

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.

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Foreign Advertising Representative
THE AMERICAN PRESS ASSOCIATION

THE FRANKLIN PRESS PLATFORM

- 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?

According to reports Cartoogechaye has an optimist de luxe. He planted a dogwood tree and expects to raise a litter of hound pups.

There is nothing to be gained by recognizing Russia as long as we have Herrin, Ill.

Mussolini says whiskers are a sign of decay. He ought to know—he has had a lot of close shaves.

Some brides take a man for better or worse and others take him for what they can get.

Now they're claiming that Paul Revere was the first radio fiend because he broadcasted with only one "plug."

Prohibition has reclaimed a lot of land, the ocean now being dry for 12 miles out.

It used to be "wine, women and song," but now the three H's—hootch, hug and hurry—seem to hold sway.

If the move for changing our alphabet succeeds, we are in favor of cutting out the I. O. U. altogether.

You have also probably noticed that a man always chases a woman until she catches him.

With three commercial hotels, one run on the European plan with 24-hour service, Franklin is now prepared to take care of the traveling public.

Franklin has high hopes of a wood-working industry.

The Citizens Bank

THE Citizens Bank has announced that it is the only bank in the state making loans on veterans' insurance certificates. Several have come from Asheville to get loans on their certificates. As a nation we are prone to forget the services our citizens render in time of war. It is therefore refreshing to note that a local bank has not forgotten those who carried our flag to victory on the fields of France and those who remained in camps in America ready to make the supreme sacrifice, if need be, for the honor and glory of the United States. It is needless to say that the public appreciates the services of the Citizens Bank in materially assisting the ex-service men.

The Press Moves

IN order adequately to accommodate its growing business the Press is moving this week into more commodious quarters. As a result the Press force has been kept busy moving machinery and supplies to the Franks building on East Main street. This issue is therefore not up to the standard that the Press is constantly endeavoring to maintain. Consequently we ask the indulgence of our readers for the time being. After this issue we hope to be in a position to give our readers one of the best newspapers in the state.

The Rabun Gap School

ACCORDING to Press dispatches John D. Rockefeller, Jr., has offered to the Rabun Gap School \$50,000, provided the school can raise \$100,000 more from other sources.

This school under the management of Mr. A. J. Ritchie has been doing an excellent work for the mountain folk for many years. It is understood that the campaign to raise the additional \$100,000 conditioned upon Mr. Rockefeller's gift is now under way. The many friends of the institution in Macon county wish Mr. Ritchie the success which his efforts and work so richly deserve.

What Is Boosting?

THE word "boosting" has many interpretations. So far as it applies to the newspaper it covers a wide range. There was a time when the newspaper editor was the packhorse of the community, and when he had to give away the only thing he had to sell—space in his paper. Then he woke up to the fact, if he hadn't starved to death in the meantime, that the merchant doesn't throw in a bolt of cloth when you make a purchase, and the dentist doesn't throw in a new tooth free when you get him to pull an old one. He boosts his town and community, but the man who expects a personal boost simply because he subscribes for the paper is putting the wrong interpretation on the word. We still find now and then a Franklin man who doesn't fully understand that one sure way to kill a newspaper is to expect it to boost private enterprises without receiving a legitimate monetary return. They ought to take a few minutes and learn the real meaning of the word "boosting."

Another Ford Scheme

HENRY Ford is quoted in the daily papers as saying that 20 days is all the time that need be spent in raising and harvesting most of our staple crops. He has taken over a huge farm near Dearborn, Mich., and will attempt a practical demonstration of his theory. His estimate allows two days for plowing and harrowing, oneday for the planting itself, five days for cultivation during growth and two days for harvesting and threshing, which can now be done simultaneously by a machine which cuts, threshes and bags wheat as it is drawn through a field.

Ford says the day is coming when private companies will be organized to farm for the farmers. Such a company would have its own machinery and laborers. They would make the rounds of farms, first plowing, harrowing and sowing, then regular trips to cultivate and finally make the harvesting round. In this way a large number of farms could be cultivated by the same band of workers, and the owner of the farm would take his profit after paying the company for doing his farming for him.

To the average Macon county citizen this will sound like an impossible dream. But before passing it aside as such it might be well to remember that the world said Henry Ford was dreaming when he started to make an automobile that would be a necessity. A few weeks ago a New York company offered him one billion dollars for his "dream."

Others' Comments

THE NATION'S MATERIAL GREATNESS

GOVERNMENT estimates place the population of Continental United States on July 1 of this year at 118,628,000, or a gain of 12,917,000 since July 1, 1920. This increase alone is nearly equal to the entire population of Mexico, and by reason of our greater producing and consuming power of Mexico, perhaps even much larger than that. This gain of 12,917,000 in our population is greater by 3,200,000 than the total population of Canada, with all of Canada's vast wealth and business development. It is greater by 400,000 than the combined population of Sweden, Norway and Denmark. It is nearly twice as much as the combined population of New Zealand and Australia, which have a total of 7,250,000.

What staggering totals, what vast significance, in growth in population in seven years! No wonder the world stands amazed at our progress.

This increase in population, however, is of necessity demanding an ever-expanding activity in transportation and in all the activities of business. The railroads are counting upon the necessity of spending \$1,000,000,000 this year, and every year for a long time to come, simply to keep up with the increase of traffic. The American Telephone and Telegraph Company is planning an expansion this year which will involve not far from \$400,000,000. It is estimated that electric light and power companies must spend at least \$1,000,000,000 a year for the next ten years to keep even step with the demand for power and light. The tele-

graph companies are expanding their facilities in keeping with the railroads and the telephones.

We are now spending over \$1,200,000,000 a year on highways, and this will probably be increased within the next year or two to \$1,500,000,000 to \$2,000,000,000 annually, and even then it is doubtful if the expansion of highways will be equal to the necessities of the day. We are spending \$15,000,000,000 a year on the purchase and maintenance of automobiles and motortrucks. We are increasing our insurance and our savings-bank deposits in keeping with the other activities of material development. During 1926 the legal reserve life insurance companies wrote a total of \$16,400,000,000 of new life insurance, and the aggregate insurance now outstanding by these companies is about \$80,000,000,400. Our savings-bank deposits increased last year by \$1,500,000,000. Our building association investments likewise gained at a tremendous pace.

Here are but a few brief, concentrated facts, startling, staggering in their significance. The mind of man cannot grasp their magnitude nor comprehend their full meaning. They are merely a few tangible evidences of the things that are being done in the way of our national increase in wealth beyond anything that the world has ever before seen or ever dreamed of.

What of the future?

The lamp of human experience is not brilliant enough to illumine the pathway ahead. The future, as far as man can judge, is practically beyond the power of the human mind at present to conceive. No wonder we are everywhere being faced with the evidences of enormous business expansion, of increasing wealth, of a gain in population and power so stupendous that all adjectives fail, and the human mind falls back upon itself as it attempts to forecast what is ahead of us.—Manufacturers Record.

NEW INDUSTRIES HEADING SOUTH

THREE large milk-condensing plants established in the South by the great milk concerns of the country is one of the suggestive facts in connection with Southern development which shows that, while cotton mills and iron works and paper mills are looking to the South as a field of activity, other industries equally as important in their influence upon the future of the South are also being established there.

A few weeks ago we announced that the Carnation Milk Products Company, one of the great milk concerns of the country, would build a \$500,000 plant at Murfreesboro, Tenn. A little later came the announcement of another large milk-condensing plant by the same company to be located at Tupelo, Miss. Some months ago we gave particulars in regard to a \$750,000 milk plant established at Starkville, Miss., by the Borden Company. There are other plans under way for establishing milk plants and large dairy interests which have not yet been announced.

The Souther Dairies, Inc., one of the great milk and ice cream concerns of the country, has for the last 12 months or more been steadily expanding its operations in various Southern States, and has under consideration other plants not yet definitely located.

All of this means that the strongest dairy and cattle interests in the country are beginning to concentrate their work upon the enlargement of dairying operations, the establishment of condensed milk plants and ice cream factories and all that goes with all of these industries in the South. This will mean more ice and refrigerating plants and wider ramification of business in everything which pertains to these industries, and an enlarged market for the products of the dairy farms, which are steadily expanding throughout the South.

When the announcement is made of a million-dollar cotton mill, or of some other million-dollar enterprise, great attention is given to it by the newspapers and by the public. But even enterprises of that kind are scarcely as vital to the well rounding out of Southern prosperity, the development of diversification in farming—and that means a broader market for equipment and machinery of every kind created by the establishment of dairy interests, ice cream making and kindred lines of work—as are these big milk-condensing plants.—Manufacturers Record.

THE GOSPEL OF GOOD ROADS

IT is not so long ago that the Caterpillar pillar Tractor Company published a most interesting volume, entitled "Out of the Rut." This book's story began almost at the beginning of time and showed the history to road building up to the present.

It brought out forcibly the fact that in many sections of the country the gospel of good roads is still in that stage characteristic of the middle 19th Century, covering only the veriest beginnings of modern roadway systems.

It is almost inconceivable that any American community could countenance indefinitely the handicap of poor roads. The whole history of the world's advance is inseparable from its transportation facilities. The world has prospered with the development of transportation rather than transportation with the development of world.

Those who live on the great highways suffer because there are places in this nation where

good roads do not abound. It is for the general welfare that we should spread the gospel of good roads until it taps and develops the hintermost regions, adding wealth and greater prosperity to our unified nation.—Industrial News Bureau.

WHY MORE COTTON?

SOME remarkable arguments are advanced as to the reasons why the government should spend \$125,000,000 building a dam and power plant on the Colorado River at Boulder Canyon.

The logical plea is that such a dam is necessary for flood control purposes to protect settlers and property along the river. The building of a dam for this purpose, is a function of government, but it is stated that government engineers have estimated that the floods of the Colorado River could be controlled by a dam at Topock, Arizona, which would cost about \$14,000,000.

When the government treasury is to be tapped, modest schemes grow to gigantic proportions. Instead of \$14,000,000 for flood control, the Colorado River project immediately grew to a \$125,000,000 undertaking which included the greatest dam in the world, a canal, to prevent diversion of waters and a great hydroelectric power plant.

One argument advanced for this enormous expenditure is that it would furnish additional water for the city of Los Angeles and additional power for Southern California, although that section now has more electric power developed than it can use. Another argument is, that with the Colorado River water for irrigation purposes the Imperial Valley could be made the greatest cotton producing section of the United States.

Why should the government furnish water to the city of Los Angeles? Why should it develop electric power for Southern California? And why should it spend millions to raise more cotton, when our present cotton production is so enormous that cotton prices are so low the Southern planters have been almost bankrupted. Men who know the cotton situation in the United States say that what the South needs to bring about agricultural prosperity is not a bigger cotton crop, but a reasonable price for a moderate crop. What would be accomplished by the government's spending \$125,000,000 of the people's money to add a million bales of cotton to the overproduction of this crop which we already have in the South?

The next cry would be to furnish money to finance cotton planters who were unable to move their crops.

If the Boulder Dam proposition with all the side issues proposed, developed into as big a farce as Muscle Shoals, and there is no reason to believe that it would not, with all the log-rolling and wire-pulling which would result from a half-dozen states being interested, 25 years would not see the project finished, and \$125,000,000 would be only the first installment collected from the taxpayers.—Industrial News Bureau.

WORST ADVERTISEMENT

NORTH Carolina quite properly boasts of progress in many directions and millions are proposed to be spent to advertise the State. And yet we persist in three courses that offsets much of this good advertising:

1. We deny to rural children an eight-months school.
2. We defeat a measure to reduce the working hours of women (some at night!) from 60 to 55 hours a week.
3. We make no legal provision to protect forests, provide for reforestation or by a severance tax such as Louisiana has, to require owners of forests to protect young trees.

To fail in this conservation of the child, woman in industry and in trees is the sorriest advertisement that could go out from the State. It is the reverse of business administration.

This Legislature can remedy all three. It should not adjourn without doing so. In comparison with these things all the talk of budget and audit and efficiency and business administration is comparatively unimportant. Human conservation is the supreme duty and next to that conservation of trees. These preserved there will be, as Aycock said, "an outburst of industry."—News and Observer.

Letters

G. T. STILES REMARKS

TO the Editor of the Press:—I thought I would drop you a few lines to let you and my friends know I am still in the land of "sunshine and flowers." They tell me here they haven't had any rain to amount to anything in four months, until to-day, they had a nice shower.

Florida is not out of business yet, by a great deal with all of her storms, freezes and slump in realstate. Polk county fruit was hurt very little by the freeze. She has hundreds of fruit yet to ship.

The Highlands Grocery Company is doing a nice business and many other things here seem to be doing well. Polk county has over six hundred miles of paved roads and twenty one banks, all in a prosperous condition. They are hundreds and hundreds of tourists here now. This is a great place to spend four or five months in the winter. But Franklin, N. C. is the place to spend the eight months of the year.—Yours truly, G. T. STILES.