



# The Franklin Press

VOLUME XLIII

FRANKLIN, N. C., THURSDAY, JUNE 21, 1928

NUMBER TWENTY-FIVE

## CITIZENS WANT STREET PAVED

### Reporter Interviews Prominent Men Concerning Paving at Depot—Think R. R. Should Co-operate.

According to opinion prevalent among Franklin men who do business near the street which leads from highway No. 28 up by the Carolina Provision company, the cannery, and then to Phillips bridge, there is an urgent need for paving the street as far as the cannery, if not farther. It is pointed out that the road is next to impassable in rainy weather, that wagons and trucks must pull through mud knee deep in some places. The amount of travel on this section of road is tremendous, yet no move has been taken to remedy the condition.

W. L. HIGDON expressed himself as follows: "There is more travel on this road than on any other road in the county. We have been fighting for a long time to get it paved, and believe that it will be done before long. The Tallulah Falls railway owns about half of the road between the depot and the wholesale, and should bear half of the expense of paving. There has been talk of paving the Bonnie Crest street, but the need of paving this street is more urgent."

Mr. Higdon also expressed indignation at the abundance of mud between his place of business and the railroad track. The odor from the mud holes is very disagreeable.

## TOWN BOARD BADLY DIVIDED

### On Proposal to Sell Power Plant—City Manager Form of Government Discussed by Many.

If lack of opinion on the merits of the city manager plan of government may be taken as an indication of the inefficiency of the mayor-aldermen form of town government, Franklin needs a change from the present system. The mayor and the aldermen were asked to give their opinions as to the proposal of putting the Town of Franklin under a city manager with full time salary whose duties would include the administration of all city affairs: the selling of power from the municipal plant, the visiting of other cities as a representative from Franklin in the interests of progressive movements, the care of streets and paving, the direction of the water works, of tax collections, and similar activities. It is pointed out by those favoring the city manager plan that Franklin is a million and a quarter dollar town, and that any corporation valued at this amount would not have its business administration left to a loose arrangement such as results from the mayor-alderman form of government.

In addition, the mayor and aldermen were asked to give their opinions as to selling the power plant to private operators. Their opinions on both questions are quoted below, where an expression of opinion was made.

## DESCENDANT OF FRANCIS DADE HERE ON VISIT

### Graphically Describes Massacre of Major Francis Dade and Men Under His Command.

A buyer of tropical fruits, for which in the last quarter of a century he has paid a sum totaling seven figures, Mayo Dade, of Florida, is in Franklin with his family for a two months vacation. Mr. Dade, a descendant of Major Francis Dade, who was killed in the historical Dade massacre in Florida in 1837, has a scrap book containing the account of the massacre. And in the scrap book Mr. Dade has a treasure of letters, photographs and newspaper clippings which graphically tell the story of his own trips into the tropics and elsewhere.

"I have been all over the United States," Mr. Dade said, "and I think that for natural beauty North Carolina and Virginia are hard to beat. I like Franklin especially. The people let you do as you please; they are friendly and courteous. We came to Franklin in order to get away from the larger, crowded resorts east of here."

Mr. Dade turned in his scrap book to the story of the famous Indian massacre the story of how Major

## LOCAL THEATRE WILL GIVE GOLD

### S. H. Lyle, Manager Idle Hour, Announces \$30 in Gold as Prizes for Week Starting June 25th.

According to an announcement here last Saturday by S. H. Lyle, Jr., manager of the Idle Hour theatre, this theatre will give away in prizes on the week starting June 25th \$30.00 in gold, without any obligation on the part of the public. Beginning Monday night a five-dollar gold piece will be given away each night during the week. When buying a ticket for the show the purchaser will be given a numbered slip that will entitle him or to a chance at the gold piece. Drawings will take place each night immediately after the show ends. The one holding the lucky number will receive the gold piece.

In addition to the gold prize each night a second and third prize will be offered on Wednesday and Saturday nights. The second prize will consist of four theatre tickets and the third prize of two.

## REAL ESTATE PICKING UP

### Thirty-Nine Land Transfers Made in Macon County During Month of May—Franklin Township Leads.

Deeds filed with Horace J. Hurst, register of deeds for Macon county, show that 39 land transfers have been made during the month of May 15 to June 15 inclusive. Franklin township leads all others with 14 deeds representing real estate transactions. Highlands township runs Franklin a close second with 11 deeds. Nantahala and Cowee tie for third place with three deeds each. Millshoal, Smith's Bridge, and Ellijay each show two deeds recorded. Burningtown and Flats townships each show one deed filed.

The complete list follows:

J. C. Shockey and wife to E. P. Picklesimer and wife, 24 acres in Highlands township.

J. N. Fisher, Sr., to Craig Fisher, 30 acres in Flats township.

Mamie A. Rogers to Franklin Mineral Products company, 19 acres in the town of Franklin.

State Grant to T. R. Gray, 18 acres in Ellijay township.

Mrs. Martha Gottwals to Highlands Methodist church, one lot in Highlands.

H. C. Hurst, et al, to J. M. Raby, individual interest in J. B. Gray estate, Ellijay township.

J. W. Keesee and wife to Enoch

## Construction Work Going Forward

Work this week is being pushed

tanbark shipped from the county must be loaded from wagons standing in these mud holes. The railroad, Mr. Higdon, stated, has agreed to drain the mud holes if the Carolina Provision company will furnish the tiling. Mr. Higdon believes that the railroad should buy half the tiling. The Franklin Furniture company, with a warehouse just above the Carolina Provision company, took advantage of the Tallulah Falls railroad's offer and drained the property between the warehouse and the track. Mr. J. E. Lancaiser pointed out that conditions have now been made agreeable and sanitary.

J. E. LANCAISER: "I believe that the road should not only be paved as far as the cannery, but should be extended one hundred yards beyond to the pole yard. I understand that if two-thirds of the property holders petition for the pavement of a street that the town must pave the section, paying one-third of the cost. On this road, however, there are such a small number of property holders that it would hardly be fair to ask them to bear one-third of the cost."

"More dollars are taken in by the concerns doing business along this street than anywhere else in the county. If the town will pave its part of the street, I am sure the railroad will fill in with gravel the remaining distance to the track."

CECIL PENDERGRASS: "The street should be paved and the railroad should bear half the cost."

R. M. SHOOK: "Paving is the life of a town. I have been planning myself to take the matter up with Mr. Gray, the Tallulah Falls railway receiver. There is more traffic between the depot and the cannery than on any other section of road in the county. I believe that a majority of the people favor the paving of the street."

M. L. DOWDLE: "The paving of the street is one of the most needed projects of paving. It is used practically as much as Main street. The town may not have the money to do the paving, but it would pay to get it done in some way."

J. F. GRAY, receiver of the Tallulah Falls railroad, stated that the railroad would not pave the part of the street on the railroad property. It is believed by local citizens, however, that Mr. Gray would co-operate, and would put gravel or cinders where such material is now needed.

## Falls Up and Down River

Bob Davis and Bill Moore recently returned from Nantahala with a story of parts. Bill claims to have heard mighty splash in the river and on investigation saw a lady's hat on the surface of the water. This hat proved, in a moment or two, to be on the head of Miss Lassie Kelly who was engaged in fishing and lost her footing, going completely under water. Bob Davis says that Miss Kelly fell with her head up stream and feet down, otherwise she would not have gone completely under, the river being somewhat narrow at the point of the accident.

tion, and expressed a desire for more time to consider them.

T. W. ANGEL: "I am not in favor of selling the power plant. We are in line for another cut in taxes this year. As long as the town can reduce its taxes through the power plant it is a paying proposition, and if a business concern can make money off of the plant, so can the town."

Mr. Angel was undecided as to the city manager form of government, but stated that if a city manager should be put in, the town should send out the county for him, in order that a man might be secured who would be free from partisan interests.

HENRY CABE: "I favor selling the power plant, if a reasonable profit can be realized on its sale. We will not lose on it as long as the mica mines continue to buy power, but when we are offered an amount that will assure us a profit, I am in favor of selling. A private concern will either sell power or get out, while the mayor and aldermen are likely to prove irresponsible."

Mr. Cabe did not express himself on the city manager proposal.

RAS PENLAND: "I am in favor of selling the power plant, but have not yet decided on the city manager plan."

W. L. HIGDON: "My opinion is that the power plant should be sold if we can get the amount it is worth. In regard to the city manager plan of government, the taxes are already too high for the town to afford the change. If we can put in a city manager and lower the taxes, I am in favor of the plan."

JOHN E. RICKMAN: "I do not favor selling the power plant unless the town can realize a considerable margin of profit. It is now paying under the mayor and aldermen. If it were sold the town would have to pay for its lights and for the pumping of the town water."

Mr. Rickman expressed the opinion that the mayor-aldermen government is inefficient. He stated that he favored a commissioner plan of town government, with one man on a salary, to be aided and advised by two others. He pointed out that the town clerk is one a salary of only \$100 a month, and is doing the work of three men with no stenographer.

M. L. DOWDLE: "I am only in favor of selling the power plant if we can get a reasonable amount of profit on its sale."

"I have been thinking of the city manager plan of government for some time, and I doubt that the town is large enough to adopt the system. I also doubt that we have money enough, but it is true that as long as aldermen remain in charge of town affairs, that the government is anybody's business or nobody's."

A number of the citizens of Franklin were asked for an expression of opinion on the two questions. Those who were willing to be quoted are named below along with the opinion of each.

E. S. HUNNICUTT: "If we can sell the power plant, it should not

from Fort Brooke (the Tampa of today) to Fort King. Major Dade, with his escort, carried all the paraphernalia of a military column moving through enemy territory.

"The Indians had laid their plans carefully and with skill," Mr. Dade related, referring to his scrap book. "After the military column had crossed the Hillsborough river, skirmishing and sharp attacks at the head and rear of the column were begun by the red men. It was impossible to send a runner back to Fort Brooke with the hundreds of savages lurking in the forests. As the party progressed, the Seminoles became bolder, they uttered shrill war cries, and their attacks became fiercer. Major Dade, leading the column, was shot and mortally wounded by a savage lying in ambush."

"The fight then began in earnest. A final stand was made in a wooded section. The crash of artillery and of rifle fire mingled with the yells of Seminoles to break the subtropical calm. The whites held out until the evening of the third day. Without sleep, without water, without food

(Continued on page eight)

Franklin. On the Robinson corner, the grading for the new post office building, which will house several business concerns in addition to the post office, is being rapidly carried on. The building is due to be completed by late summer, and will cost in the neighborhood of \$30,000.

W. L. Higdon and J. S. Porter are pushing the construction of the wall work of a new building by the Idle Hour theatre, the completion of which is expected within the next few weeks. The lower floor, it is understood, will be used for a restaurant and bakery. This will be managed by Frank Norton. Mrs. T. M. Hoilman will also use a part of the first floor for a pressing club. Sanitary, flow system equipment will be installed for this purpose, Mrs. Hoilman states.

## Crawford Reunion

The Crawford family reunion will be held this year again at Lake Burton on July 8th. We hope as many of the family as possibly can, will be present.

LEE CRAWFORD.

## BIGGER BUSINESS BULLETIN

### FOR THE CONSERVATION OF LOCAL BUSINESS TO LOCAL BUSINESS FIRMS

Published By  
**THE FRANKLIN PRESS**

(C)

#### The Proven Value of Persistent Advertising

Do you know, Mr. Merchant, that according to Boyd's Official List there are now 2,530 mail order houses in the United States who sell direct to the consumer?

Each and every one of these concerns issue catalogs, including supplements, booklets, folders, bulletins, special price lists, etc., throughout the year.

Most of the larger mail order houses issue catalogs twice a year; many of which have sections in colors and contain fifteen hundred pages or more.

The weight of one of these large catalogs, after being trimmed, is about four and one-half pounds, and on a recent issue the paper alone in car load lots, would have cost over fifty-five cents.

Some of these houses distribute from ten to twelve million catalogs a year; the estimated cost of each complete catalog being about \$2.00, with the monthly supplements, booklets, folders, price lists, postage, wrapping, etc., extra, bringing approximate cost \$2.50 to \$3.00 for each "live" name or prospective buyer on their lists.

Any person any place may secure one of these large mail order catalogs free of all cost simply by mailing in their request on a one cent post card.

This means, Mr. Merchant, that a single mail order house will invest approximately \$3.00 a year in advertising—catalogs and follow-up literature—for each customer or prospective customer residing within your trade territory.

From figures recently compiled by the National Buy-at-Home Movement of Fort Wayne, Indiana, after a thorough investigation and the checking-up of thousands of county newspapers, it was proven that the merchants of the smaller cities and towns invest on an average of only nine cents each a year in advertising in their local papers, for each customer or prospective customer living within a seven mile trade-zone of their home town.

The investigation proved conclusively that the secret of the mail order house's success was simply persistent advertising and the use of liberal space in describing (descriptions nearly always exaggerated) the merchandise they have to offer.

**THE FRANKLIN PRESS.**