KEY CITY OF THE MOUNTAINS

The Franklin Press

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FARMERS DAY TO BE HELD DEC. 15TH

Rooster Swappers Convention and Farmers Day to Bring Large Crowd Together Here .

Do you want to get rid of that old rooster—the one with the ingrowing voice that's so irritating during all hours of the night? Or perhaps you have one that persists in hanging around the kitchen door making raucous remarks to the females of his tribe—or maybe one with a comb missing, only' one eye and growing wobbly with age. If so just bring him along to the rooster swapper convention and farmers' day to be held at Franklin December 15.

This will give the farmers an opportunity to sell, exchange and buy roosters.

There will be a prize offered for the best standard bred rooster of each breed.

A standard bred rooster will be given for the scrubbiest scrub or "Dunghill' roster brought to the convention.

The merchants will be asked to sell some article at cost on that day.

There will probably be free moving pictures for all who will bring a rooster or hear the speeches.

The following named merchants will sell the articles mentioned at cost:

Sloan Bros & Co., Pure Coffee, $1.00 worth to each customer.

J. S. Trotter, sugar.

Macon County Supply Co., Horse Collars.

Franklin Furniture Co., 3 dozen rugs ranging from $1.60 to $5.00.

The Cash Store, 1250 yards of 36-inch sheeting at 8 cents a yard.

Franklin Pharmacy, a $1.00 bottle of Extract Cod Liver Oil for 69 cents.

Jos. Ashear, gingham.

Frank T. Smith, Glyco-Pina Cough Syrup, one bottle to each person.

Gordon Brothers, ticking.

Franklin Hardware Co., crockery.

E. K. Cunningham, Haynes Heavy Underwear, 2 suits for $2.30.

Bryant Furniture Co., Brooms; 75c broom for 50 cents; 55-cent broom for 40 cents.

J. R. Pendergrass, Coffee.

PATTILLO SELLS OUT TO 3-M CO.

George Mallonee, M. M. McKnikht and Frank I. Murray Are Now the Owners of the Bakery.

Sale of the Franklin Bakery and Restaurant by R. E. Patillo, owner and manager of that concern for the past two pears, has been announced. George Mallonee, M. M., McKnight, and Frank I. Murray are the new owners. Mr. Mallonee wil manage the concern it is announced.

No announcement of the consideration involved in the deal was made.

Mr. Patillo expects to remain in Franklin, but has not yet decided in what business he will engage, he said Saturday.

The new owners—Murray, Mallonee, McKnight—known as the 3-M Company, expect to carry out Mr. Patillo's policy of conducting a first class restaurant and bakery, making improvements where necessary and when advisable.

Work Progressing At Gun & Rod Club

Mr. R. C. McMahan, in charge of development work at the Onteora Rod & Gun Club, on the Onteora Estates five miles west of Franklin, reports much progress on this development.

The club house is being enlarged and a tennis court graded. Two flag poles, approximately 60 feet in height, have been erected near the club house, and one at the entrance of the Onteora Estates.

Mr. McMahan states that he is employing about 30 men on the Rod & Gun Club property, and that work will soon begin on two golf courses—a nine-hole course near the club house and one of eighteen holes near Highway No. 28.

The sale of memberships in this club, according to Mr. M[illegible], is meeting with gratifying [illegible] in New York and other east[illegible].

Local History Made By Sloan Bros & Co., In Past 23 Years

Remarkable Record of Customers Won and Held—Have Used Same Building For 23 Years—Now Moving Into More Commodious Quarters—A Short History of Firm

W. W. SLOAN
Senior Member Sloan Bros. & Co.

HAROLD T. SLOAN
Junior Member Sloan Bros. & Co.

Nearly a quarter of a century ago, two young men, natives of Franklin, purchased a line of general merchandise and started in business here for themselves. The store at that time was one of the six or seven in Franklin.

How successful the venture was is best shown by the simple statement that the firm is still in the same line of business. There have been only three material changes: entrance into the firm six years ago of a son of the senior partner, with the addition to the firm name of the words "& Co."; the dropping out of the senior partner two years later, when his labors on this sphere came to an end; and the changes brought by changing times and a steady growth in the business.

That the firm has remained in the same line of business for nearly two and a half decades is remarkable, but even more striking is the fact that for 23 years it has continued to do business in the same store room, the room in which, back in 1903 it first invited the patronage of the people of the same county.

Twenty-three years in business in the same room!

It is a record unequaled by any other Franklin mercantile establishment, and probably there are few in Western North Carolina that have such a record.

And now during this month the firm is preparing to move.

For the brick store-room where Sloan Bros.—now Sloan Bros. & Co—have done business for so many years has become a part of the new hotel property just now being completed by Sam L. Franks, H. W. Cabe, and W. C. Cunningham, and the firm is moving next door into one of the new store-rooms.

To move to the newer, more attractive quarters probably would have been made in any event, but it was necessitated by the fact that the old store-room is to be cut up into a hotel office, barber shop, etc.

* * *

In October, 1903, E. K. Cunningham sold his stock of goods to J. S. and W. W. Sloan, and they began business under the firm name of "Sloan Bros." Both had had mercantile experience, but it was the first time either had been in the business for himself.

The stock of goods taken over by the new firm was valued at slightly more than $4000—a big stock in those days. The business had a steady, but unspectacular growth for 17 years, managed throughout by the two brothers. Both "waited on the trade."

On January 1, 1920, H. T. Sloan, son of J. S. Sloan, bought an interese in the business, and it became known as" Sloan Bros. & Co." Nearly three years later, December 5, 1922, in the death of J. S. Sloan, this old Franklin firm lost its senior member, and Franklin one of its first citizens.

With the death of Mr. Sloan, his son took over a large share of the former's book work, and the business continued under the same name —Sloan Bros. & Co.

Now, this week, at the end of more than 23 year's service to the public from the same location, the firm is moving to newer, more commodious quarters.

The steady, continuous growth of the business of Sloan Bros. & Co., interestingly illustrates the growth and progress of Franklin and Macon county.

When the two brothers began selling goods 23 years ago in the quiet little village of Franklin—a Franklin without a railway, without highways, without paved streets, waterworks, lights, or most of the other conveniences of today—deliveries were unknown here; most of the business was done "on the credit;" and two men, the owners of the business did all the work, and one guesses that, except for Saturdays, they often could do it more leisurely than they might have wished.

Today, the firm's truck is kept busy delivering merchandise ordered by telephone; this store, like others in Franklin, does a large amount of cash business, and five salesmen serve the firm's customers.

The development of its delivery service is interesting.

One of the first business houses here to inaugurate deliveries of merchandise, Sloan's for a long while delivered via the shoulder route. Then as the delivery business grew, a horse and buggy was drafted for service. Today a gas-driven truck, bearing, in conformity with modern advertising ideas, the name of the firm and the telephone number, carries telephone-ordered goods to every part of the town.

The move now being made takes Sloan Bros. & Co. into a model store-room, new, roomy, well lighted, furnace heated, and attractively and conveniently built.

With the move will come several innovations in store-management, among them being a semi self service arrangement, particularly as applied to the grocery business. The new arrangement will permit the customer to walk around the store, inspect the goods and their prices, help himself, indicate to the clerk what he has purchased, and go about his business. The self-service plan, however, will not effect either deliveries or charge accounts, both of which will be continued.

* * *

"Give 'em the worth of their money."

That has been the guiding principle in the policy of the Sloan Bros. & Co., during its 23 years of merchandising, according to W. W. Sloan.

By this method the store has made no effort to catch the "floating trade" but has sought to build up a list of regular customers.

The same idea has been back of all the buying. "In buying, we try to get something that not only will look good, but that is worth the money."

Mr. Sloan illustrated this with an anecdote of an occurrence of some years ago. He was on a purchasing trip, and another merchant told him of a shoe that could be "sold for a dollar." Mr. Sloan doubted its value, but on the other's insistence went to have a look at the shoe.

His first question was as to the quality of the inner sole. An inspection of that feature of it convinced him that the shoe looked good —and stopped right there. He didn't buy. The shoe might sell, he told his companion, but it wouldn't bring the purchaser back as a regular customer.

Has this policy of trying to give the customer the "worth of his money" been successful?

The answer seems to lie in the fact that after 23 years' trial of that policy, the firm sees no necessity today to change it; in the fact that the firm's business has had a steady, continuous growth; and even more important in the fact that customers who entered the store of Sloan Bros. on that opening day in October 23 years ago, still do their buying there.

OFFICERS GET 2 CARS & 71 GALS

Three Men Giving Their Names as Jenkins, Owens and Franklin Were Arrested With the Cars.

Two automobiles containing 71 gallons of whiskey and three men was the capture made by local officers near here Saturday night, two of the three men having been taken by a shrewd trick devised by the party of officers headed by Sheriff C. L. Ingram and Police Chief R. M. Coffey.

One of the men, Jim Jenkins, who is said to make his home in Asheville, has made repeated threats that he would "get" Ingram and Coffey "before Christmas," the officers say they have been informed from several reliable sources.

Taking their stand near the foot of Cowee mountain, the officers first stopped a Cadillac sedan coming east. It was followed at a distance of about 200 yards by a Chevrolet. When the Cadillac was stopped the Chevrolet attempted to turn and go the other way and had turned around, officers say, when they rushed up in a car and, shooting into a front tire, stopped it. One gallon was found in the front car, hidden under the hood, while 70 gallons was taken from the Chevrolet.

The man whose name was said to be Jim Jenkins was taken in the front car, Another man in the same car, it is said, got out and ran, while the driver of the Chevrolet likewise got away.

The officers brought Jenkins, the two cars and the liquor to town, and returned in the Cadillac. They took the other two men by strategy, finding each on the road and offering them a ride, handcuffing them when they entered the car. Each confessed to having been a member of the party, the officers say.

A new gun and a big dirk knife, in addition to an overcoat, etc., were included in the capture.

DRUG STORE RECEIVES PRAISE

Carolina Journal of Pharmacy Praises Smith's Drug Store On Its Window Display Pharmacy Week.

The two paragraphs following are reprinted from the December issue of the Carolina Journal of Pharmacy:

"We are delighted to report that Mr. Fleet H. Scroggs ,of Smith's Drug Store, of Franklin, has entirely recovered from an attack of influenza and pneumonia and is back at work again. A representative of the Journal was in Franklin recently and informs us that Smith's Drug Store is planning to open a new store—modern in every detail—between now and the first of the year. Mr. Scroggs is a live wire, and if he says that the store is going to be the last word in drug store furnishings and equipment, we know that it will be hard to beat.

"Wehave been very much pleased with the interest the druggists took in Pharmacy Week. We have seen several photographs of windows decorated for the event. Two that were particularly interesting were photographs of Goode's Drug Store in Asheville, and Smith's Drug Store in Franklin. The latter store also carried a half-page educational ad in the Franklin Press."

Arrendale Goes To Convention

County Agent Arrendale left Sunday for Raleigh where he will attend the County Agents' Conference for six days. This conference will be held at the State College under the supervision of the Extension Department. Mr. James Gray, a native of Macon county will preside. Plans for County Agent work for the coming year will be discussed.

NEW JAIL AND COURT HOUSE RECOMMENDED

Grand Jury Reports Necessity for New Public Buildings in County—Report On Other Buildings.

Macon county's jail is "old, too small, and badly arranged," declares the report of the grand jury, made at the regular term of Superior court just closed. The report follows closely that of the last grand jury, though its recommendations are somewhat more moderate in phraseology.

"We need a new courthouse," declares the report, and the grand jury recommends that until a new one can be built a "greater effort should be made to keep the (present) court house neat, clean and tidy."

Other public buildings and institutions were found in a satisfa[illegible] condition, in most particulars, as also the office of the Clerk of Court.

"We found the jail in an unsa[illegible] factory condition ,and not at all s[illegible]tary. There is not sufficient lig[illegible] and ventilation," the report declares. "Unpleasant odors were detected. The jail is old, too small, and badly arranged."

A new jail is recommended by the report, which adds that the prisoners reported that they were "well fe[illegible] kindly treated, and housed as fc[illegible]fortably as possible in this old buil[illegible]ing."

The county home was found to be "clean and comfortable;" the county camp "in a sanitary condition" in most particulars; and in the Clerk's office the body found "all things satisfactory."

The report particularly insists that the courthouse be kept cleaner ,since people from all parts of the county frequent the building.

An interesting feature of the report was that dealing with the county home. Says the report:

"A request by one of the inmates for prayer was granted, and a reading of one of the Psalms, a short talk and prayer seemed to have such a cheering effect that we suggest that religious services be held there as frequently as possible to aid and cheer our unfortunate brothers and sisters in their affliction."

This was believed to have been a new departure for a grand jury, though one that appears to have met with approval.

The report of the grand jury follows:

"We, the grand jurors of Macon county, having visited and inspected the public buildings and institutions of the county, submit the following report:

"The county camp seems to be in a sanitary condition. So far as we could learn the convicts [illegible]ll fed and comfortably house[illegible]d learn of no neglect [illegible] seems to us to need [illegible] detected, however, an [illegible] that came from a pig [illegible] wind is from that di[illegible] suggest that this pen sh[illegible] farther away, or kept [illegible] to prevent any odor fro[illegible] from reaching the eating [illegible] quarters of the camp.

"We found the jail i[illegible] factory condition, and no[illegible]tary—that is, not suffici[illegible] ventilation, owing to the [illegible] and the condition of the [illegible] pleasant odors were de[illegible] jail is old, too small, an[illegible]ranged. It would be di[illegible] model and enlarge the [illegible] to meet the demands of [illegible] so we make no suggestio[illegible] line further than a win[illegible]

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City Market and Grocery Has Tr[illegible]

The [illegible]ket & G[illegible] Myers [illegible]rs, have [illegible] a deliv[illegible]he conve[illegible] of its [illegible]s also [illegible] nounc[illegible] th[illegible] will [illegible] all [illegible] ers [illegible] they [illegible] farm [illegible] hau[illegible] ket[illegible]