

The Franklin Press

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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.
- 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.
- A fish ladder at the municipal dam.
- Co-operation, vim, push, work-everything for the good of Franklin and Macon county.
- New court house and jail combined.

How About It?

It may be that the mills of the gods grind slowly because they get paid for overtime.

If the public can flout one ordinance, there is no reason to enforce any of the city laws.

The Juniors had a great time here last Thursday. Come again.

Black walnuts have a ready sale. Consult your county agent.

There are some around Franklin who do nothing, and do it both wholesale and retail.

No matter which way you drive, if you don't drive the right way it may be the way to jail.

The nice thing about being a man is you don't have to stay home after you wash your head.

An eye specialist says green quiets the nerves. This is especially true of green backs.

And so the earth is losing speed. Well, that sounds hopeful. Perhaps it is on the up-grade.

It might help some if the manufacturer would use a miniature figure of a coroner as a radiator cap ornament.

Have you seen the road work in the Cullasaja gorge? If not, then you have missed seeing a wonderful feat of engineering.

The Orlando, Franklin's newest apartment house, will soon be completed. This name sounds like we are getting into the city class.

If they keep on "rupturing" that tripartite naval parley, it's going to be a bad shape pretty soon.

The proper authorities would do well to have a historian appointed to write the history of the county.

Five GOOD cows on a farm mean an annual net income of \$1,000. Didja ever think about that?

The municipal water situation is gradually improving, but the necessity for economy in the use of water still remains.

The feeder roads to the highways in Macon county will never be what they should until we have the county unit system of building and maintaining roads.

Work on the Highlands golf course is under way. Few of us realize what a golf course, such as planned at Highlands, will mean to this county.

The marketing bureau of the federation trucked 6,000 pounds of chickens to Dillsboro las week. This bureau, if properly patronized, will help the farmers of the county wonderfully.

Living 10 miles from Franklin and milking seven or eight cows, and he didn't know of the local creamery. Yes, Washington was the first president of the United States and the

Civil war has been over for some little time.

A permanent man on the street machine is a wise move on the part of the city fathers. There are many streets in Franklin that need attention. This is especially true of the Bonny Crest section.

The tourists this season seem to have adopted different tactics. They rarely remain more than two days in one place. Our good highways probably have much to do with this tendency to keep on traveling.

The boy scouts will make an effort, Saturday night, to clear their cabin of debt. They are sponsoring an excellent entertainment at the court house. Help the scouts by buying a ticket whether you attend the show or not.

The fact that the creamery has changed hands is no reason why the citizens of the county should cease to supply butter fat. With a man like Bert Slagle at the helm the creamery will continue to grow—rest assured of that.

The Press had no intention of deceiving the public when it announced, sometime ago, that the cannery would be open in time to can blackberries this season. It has taken longer than anticipated to get the cannery in operation.

On more than one occasion bootleggers have escaped the officers here by swimming the river, but not until recently has one endeavored to conceal the evidence of his illicit traffic by trying to plunge an automobile into Lake Emory. Let us hope that the next one to try this experiment remains in the car.

A man with ten acres of land has 750,000 tons of nitrogen right over the farm. Why pay \$60,000 per ton for nitrogen when, at no cost, you can let plant life gather of the abundance provided by nature? The Press would appreciate an answer to this question from a nitrogen-buying farmer.

The cannery will be in operation by the middle of next week. The next thing will be something to can. And since no one wants to can the county gaent, the president of the cannery or the operator, the produce of the farms will have to be brought in and sold to the cannery. What have you?

Forty per cent of the infantile deaths in Macon county due to a lack of milk! Three hundred and eighty-three farms in the county without a cow of milking age! When the dear little one passes over the river from lack of proper nourishment will your conscience be clear.

Our readers will note in this issue, a list of important farmers' meetings to be held by the county agent next week. The county agent will have many things of importance to the farmers to discuss at these meetings. Therefore, the Press suggests that as many farms as possible be represented at this series of meetings.

Mr. H. N. Moore makes one more Moore who has arrived to become a Moore of Franklin. No doubt he will add more luster to the name of Moore. No more prominent name can be found in this section than that of Moore. Moreover, if we had more Moores like the Moores who have been living here for more years than most of the Moores can remember, our more progressive citizens would be more satisfied with this Moore community.

Three quarters of a century ago when land became "worn out" the farmer just simply cleared more land and started the same process again. It was a question of "take all and give nothing." In those days this method of farming was probably justifiable, but not so now. In the first place there is precious little more land to clear. In the second place timber is becoming more valuable each year and to cut timber for the privilege of "wearing out" a piece of land is bad economy. What is taken from the land by certain kinds of crops must be returned to the land by means of nitrogen-gathering cover crops. Wear out your land and starve. Take care of your ground and prosper.

Worth Investigation

THAT some one should look into this matter is a foregone conclusion. According to reports reaching Franklin a woman was recently passing along a road in one of the townships. Her method of locomotion was the old time one, now fast going-out of fashion—walking. She by chance happened to meet a wagon and team and was brought to an abrupt halt due to the fact that there was no possible way of walking around the wagon. The driver of the team was apologetic, but since a mighty cliff on the one side and a deep chasm on the other precluded the possibility of getting around the team the woman finally crawled under the wagon and went on her way rejoicing. We submit that a woman of Macon county has a right to walk along the roads without being compelled to crawl under wagons.

Easy to Forget

AMERICA had always driven its horses from the right side of the driver's seat. That left the whip in its socket, handy for right-hand use. The wagon turned to the right, why should not its driver sit to the right? Then came the automobile. Its driver was governed, in choosing his seat, by none of the old reasons. Yet, to the right he went. Harry F. Kreuger, to whom first occurred the idea that for the auto the reasoning was all the other way, recently died, at the age of 60 years. But automobiles had been in existence nearly 10 years before he thought of it and they had been in existence over 10 years more before the right-hand drive was wholly abandoned. The entire change in custom of driving from a seat on the right to a seat on the left has come about in less than 20 years, yet how many of us around Franklin remembered the man who was responsible for it?

Expert Testimony

THE NAME of Alfred P. Sloan, Jr., may be unfamiliar to most Franklin people, but they will quickly realize its importance in the industrial and financial world when we point out that he is president of the General Motors Corporation. In discussing the appropriation of millions of dollars of General Motors money for advertising, Mr. Sloan recently wrote his advertising counselors this expert testimony:

"I believe in the country weekly. I believe that no printed matter in the United States is more thoroughly read or has more influence than the pages of these home-town papers. I believe it is not too much to hope that advertising placed in them will discover for us thousands of prospects to whom we can send fuller information about one or another of our cars. I feel that any organization to be great must advertise. And it is not good advertising if it overlooks or chooses to keep its messages out of the weekly newspapers."

Self Service

MANY good folk are lamenting the passing of the era when men and women consecrated their lives to unselfish service and prepared themselves to become ministers, missionaries, teachers or country doctors that they might administer to the spiritual, mental and physical needs of humanity without thought of large worldly gain. They are not in error when they charge that modern men and women are choosing vocations today in which they can do the greatest service to themselves.

People today are coming to the belief that the best way they can help others is to produce so much that their profit shall be large and that they shall never become dependent upon society. The old idea of service was direct. The new service is indirect. Twenty years ago it was still thought that only ministers, doctors and teachers served humanity. Today every workman who carries his whole day's wage home is known to have earned wage in service to society.

Elbert Hubbard's version of the Golden Rule was, "Do unto others as though you were the others," but an even more up-to-date version is "Do yourself much good and no bad to others." Getting something for yourself is reprehensible only when it is gotten at the expense of another.

Build and Let Build

AS FAR back as history begins, there have been persons who have stood in the way of progress, some for reasons mercenary, others because of a real lack of vision or natural narrow tendencies.

It is a matter of record that the builders of the ancient cities and public monuments, some of which still exist were met by hundreds of obstacles placed in their way by visionless men, who did not have the future interests of their community and the world at heart.

This same condition may be applied to our own community today. We see opposition to things which would expedite business or cause an economic improvement or would in humanity's sake afford protection against sickness of the killing of hundreds of motorists or pedestrians. Here there should be no room for the obstructionist. Macon county is building pages of history and there should be nothing at this time to hamper its progress.

The truly great man of all time is the builder, the one who produces or helps to produce. The parasite, who does nothing for himself or fellow-man is a cheat and the one who interferes with progress is little better. "Build and let build" should be our motto and the future will comfortably arrange itself. There are many things to be considered in the building up of a community. Ten men can do more than one and when these 10 men are arranged in team formation, their work can not only count much more than 10 times but, in fact, 20 times as much.

No More "Dull" Seasons

ONCE AN ingenious merchant discovered that the logical time to advertise was when business was slow and in the periodic

dull seasons of the year. Ridiculous as it may seem, before that discovery the average business man slowed down in his advertising when business slowed down. He generally ended up the dull seasons with a quarterly sale, but as far as his newspaper advertising was concerned there was no advertising when there was no business.

The modern business man holds a different conception of the purposes and uses of newspaper advertising. When business is not up to his satisfaction he brings it up through increased advertising so that now the merchant, schooled in productive advertising, knows no dull seasons nor diminished business.

There are a few phases of business which have always been known to all business men. Among these are the alternating busy and dull periods of the year, month, week, and day. A systematic, effective and economic plan of advertising had to be constructed upon a full knowledge of this business cycle. Business has ever come without coaxing before Christmas, at Easter time, and in the fall. Extensive advertising has been found to be the only remedy for the business depression epidemic between these three rush periods. People have a habit of confining their shopping to the last of the month, the three last days of the week and the later shopping hours of the day.

From experience merchants have learned that newspaper advertising has successfully eliminated the rush periods and spread the volume of business more evenly over the day, week, month and year. It has prevented congestion, simplified salesmanship and merchandising and increased business.

Others' Comments

SELF-HELP MEANS DOUBLE PROFIT!

MANY a community in the wide sweep of the Southland is more alive to its industrial, commercial and agricultural opportunities than ever before. There is a spirit of enterprise abroad in the land. Sections, cities and towns aer advertising on every hand; for industry, the latch string distinctly hangs on the outside!

All this is commendable, and the spirit of welcome to new citizens and new industries is both fine and generous. It is in line with the gospel of good cheer and of welcome preached in this very journal.

But while inviting outsiders to come in and share these privileges and opportunities with them, our home people should not fail to liberally cash in, themselves, on what their home section offers.

It is fine for outside capital to come into a community and build a cotton mill, install a stone quarry, build a great store or develop a plantation to splendid productiveness; it is even better, when these things are done by the home people themselves. When the home folks thus show their faith in their town and section, and demonstrate by their own efforts that money can be made in these various lines of industry, outside capital does not need any urgent invitation to come on in where the water is so obviously fine! Nothing succeeds like success, and what a community is already doing, in manufacturing or any other line, speaks in clarion tones that command both the attention and the respect of the investing world.

It is better for the development to be initiated by home capital and home enterprise, for that not only attracts new money to the community but also gives the home people their proper, legitimate share in profits. There is something sad in the really good things of a community passing on to strangers, while the home folks, who should be participating in all this, stand by and pat themselves on the back, congratulating each other that outside money believes in their community so!

Self-help is thus double profit: It puts the home people in line for dividends—first fruits, if you please—and it also attracts new blood and new capital, so that growth and development go on and on.—Industrial Index.

Letters

R. F. D. 1—When at Home. Franklin Press:—I noticed in your last issue that the county agent's office was a good place to go to rest, get knowledge, etc., all of which we were glad to know, as some of us hoof-worn mossy-backs spent a good part of the day last Saturday trying to find just such a comfortable place in Franklin, but failed until late in the evening, when we were welcomed into the furniture store of Mr. Bryant's and also by Mr. Dudley—where we were delightfully entertained with fine music and also enjoyed being shown through the different departments of their fine supplies on exhibit. We wish them success in their business.

But Mr. Editor, you failed to state where we mossybacks could find the agent's office. GEO. M. JOHNSON.

For Mr. Johnson's benefit we will state that the county agent's office is located in the old Citizens Bank building just west of the Farmers Federation on West Main st.