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J. M. GRAY MAKES EXCELLENT TALK

4-H Club Program Enjoyed by Capacity House—Prize Winning Letters Read—Orchestra Makes Music.

In so far as the youth of the county is concerned the Fourth of July this year will be long remembered. On this day the 4-H club boys and girls of the county invaded Franklin by the hundreds and staged a demonstration that is destined to be far reaching in its effects. Five years from now, when the youngsters who paraded here Wednesday with banners flying and with yells that echoed from mountain to mountain have demonstrated the efficacy of new farming methods, then and only then will the people as a whole realize what the 4-H club means to the county.

Those who saw the parade are predicting that the Fourth of July 1928 will be recognized in the years to come as one of the most important days in the history of the county. For on this day the public had its first opportunity to observe the enthusiasm with which the members of the 4-H club have entered upon their respective projects. Formed first on the school grounds the youngsters marched to Main street and assembled upon the square where a lusty yell for Franklin was given. The parade then marched down Main street and back to the court house where

The county agent introduced J. M. Gray of Raleigh, a former Macon county citizen and who is now in charge of the county agents of the state. Mr. Gray spoke for about half an hour and told, not only the boys and girls, but the older people as well, a few facts that should be taken to heart. He traced the history of the agricultural industry from the foundation of the government to the present time. He showed how better transportation facilities had gradually changed the agricultural unit from the family to the community and then to sections of the United States. As the agricultural unit gradually widened in scope so did the educational and religious units follow, until now no family and no community can live within itself.

The wants of the pioneer family were few, said Mr. Gray. However, the complex social life of the nation has made what were formerly considered luxuries now necessities. For instance, Mr. Gray stated that running water and electric light in farm homes should now be considered necessities instead of luxuries.

Mr. Gray was also of the opinion that the future of Macon county depends upon the hen and the dairy cow and he urged those present to take up these industries with a view to winning freedom on the farm and bringing about prosperity.

The prize winning letters written by 4-H club boys were then read by the county agent. Three prizes were offered by The Franklin Press and the first prize was won by Boyd Southard of Otto, the second by Elmer Southard of Otto, and the third by Robert Fouts of Iola. These letters will appear in The Press in the near future.

A young lad named Moffitt then entertained the audience with an excellent recitation.

An interesting feature of the program was the music rendered by the local orchestra under the directorship of Robert Hoffman. This orchestra is composed entirely of local people and has been organized only a short time. Regardless of this fact the music was excellent and was thoroughly enjoyed by all present. Those composing the orchestra are: Robert Hoffman, Mrs. Agnes Higgins, Hal Zachary, Miss Willie Mae Ledford, Howard Wilkie, Daniel West, Parley Kanaday and Paul McCoy.

After the program at the court house was concluded the 4-H club boys and girls and their parents adjourned to the grove near the creamery and enjoyed an excellent picnic lunch. For this occasion the club had as their guests the local Rotary club. In the afternoon the youngsters attended the local picture show and had a good time in general.

Mica Men Here

It is understood that representatives of the Asheville Mica company are down on Cowee this week making preliminary surveys looking to a sufficient supply of water to run a big plant at the mine near the head of Cowee.



THE MARTIN, HIGHLANDS, N. C.

Real Estate Deals

Deeds filed in the office of Horace J. Hurst, register of deeds, show that real estate transfers have been made in the last two weeks in eight townships. No drop in the average for a two weeks period has been shown, indicating that real estate business in the county is not on a slump. Franklin township leads with five transfers. Highlands and Nantahala townships tie for second place with three each. The total for the county is 17.

The complete list follows: Alex Moore to Elmer Johnson, mineral interest in Rhodes-Puckett Mining company in Millshoal township.

M. Ray and wife to N. E. Mill

Osborne Younce and wife to E. P. Grant and N. E. Millsaps, 39 1-2 acres in Nantahala township.

Jennie Shillenger and husband to Charles E. Woodard, 75 acres in Cowee township.

S. T. Maret, trustee, to J. A. Dusenbery, lot No. 26, Dobson Ridge subdivision, in Highlands township.

B. B. Milling and wife to Mrs. Pet Richardson, lot No. 40, Mirror lake subdivision, in Highlands township.

O. S. Maret and wife to F. D. Alexander, lot No. 22, Lindenwood lake property, in Highlands township.

R. U. Garrett and wife to Morris Rubin, mineral interest in land in Millshoal township.

Allie Wood and husband to Ralph Wood and wife, 30 acres in Nantahala township.

J. M. Moore and wife to Earnest Rankin, lot in Town of Franklin.

Bascomb Seagle and wife to H. F. Bradshaw, 160 acres in Smith's Bridge township.

H. M. Ammons to Ed Cloer, mineral interest in 60 acres in Ellijay township.

Mrs. Mamie Rogers to S. L. Franks, M. L. Leach, and Robert Davis, property on Phillips street in Town of Franklin.

Mamie A. Rogers to Grover Jamison, property on Rogers street in Town of Franklin.

C. C. Smathers to Grover Jamison, lot No. 1, on Palmer street in Town of Franklin.

J. L. Sanders and wife to County Board of Education, school property in Town of Franklin.

Riley Jones and wife to T. T. Bryant, 50 acres in Burningtown township.

Oxford Singing Class

Those attending the concert rendered at the court house by the Oxford Orphanage Singing class Wednesday night, July 4, expressed themselves as well pleased with the program. The court house was crowded, many people having come from the country and from adjoining towns to hear the concert.

The chief feature was an operetta, "Cinderella in Flowerland," a new version of the fairy tale, "Cinderella." The entire class, with the exception of one member, took part in this. The costumes were attractive, and the parts were well rendered.

The early part of the program was not up to the standard set by the class in the operetta. A number of the selections, particularly the recitations, though well rendered, were old, and had been heard previously by most of the people in attendance.

An additional feature of the program was a series of movie scenes showing the Oxford children at work and play on the orphanage campus.

The members of the singing class are: Mary Belle Caroon, Martha, Gagner, Ada McGowan, Jeanette Baggett, Lucile Finch, Nina Ellis, Irene Veasey, Una Allen, Ruby Spry, Elizabeth Baggett, Clyde Carter, Ray Tugwell, J. Y. Barnes, Edwin Young.

CAMP NIKWASI OPENS SEASON

Has Enrollment of 26 Girls—Miss Laura Jones is Director Assisted by Eight Councilors and Tutors.

Camp Nikwasi opened for the first term of the 1928 season on June 28, with an enrollment of 26 girls, representing several Southern states. Miss Laura Jones is director of the camp, and is assisted by eight councilors and tutors. Individual attention will be given to every member.

Instruction will be given in dramatics, arts and crafts, nature study and athletics.

A tutor has been employed by Miss Jones to instruct any of the camp members desiring to take or make up work included in an ordinary school curriculum.

Athletic activities will include golf, swimming and tennis. The golf course joins the property of Camp Nikwasi, and a tennis court is on the camp grounds. Hiking will be provided for under the leadership of a hiking councilor. Points to be visited include the Cherokee Indian reservation in Swain county, Wayah Bald, Highlands, and Asheville. In Asheville the camp members will attend the opera which is to open there for a week this summer.

Four cabins and the camp lodge comprise the buildings on the Nikwasi grounds. The lodge is used as a general meeting room for entertainment and special programs prepared under the supervision of the councilors. A lake for swimming instruction is near the cluster of cabins.

Camp Nikwasi is open for two terms

The Judge and Porter

It all came about through a fish dinner sponsored by Porter Pierson of Highlands. Judge J. Lamb Perry of Charleston, who has been spending his summers in Highlands for forty years, incidentally heard about the fish fry. Knowing that the laws about fishing are rather stringent in this state the Judge warned one who was invited to the dinner to measure the fish and see that their length complied with the state laws. He also advised the invited guest to make sure that the fish had not been dynamited nor caught in a net. It seems that the judge did not have much confidence in Porter. However,

about sixteen inches in length and that all bore marks of having been caught with a hook. Regardless of the judge's warning it is believed that the friendship of forty years standing between the judge and Porter will remain unbroken.

of one month each during the summer. The second term begins August 1, and it is expected that an even larger enrollment will be had for the last session. Camp Nikwasi having just opened, the members and councilors have scarcely had time to become acquainted, and a program of camp activities is just now being mapped out.

The list of councilors follows: Miss C. C. Sinclair, head councilor; Miss Margaret Hooker, dramatic councilor; Miss Virginia Butler, swimming instructor; Miss Sarah Sutherland, arts and crafts instructor; Miss Elizabeth Crowell, assistant in arts and crafts; Miss Dorothy Fisher, nature councilor; Miss Mary Alice Harding, hiking instructor; Miss Elizabeth Collins, tutor.

Business Boosting Bulletin

Combating Mail-Order Competition

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(C)

"To Things of Sale—A Seller's Praise Belong"

—Shakespeare.

Shakespeare realized that it is the merchant's province to do his own advertising.

He alone knows his own merchandise and he alone knows his own customers or those he wants as customers. He alone can describe the merits of what he selects and offers them; he alone can describe the merits of what he selects and offers them; he alone knows the needs, and can anticipate their desires as to new styles, improvements, and superior workmanship, etc. He alone can and should praise his goods—tactfully, truthfully, and persistently; building a business character that inspires confidence, and if coupled with consistent margins and friendly and courteous treatment, cannot fail to grow and succeed.

Careful merchandisers find it very helpful to appeal in their advertising to one particular type of customer at a time, for a while, and then to another type for a time. It gives a closer or more special interest in that particular type, which will appeal to and be quickly recognized by them. A little study and application to this will soon make it easy.

Everybody who reads a story knows how surely the mind forms a picture, which gradually unfolds as they read. You form a picture in your mind and then put it into words, and the other mind reads the words and gets the picture. The more vivid you present it the more distinct it will be recorded on the film of memory, for future and constant reference.

This is exactly the methods used by the big mail-order houses. Their word pictures are alluring. They appeal to the desires of the consumer reader and compel action.

There are minds who are more forcefully reached by "display" advertisements for advertisements that carry sketches or illustration of each article listed, which all of the large catalog houses use attractively and persistently.

By faithful application of these fundamental principles you establish a specific mental direction to the undecided, indefinite attitude of the wandering and aimless shopper.

NEW OPERATOR FOR CANNERY

Cannery Opens for Business July 9—Women and Girls Wanted to Work—Prospects for Success Bright.

With the market open for all the blackberries, snap beans, tomatoes, apples and peaches the people of the county will furnish, and with the possibility of employing from 40 to 50 women and girls when it is in full operation, the Macon county cannery will open for the season July 9.

Jonathan Case, of Hendersonville, has arrived in Franklin for the canning season and will act as superintendent of the cannery. He has the reputation of being a good cannery man, states C. W. Teague, the cannery manager, and his plans should make the cannery a success.

"If the people of Macon county want a cannery it will simply depend on the amount of stuff they bring to the cannery to sell," Mr. Case stated. If the people don't support it now they will lose the opportunity that other communities have used to an advantage. Canneries have made other communities, and the same opportunity is now open to Macon."

The market for blackberries and snap beans is now open. Tomatoes, apples and peaches will be bought as soon as they ripen. Twenty cents a gallon will be paid for all blackberries brought to the cannery. This is five cents a gallon higher than previously announced.

If raw products in sufficient quantities

superintendent announces that between 40 and 50 women and girls will be employed during the season. All persons desiring employment should make application at the cannery on the opening date, July 9. The name and address of all seeking employment will be taken, and they will be notified when there is work to be done.

Mr. Teague and Mr. Case are planning to make the cannery a paying proposition for the people of Macon, and earnestly ask the co-operation of every person in the county who will have for sale any of the products that the cannery can use.

Klock Here

Mr. J. E. Klock of Florida, is now at his summer home on Cowee creek. Sometime ago Mr. Klock bought the property formerly belonging to the Cowee Mountain school. It will be remembered that the main building of this school was burned some six or seven years ago, but there are still a number of cottages on the property. Mr. Klock is thinking seriously of developing his property as a summer resort. Consequently he is much interested in the proposed hardsurfaced road up Cowee creek. He states that he could have had a hundred visitors at his place this summer had there been a suitable road up the creek.

Hall-Hurst

Mr. Thedford T. Hurst, of Cowee, and Miss Anna Mac Hall, of Jackson county, were quietly married in Asheville last Friday, June 22.

Thedford is a son of Mr. John Hurst, one of Macon's most highly respected citizens, and is one of our most popular young men. He served in France during the World War, entered as a volunteer in the beginning of the war. Having had employment in several of the states he is well known as a carpenter.

The bride is a daughter of Mr. and Mrs. George Hall, of Jackson, and is one of Jackson's most attractive and industrious young ladies.

The happy couple returned to Liberty Sunday afternoon, where they will make their home.

Change in Star Route

Beginning July 1st the Star mail route up Ellijay creek was changed to run as follows: Leave Franklin and proceed up the Cullasaja turning to the right at the second bridge and going through the Bryson settlement, by Stanfield's and John Dills. Then cross the river at Charlie Henderson's and to Gneiss. Then down the highway to within a short distance below the Stewart home where the route turns to the right and within a mile or two enters the Ellijay road. Then to John Henry's store and back down the Ellijay to Franklin. Claude McCall has the contract for \$1,050 per year. The route is about 33 miles in length.