

The Franklin Press

PUBLISHED EVERY THURSDAY

S. A. HARRIS, Editor

SUBSCRIPTION RATES

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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.

Entered at the post-office at Franklin, N. C., for transmission through the mails as second-class matter.

Foreign Advertising Representative
THE AMERICAN PRESS ASSOCIATION

THE FRANKLIN PRESS PLATFORM

- A commercial hotel for Franklin.
- Extension of the sewer lines.
- Beautify the school grounds.
- Two hundred summer cottages.
- A sewage disposal plant.
- More official activity in the sale of surplus power.
- The construction of business blocks.
- Plant trees along the State highways of the county.
- Make a white way of Main street.
- An excellent school library.
- Courteous treatment for visitors.
- Improvement of county roads connecting with State highways.
- Co-operation, vim, push, work—everything for the good of Franklin and Macon county.
- New court house and jail combined.

How About It?

HOW BIG AND HOW HUNGRY?

Headlines in Hendersonville News: "BIG HUNGRY COUPLE IS WED IN SOUTH CAROLINA."

Wayne Wheeler has approved the government's decision not to poison alcohol. This makes it unanimous. Mr. Mellon could not get along very well with their counsel and advice of Wayne I.

Might as well fence the highways and pen up the road hogs.

Don't be frightened. That loud, crashing noise is only some one breaking his New Year's resolutions.

Gertrude Ederle is a mighty sturdy girl, but she could not have swum that channel in an 1895 bathing suit.

A magazine writer says a dog fills an empty place in a man's life. Must have been referring to hot dog.

Always satisfy the wife. Give her a Christmas present she can exchange.

Speaking of presents, do not give a flapper a kitchen apron nor a busy husband a lounging robe.

What has become of the town's street machine?

Again the Question of Advertising Rates

UNDER the above heading the Publishers' Auxiliary publishes the following article. We reproduce the article in full so that those who are inclined to believe that the Press is charging too much for advertising space may have that impression corrected. The Press with a circulation of between 1000 and 1500 should charge not less than 35 cents per column inch. Our rates are only 25 cents:

The Auxiliary has received a letter from a Texas publisher which brings up again the ever-present problem of charging enough for advertising rates. He writes as follows:

We would be very glad if you would quote us again the display advertising rates as fixed by the National Editorial association. We have just completed a circulation campaign whereby our circulation has been increased threefold, giving us a list of 3,000 subscribers. We are now getting 25 cents per inch for our display advertising, but of course with the enlarged list we are able to give a better service and are due an increase in price of our product. We have hesitated to make a raise until we knew just exactly what the correct rate would be for the service we are now able to give our advertisers.

Another problem upon which we would like to have your most valuable advice. Should there be any discrimination in the charges for local and foreign advertising? Should the foreign advertiser have the same rate, a higher rate or a lower rate than the local advertiser?

Also, do you think of a composition of the Press successfully, or should it be more of a local paper?

posed by the National Editorial association. We welcome it because we believe that, despite all the agitation in press association meetings, in trade journals and in every other conceivable way to make publishers realize that they are harming not only themselves but the country newspaper profession as a whole by keeping their advertising rates too low, too many publishers are still actually selling advertising space at a loss or at a very small margin of profit.

The schedule, as recommended by the N. E. A. advertising committee, follows:

- For 500 or less circulation, 25c
- For 1,000 or less circulation, 30c
- For 1,500 or less circulation, 35c
- For 2,000 or less circulation, 40c
- For 2,500 or less circulation, 45c
- For 3,000 or less circulation, 48c
- For 3,500 or less circulation, 51c

Not only did the N. E. A. committee recommend a general adoption of these rates as fair rates, but it went so far as to characterize them as "extremely conservative." In view of that fact, we can see no reason why this Texas publisher, whose paper has a circulation of 3,000, should hesitate longer in raising his 25-cent rate.

As to the question of discrimination in charges between local and foreign advertising, what seems to be the general practice is probably a safe guide. The majority of publishers, we believe, make no such discrimination. The rate quoted to a foreign advertiser may be higher than that for the local advertiser, but this higher rate is usually only enough to take care of such matters as agency commissions, extra bookkeeping costs made necessary by carrying foreign accounts, etc. Apparently the publisher is getting more from his foreign advertisers. Actually he is netting the same from them as from his local advertisers.

The Auxiliary hopes that this editorial will do more than answer one publisher's inquiry. We hope that the quotations, alone, stamped with the authority of the National Editorial association, will be enough to encourage some publishers to "substitute backbone for wishbone" and raise their advertising rates to a point which represents a fair profit on their product.

Radio For County Home

ELSEWHERE in this issue appears a letter from a reader of The Press suggesting that the county home be equipped with a radio. The lives of the unfortunate ones who live there are to say the least dreary and uneventful. A radio would help wonderfully to brighten their existence. In conformity with the suggestion made we are quite sure that the people of the county will contribute sufficient funds to furnish a radio to the unfortunate inmates of the home. A penny here, a dime there, a quarter, fifty cents or a dollar will soon make a sufficient amount.

Roads For The Masses

ACCORDING to reports, Germany plans a six-year program of road building, to comprise about 9,000 miles of auto roads to attract tourists. At \$40,000 a mile, this would cost \$360,000,000, a good investment if Germany's laws were made to invite outsiders.

The United States spends about twice as much every year for highways as Germany plans to spend in six years.

The United States is building hundreds of thousands of miles of highways to connect every city, town and hamlet.

Almost every person in this nation can be reached by telephone, and, if necessary, we could move practically every person by automobile at the same time.

We are rapidly learning that a proper road grade and a proper foundation, or base, are the primary requirements for a good road. Then comes the problem of protecting the road base with a suitable wearing surface which will save the road from water which makes mud, and from wind which blows away the precious, fine material.

Oil and its by-product, asphalt, have been utilized by our engineers to surface our highways at a minimum of expense, to meet varying traffic requirements. From the thin coat of road oil to the heaviest asphaltic concrete, and sheet asphalt to waterproof and cushion cement concrete road base, the United States is building roads second to none in the world.

It would have been impossible to build such roads as we now enjoy, without the aid of giant tractors and modern road equipment which move dirt and rock more rapidly than thousands of men could have done a few years ago.

Rome may have built a few roads for the emperors; we build for the masses.

The 1927 Outlook

WE see that business forecasts sent out by the United States Chamber of Commerce hold out great hope for prosperity in all lines of business for the first six months of 1927. This forecast is based on interviews with hundreds of leading business men and manufacturers in all parts of the country. It must be a pretty fair forecast because it is honest enough to admit that while every other line of business flourished during 1926 agriculture suffered a slump. The wheat and cotton growers know this without being told, and the balance of the country

know it because when agriculture suffers we can all feel it.

But the forecast holds that this condition came about through over-production of agricultural products, and that the next few months will find a market for this surplus, and the slack will be taken up. By that time the price of commodities will have so adjusted themselves as to make living conditions in the rural districts much more satisfactory.

We sincerely hope, and we know everyone around Franklin does too, that the predictions made by these business men will come true in every respect. Industry has a bright future. More American-made goods were shipped to foreign markets last year than for any year since the World War. Now if we can get the price of farm products and the price of the things the farmers has to buy on a little more equitable basis, everybody will be happy. And when everybody is satisfied we've got prosperity in earnest, instead of in spots.

A Good Resolution

IT isn't too late to make a few good resolutions, no matter how many of those made a year ago were broken; or badly bent. Every Franklin citizen is privileged to make his own resolutions, of course. But if we may be allowed to slip in a suggestion, it would be a simple one and one that need not be broken. It is one that brings a lot of happiness, too, if carried out.

We want to suggest that you resolve right now to be contented with your lot and your surroundings. Resolve to be satisfied, and not to believe that you are making a mistake by remaining where you are. Other towns and other communities may look better to you; people will still paint pretty pictures of them. But remember it always looks like the best fishing was on the other side of the river, but once you move over there you find that such is not the case.

Resolve to keep in mind the fact that Franklin and the territory around it is pretty much what you yourself make it. If you are contented, it encourages your neighbor to be satisfied. The spirit of contentment spreads fast. If you have work to do, do it and be thankful, for there are thousands of people out of work in this country. Just make up your mind that you're not in as bad shape as you might be, and resolve to make the best of things. If you do you'll be happier, and everybody you come in contact with will be benefitted. How's that for a sensible resolution?

Money In Whiskers

DESPITE the fact that most members of the male persuasion around Franklin shave themselves, we believe everyone will be interested in learning that the barber business is now greater than ever before. It may be hair-bobbing has boosted it, but at any rate Uncle Sam says it has passed into the billion dollar class. Although men are still the main support of barber shops, over 5,000,000 women in the U. S. visit them regularly. The men and women together leave an average of \$750,000,000 in America's 170,000 barber shops. That's a lot of money, when one considers that it is paid out in small amounts at a time, and it also represents the removal of a tremendous amount of whiskers and hair. But it only goes to show what a great country we live in—and to show that in the matter of shaves and haircuts we're still far ahead of Russia.

Others' Comments

STOP PLAYING POLITICS

STOP playing politics with Muscle Shoals. Ten years ago, as a national defense measure, Congress started a development at Muscle Shoals to produce nitrates for powder and fertilizer. The war ended and there stood Muscle Shoals, the nitrate plants practically complete, but work on the power dam only about a third complete. To date this project represents an expenditure of about \$150,000,000 of public funds.

Nothing could better illustrate the blighting effect of politics in business than the years of failure by Congress since the war ended, to make some disposition of Muscle Shoals, beneficial to the public.

There stands this great property, a potential producer of nitrates for farmers and power for industries. Our Federal laws provide the method for leasing such government property for useful purposes. In spite of the fact that the leasing procedure is clear and specific and duly protects the public interest, eight years' time have been wasted playing politics with Muscle Shoals.

Finally after considering its disposition from every angle, Congress, in March, 1926, on the recommendation of President Coolidge, created a joint Congressional committee to negotiate a proper lease of this property for the production of nitrates and other fertilizer ingredients primarily, and for power purposes—the power to be equitably distributed between the communities and states to which it may be properly transported. After exhaustive hearings, bids were called for, based on the terms specified by the Committee. From the bids submitted, the Committee has recommended acceptance of the offer made by a group of public utility power companies operating

in eight of the Southern states. It now remains for the House and Senate to authorize the Secretary of War to execute a contract on behalf of the United States Government.

Therefore, the present Congress has the opportunity to finally settle this problem on terms that conform to the requirements made by Congress, insuring operation of the plants for the purposes for which they were constructed, and payment to the government of a large annual cash rental. If the proposed legislation fails of passage at this session of Congress, the question will again be deferred for perhaps another two years or more, before new legislation can be considered and acted on by Congress. In the meantime, the promise of fertilizer assistance to agriculture and the diffusion of surplus power to industries throughout the South will be unredeemed, and the benefit from the investment of \$150,000,000 of public mounds will be denied to the public.

By magnifying its importance, for political effect, Muscle Shoals has been given an apparent public value out of all proportion to its relative importance and the time Congress has wasted on it to the exclusion of more pressing matters—Industrial News Bureau.

THE NATIONAL PARK

ONE of the important matters the Legislature will be called upon to consider has to do with establishment of the Smoky Mountains National Park. The proposition has had so much discussion that the details must be familiar to the people of the State, and the desirability of meeting the requirements of the Government is to be admitted. To clinch the bargain with the Government an appropriation is required of the State and the importance of the proposition would invite careful consideration by the Legislature. The Smoky Mountains, converted into a National Park, would prove an asset for North Carolina of parallel consequence with some of the National Parks of the West. It would draw tourists to North Carolina as the Yellowstone and the Yosemite have been drawing people to the West, and further, it would mean location of a Federal highway which the Legislature should be by no means unmindful.—Charlotte Observer.

Letters

A TWO SIDED QUESTION

Should we always trade with our home merchants? Do they always try to buy goods of wholesale houses in the state? Or do they generally buy from Philadelphia, Baltimore, Knoxville, St Louis, etc.

Does not the farmer pay taxes and help the county every other way to his limit? The farmer has the poorest chance to make money of almost any class of people. So if he can save twenty five, fifty, or seventy five cents by ordering things by mail, should he not stick it in his own pocket to help pay his taxes? Or should he hand it over to his home merchant?

I like our home merchants fine, as a whole, but if I can save a dime on any article by walking across the street from one to another is it not my duty and privilege to do so?

What caused me to write this article, was being in Franklin a few days before Christmas and there were two stores, if not more that had Western apples for sale.

There has been thousands of bushels of apples rotted in the county during the summer, fall and early winter and hundreds of bushels rotting now for lack of a market.

Besides our apples are much better flavored than Western apples, so a man who lives in the state of Washington says. He says you can smell our apples quite a ways when passing them, but cannot theirs.

I believe if the Western apple was given to our merchants that the handling, freight, etc. would make them cost more than our apples.

So if you want a farmer to trade with you, trade with him to the limit for his produce and he won't forget you.

A CITIZEN.

P. S.—Since writing the above I am told that these apples came from Haywood county, and not the West. Still that does not change the question of trading with the home merchant.

A CORRECTION

Editor Harris, Esq., Franklin Press, Franklin, N. C.

Dear Mr. Harris:—This is to advise that the ONTEORA ROD & GUN CLUB has no connection of any kind with ONTEORA ESTATES as mentioned in a recent article in the Franklin Press. Our New York office saw this article and have asked me to write to you and correct this impression.

Wishing you the Compliments of the Season, I beg to remain

Very truly yours, Raymond C. MacMahon, Manager.

Editor Franklin Press, Franklin, N. C.

Dear Sir:—I am inclosing check for \$1.50. Please continue sending the Press, for I am always very much interested in the events of Macon county, and especially so, since our trip home this last summer.

Yours truly, CHAS. R. McCLURE, 351 North Ave., Highland Park, Ill.