

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.

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

- 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.
- 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?

Macon county should have a historian.

A school supervisor is needed in Macon county.

Three days till Christmas. Shop in Franklin. You will find variety and bargains.

Watch the 4-H club grow in numbers and knowledge.

It is worthy of note that Lindbergh flew over this section without being held up and searched.

The bootleggers in Asheville and other points have recently received a series of setbacks in Macon county.

Dollars to doughnuts that Charlie Teague will never appear in public wearing the gold medal recently presented to him as a Master Farmer.

It is mighty hard to collect for legal advertising after the ads are run. Consequently, after January 1st no legal advertisements will be published without the cash in advance. Advertising of the town and county business is excepted from this ruling.

That big electrotpe we recently received "gratis" advertising flashlights didn't quite make the grade even though it told a story of how Mrs. Charles Cop, of Chicago, had entertained Lady Button and Lord Castorail and others in "Dear Old Lun'on." However, we figure the metal is worth these few lines.

Santa got the kiddies' letters and is on his way. Many a little heart will be made glad and some will be broken. For some Christmas morning will be a time of rejoicing—for others an hour of despair. Laughter and shouts of joy—tears and sobbing. Such is life. And yet there are some adults with soul so dead they will deliberately trample upon the heart of a child on Christmas morn. Again, such is life.

The drivers of school busses are complaining that they can not get near the school house in wet weather. Consequently they have to unload the children in a traffic jam on Porter street. So far as we have been able to observe the drivers of school busses in this county are unusually careful and take every precaution to protect the lives of the children in their charge. But when these drivers are forced to unload their charges under conditions that are appalling they should not be held responsible in the event of the death of a little girl or boy. It is a sad state of affairs when a few measly dollars take precedence over the safety of school children. Pave the school house street.

A man in Los Angeles recently paid \$1,500 for the return alive of his twelve-year-old daughter who had been kidnaped. The child was returned to him dead and badly mutilated. The bootlegger king, Remus, killed his wife and has been making a vaudeville show out of his trial for more than a month. Brutal murders are taking place all over the country. Kidnapings and floggings are the order of the day with the officers and prosecuting attorneys indifferent. First thing anybody knows the thugs, thieves and out-laws in general will have the United States by the throat. If officers and prosecuting attorneys in all parts of the country can not or will not do their duty, then the public should vote into office men who can and who will. When officers go into cahoots with out-laws it is high time something was done.

Why the Difference?

FOR THE past several years Charlie Teague, master farmer, has made on his farm just a little more than \$2,500 per year in addition to feeding and clothing his family. There may be other farmers in the county who have done as well, but the number is very few, if any. Most of the farmers have earned only a bare living. The question naturally arises as to why this difference in income. It is not a matter of hard labor for many farmers work as hard as does Mr. Teague. It appears to be a plain case of head work and business methods versus indifference or the lack of inclination to get out of the ruts used by our fathers and grandfathers.

The County as Road Unit

THE FEEDER ROADS to the highways have become almost impassable and will continue in that condition until next spring. The work on these roads is now done by the various townships—some of which have special road taxes. As a general rule this tax money is dissipated with no permanent improvement in the roads. We have talked to many men from different sections of the county concerning making the county the road unit instead of the township. In each instance it was agreed that this should be done. Consequently a law to this effect will no doubt be passed at the next session of the legislature. When this is done the county can purchase the necessary road machinery including rock crusher, roller, etc., and employ as many men as necessary to keep this machinery busy twelve months in the year. As we understand the matter the state will furnish free of charge surveyors to relocate roads where necessary. After any road is properly located the county force can be placed at work and within a short time have a hard surfaced road good at any season of the year. It has been suggested—and the suggestion seems a sensible one—that the township whose roads are being improved furnish the necessary amount of free labor to assist the county force. If deemed advisable this provision could be included in the law.

The Asheville Way

ACCORDING to a pamphlet just received by The Press the Asheville Chamber of Commerce has just completed the third year of a five year program of national advertising. During this three year period this organization has had display advertisements in newspapers, magazines, technical journals, etc., with a combined circulation of 38,000,000 copies. More than one million circulars, folders, booklets, etc., advertising Asheville and Western North Carolina have been distributed. An advertising car has traversed a goodly section of the United States. Hundreds of special articles have appeared in numerous papers, magazines, etc., telling of the wonders of the "Land of the Sky." The Asheville Chamber of Commerce has installed a radio broadcasting station in that city, sponsored the recent flower show, entertained delegations from other states, performed personal service for thousands of tourists, prevailed upon the Saturday Evening Post to publish many pictures of scenes in Western North Carolina and engaged in many other activities for the benefit of this section.

While no announcement was made as to the cost of this advertising the amount must run into the hundreds of thousands. Asheville has not confined its advertising efforts to that city alone, but has overlooked no opportunity to bring to public notice the advantages of Western North Carolina. There is not a town in the mountains of the state that has not been benefitted by the activities of the Asheville Chamber of Commerce and we commend the broad gauged advertising campaign and to extend

Wonder If "The World" Has Made A "Beaten Path" To His Door?

WE RECEIVED the following very instructive letter a few days ago:

"I received your statement of the amount of three dollars for one year accrued subscription and one year in advance to your paper.

"In the first place the accrued subscription of \$1.50 was not at my request. I do not deem this a favor. However, as I have lifted the paper from the office along with other mail that I do not pay close attention to, after which the postal laws say I must pay, I am enclosing money order covering this accrued subscription.

"Your paper is alright, but I do not like your method of obtaining subscriptions. If you can write a better book or publish a better newspaper than your neighbor though you live in the woods the world will make a beaten path to your door."

"When I wish my subscription extended I will request with pay in advance."—Cherokee Scout.

The Press never receives letters like the above, which is reprinted here so that the public may know why subscribers names are taken off the mailing list as soon as their time expires. A newspaper has no way of knowing whether a subscriber wishes the paper continued after his time is out. We do extend the time now and then when requested to do so by telephone or letter. In this connection The Press will now cease to notify subscribers by letter when subscriptions expire. These notifications are carried to you 52 times per year on the label of your paper.

Others' Comments

TWO REPORTS ON CONDITIONS

SECRETARY of the Treasury Mellon, in his annual report to Congress, says that business, which showed a recession during the past year, is now approaching a normal expectancy, with sound underlying fundamentals.

"A large volume of business was done (during the year) simultaneously with declining commodity prices—an unusual combination of circumstances," Secretary Mellon's report points out. He continues:

"The volume of new construction remained large, as engineering, industrial and public works projects were in sufficient volume practically to offset a decline in construction of dwellings.

"High wages, due to increased productivity per worker, and lower living costs, due to declining prices, resulted in a sustained purchasing power for a large variety of consumers' commodities.

"Business was free from the accumulation of excessive inventories, advance ordering subject to cancellations and unreasonable speculation in commodities, and a spirit of caution prevailed generally among business men."

In a speech delivered in Chicago December 9 Charles E. Mitchell, president of the National City Bank of New York, predicted for 1928 a greater prosperity in America than for the year now closing.

"A contemplation of our country, with its vast territory, unimpeded by tariff barriers, its intelligent, hardworking peoples, its natural resources, its unequalled producing facilities, a government ever working in the interest of the people, and a comparison of these conditions with those prevailing elsewhere, makes me an optimist," Mr. Mitchell declared.

The banker pointed to the better condition of agriculture and brighter prospects for certain industries that have been somewhat laggard. Conditions are improving in foreign countries, he said, despite troubles in China, Russia and Mexico. Presidential election year, the traditional bugaboo of business, holds no terrors for him, he declared.—Industrial Index.

THE SUPREME NEED OF AMERICA: A CHRISTMAS SERMON

THE SUPREME need of this country is a nation-wide revival of the old-time, genuine prayer-meeting religion.

A religion that makes men realize that the same Divine authority that tells us that there is a Heaven also tells us there is a Hell. If we accept the belief in a Heaven, we must accept from the same authority the belief in a Hell—

A religion that makes men realize that every act of evil is recorded on their conscience and that, though it may sleep for a while, it can never die—

A religion that makes an employer understand that if he is unfair to his employes and pays them less than fair wages measured by his ability and their efficiency and zeal, he is a robber—a robber of his employes and a robber of himself of honor—

A religion that makes an employe know that if he does not give full and efficient service to the extent of his ability he, too, is a robber—a robber of his employer's time and a robber of his own character—

A religion that makes a farmer who packs bad fruit at the bottom, to deceive the buyer by the good fruit on the top, realize that he is a thief just as much as the one who robs a man's pocket at night, and is thereby destroying

his own character—

A religion that makes a man who robs a railroad of its fare or freight bill know that he not only robs the road, but that he also robs himself of all right to feel that he is an honest man—

A religion that makes a man realize that by driving too hard a bargain with his servant, his employe or his merchant, he can be just as much a robber as the seller or purchaser who swindles by false weight, false packing or false claims—

A religion that will teach church members who fail to contribute to the extent of their ability to the support of religion that they are robbing God and man alike, and compels them to recognize that if they are paying their pastor less than a living salary they also are robbing God and man alike—

A religion that makes the minister of the Gospel realize that he has not been called by Heaven to preach on economic questions about which he knows very little, but to preach in all its fullness "Christ and Him Crucified," or else the blood of the lost will be upon him—

A religion that will make labor men who by threats or by actual violence endanger the lives of other laboring men or the property of others realize that at heart they are murderers, for they are seeking to murder the liberty of their fellow-men, and are murdering their own best individuality and character—

A religion that will make the politician who yields principle to his party politics, who worships at the feet of any class to secure votes and sells his soul for preferment, not only know that he is a coward and a poltroon and unworthy of the respect of any decent man, but also will make him see that he is helping to murder human liberty—

A religion that makes every newspaper worker feel the tremendous responsibility of the press to help mold and shape for good the people of this land in this day of wild turmoil in thinking and acting that he may appreciate his high calling, or prove recreant to God and humanity—

A religion that will make every man who professes to be a Christian realize that if he violates the laws of the land, whether it be the Prohibition laws or others, merely to gratify his own views or desires, he is to the extent of his influence breaking down all law, and has no right to expect that his family and his friends will not violate any law, moral or statute, which does not suit their convenience—

A religion that is active, not passive—

A religion that gives a man backbone to stand for the truth, however great may be the dangers that he may have to face in upholding the right as God gives him the power to see the right—

A religion that will make men realize that the most stupendous event beyond all human comprehension is that the Creator of the vast universe, the study of which staggers the human mind, so loved mankind in all its waywardness that He "gave His only Begotten Son that whosoever believeth in Him should not perish, but have everlasting life." No finite mind can possibly grasp the full meaning of this love, nor of the death upon the Cross which followed for the salvation of the world—

A religion that literally burns itself into the brain and the heart and the soul of every man who professes to be a Christian, and makes him realize that the one supreme thing in his life and in the life of those with whom he comes in contact is by his life to uplift the Cross, that men may be drawn unto Him who, upon that Cross, gave his life for sinners—

In short, we need a revival of that soul-searching religion which will make men and women strive in every act of life to do that which on the great Judgment Day they will wish they had done, as with soul uncovered they stand before the Judgment Seat of the Eternal.

Until the people of this nation accept and live this religion, there will be strife where there should be harmony; there will be strikes and lockouts and murder where there should be co-operation and peace; there will be law violation where there should be law obedience; there will be hatred where there should be friendship and love.

With the Golden Rule followed in the fullness of the spirit of this kind of religion, there would be found a solution for every business trouble. There would be created friendship between employer and employe. Capital and labor would work in harmony and with efficiency—efficiency of the capital and efficiency of the labor, with profit to both.

Religion of this kind is not measured by the hope of Heaven hereafter nor the fear of Hell, but by the full fruition now of "peace on earth to men of good will." It is not merely the chanting of hymns or the offering of Pharisaical prayers, but it is in the recognition and full application by rich and poor, by learned and unlearned, that each one is indeed his "Brother's Keeper," that we can bring this country and the world back to safety. A nation-wide acceptance of this, in heart and in life, would bring peace, and world peace, where there is now turmoil, and men acts of immorality, but would, in spirit and in deed, follow the Divine command:

"All things whatsoever ye would that men should do to you, do ye even so to them."—Manufacturers Record.