted to him.

If you want an automobile for a short or long trip, he is in a position to get you there and back if you want it so, or take you and leave you where you want to go.

Rates as nominal as you could expect. You can even afford to take the family for an outing if you don't own a car of your own.

Find who this handy man of many services is for your own good.

T. W. ANGEL

16 CASH IS KING

The old phrase that "Money Talks" is never more forcibly demonstrated than by the prices presented by this concern.

And it is reasonable to do it. There is no necessary advance in prices to cover the overhead occasioned by a book-keeping and collection department. You are not penalized by being made to help pay for someone else's bad debts. You pay for what you get and the transaction is closed. It's just a swapping of dollars with a reasonable profit in favor of the merchant. He then has his dollars to invest in other merchandise. No waiting or cramming of his finances until someone pays him.

Figure it out for yourself. Doesn't it seem reasonable that this policy is bound to permit of saving prices?

The manager goes to the market and bargains with them for cash. He knows where to go and how to trade, and the patrons get the benefit of his ability to buy at an advantage. He buys in quantities that commands rock bottom prices.

Now is the time to think of warmer clothing, rain coats, heavier shoes, etc.

Who is the manager? What celebrated coffee can you buy four pounds for \$1.50?

J. S. JORTER & COMPANY
Bill Cunningham
Kenny's Maid Coffee