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HOT WEATHER FILLS HOTELS

Tourist Season Now in Full Swing in Franklin—Golf Tournaments Attracting Many Summer Visitors.

With scores of motoring tourists passing through Franklin every day, and with the sweltering heat of less favored southern states driving more people to this section every week, the summer recreation season is beginning in earnest in Franklin. The Franklin Terrace reports 32 registered vacationists, Rogers Hall reports 15, Trimont Inn reports 12, and a dozen other boarding houses report numbers ranging up to half a dozen summer visitors.

Probably 100 tourists are now in Franklin, with the high temperature of the season promising to drive others to the mountains before the beginning of August. The seasons vary as to the numbers registered for any certain month. Occasionally the larger numbers arrive before the end of July, while during other seasons the latter part of the summer sees the bigger registration of boarders at the local resort hotels.

Franklin Terrace, with the present largest registration of guests, was purchased by the Willis family 16 years ago. Ten years ago, the annex to the terrace was erected. The main building to the terrace was originally known as the Methodist Male academy. It was erected in 1812.

Over the house was allowed to depreciate. It became an eye sore on the hill where it is situated, and was used as a bat roost. The building, substantial and of superior construction, was purchased by the Willis family, remodeled, and made into one of the most attractive summer hotels in this section of the state. With the annex, the terrace now has a total of 30 rooms.

Rogers Hall, for years the home of the late Hon. Samuel L. Rogers, has also been remodeled, though more recently. Thirty-two guests took dinner at the hall last Sunday. These included visitors from Athens who were passing through Franklin at the time. On Saturday night, eleven of the Camp Nikwasi girls were entertained at supper at the hall by Mr. and Mrs. Frank G. North of Atlanta, who have two daughters at the local girls' camp. A third daughter of Mr. and Mrs. North accompanied them from Atlanta.

The golf tournaments held on the local course this summer have been the means of attracting many of the summer visitors. The present season has seen an unusual amount of interest in this sport among visitors as well as among Franklin's own residents.

Pushes Wheelbarrow

Some people push a wheelbarrow to pay political bets. Other use wheelbarrows about the farm, but last Saturday a man giving his name as George Buttram of Athens, Tenn., came through Franklin using a wheelbarrow as a means of carrying his camping equipment, clothing, etc. Buttram was deaf and dumb, but could make signs aplenty. He is 51 years of age and stated that he is a cook. On reaching Franklin he completed a trip of 240 miles in eight days, traveling from Sweetwater and then through Madisonville, Ducktown, Morgan, Hiawassi, Clayton and then to Franklin.

Buttram claimed to have been attacked by a bear in the Ducktown mountains. By sign language he indicated that the bear grabbed him by the leg. Two or three left hooks and a straight right or two on the bear's snout caused that animal to release its hold and take to the tall and uncut.

DR. J. W. CRAWFORD BURIED AT CORNELIA

Cornelia, Ga., July 21.—(Special.) Dr. J. Wiley Crawford, one of the most prominent physicians in this section, died at his home here yesterday. He was well known in north Georgia medical circles and also in western North Carolina, where he formerly lived. He took an active part in all community projects.

He is survived by six sons, Farrell, Dewey, Vernon, Todd, Stranleigh and Kenneth Crawford.

Funeral services were held Saturday, with interment in Cornelia cemetery.

Dr. Crawford is a cousin of Mr. Lee Crawford and was widely known as he often visited.

NEWS ITEMS OF HIGHLANDS, N. C.

Interesting Locals and Other News from Macon County's Popular Mountain City.

Highlands has been fortunate, during this past month, in having with us Dr. J. M. Adams, assistant to Dr. Mullins, of the Baptist Seminary in Louisville, Ken. Dr. Adams is a brilliant speaker and a man of wonderful personality.

On Wednesday night he gave an illustrated lecture on Egypt, the proceeds of which he very kindly donated to the Community Club toward their club house fund.

On Sunday night he gave a lecture on the Holy Land to a packed house. The lecture was illustrated with pictures he had taken during his stay there, showing old and new Jerusalem.

Dr. Adams spent one year in the Holy Land doing research work. The lecture Sunday night was free and was both interesting and instructive.

Dr. Oliver, of Pendleton, S. C., has been assisting Dr. Adams in the services here.

On Tuesday afternoon the Community Club gave a benefit card party in the Highlands Tea Room which was well attended and netted a goodly sum for the club house fund.

Services were held in the Presbyterian church on Sunday morning conducted by Rev. Raymond McCarty of Augusta, Ga.

Mr. Williams of the Methodist church hopes soon to have a Boy Scout organization here.

charge of the girls' 4-H club here and will make a very efficient leader. The club now numbers twenty-five members.

The streets of Highlands are looking prosperous now with its crowd of summer visitors. All the cottages are occupied now, and the hotels are filling up.

Work on the golf links is progressing nicely and one visitor, who is well informed on the subject of golf courses, says the Highlands Estates golf links will be the most picturesque in the country.

The Highlands Museum is fortunate in the local interest and co-operation with which it is meeting on every hand. A gift to which the term "unique" might be fittingly applied is the top section of a hemlock stump whose rings count up to 439. It comes from Mr. Scott Hudson, president Highlands Estates, on whose property this monarch of the forest was recently felled. This stump is being treated for its preservation and is to become the center of a monumental record of this region.

Crawford Reunion

The annual Crawford reunion was held at Lake Burton, Sunday, July 8th. Approximately 150 relatives and friends were present and notwithstanding the rain it was a very enjoyable occasion. Crawfords poured in from all directions and the rain poured from the heavens. Grandpa, (Uncle Johnnie) was present and appeared as young and full of life as ever. He had no need of his glasses or walking-stick, although he is ninety-eight and one-half years old, being born on Christmas Day 1829.

L. P. Crawford and family and Jim Crawford from South Carolina, Col. Tom Crawford and family, William Crawford and family from Blue Ridge, Ga., Mr. and Mrs. Joe Penland and children from Blairsville, Ga., and a number too innumerable to mention by name were present from Clay, Macon, and Cherokee counties, N. C.

A good old fashioned picnic dinner was spread at noon and all partook of it very heartily for this particular family of people bears the reputation of being great devourers of food.

The next reunion will be held at some point on Highway No. 28 or at the Black Place in Macon county. It will be at the latter named place if the roads are in such condition so we can safely reach this point. Mr. Charlie Slagle, a life-long friend of the Crawford family, has extended a cordial invitation to us to come and spend our Reunion day with him in his beautiful mountain home, which we very much appreciate.—Clay County News.

The girls of the high League met with Mrs. R. F. Mock at the parsonage and organized a sewing circle. They are taking a great interest in this work. They met with Georgianna Tessier at the home of Mrs. Jess Sloan and will meet Friday of this week with Misses Margaret and Dorothy Snyder at the Roller Mill.

SENATOR HARRIS LAUDS SIMMONS AND OVERMAN

While On Visit Here Expressed Opinion That North Carolina is More Ably Represented in U. S. Senate Than Any Other State.

Senator W. J. Harris of Georgia who is spending the summer at his summer home at Dillard, Georgia, was a visitor to Franklin today.

While here he paid his respects to Mrs. Sam Rogers at Rogers Hall. The late Sam Rogers succeeded Senator Harris in office as director of the census. Consequently the Senator knew the Rogers family at Washington several years ago. While here the Senator also called upon all the county officers and while so doing took occasion to state that North Carolina is more ably represented in the United States Senate than any other state.

Senator Harris is on several committees with both Senator Simmons and Senator Overman and is also closely associated with Senator Overman who is a member of the Forest Commission. "This association," stated Senator Harris, "has convinced me that North Carolina is more ably represented in the senate than any other state in the union." He complimented Senator Simmons very highly for the latter's work on the appropriation committee in get-

ter ways in this state. Senator Harris stated that this waterway will eventually be completed to the ports of Texas.

Zeb Weaver, the popular congressman from this district, also came in for a full measure of praise from Senator Harris.

Senator Harris expressed himself as highly pleased with Franklin and promised to make other trips to this delightful little town.

Fishermen and Postmasters

While the Fisherman's convention was in progress in Cherokee county Wednesday and Thursday of this week, a competitive gathering of fishermen convened in Franklin and adjourned to the Nantahala river for a three day's outing.

"This is going to be a bigger thing than the convention in Andrews," asserted W. C. Guffey, of Fort Worth, Texas, who was one of the visitors here for the trip.

Postmasters from three other towns in the state were here as guests of Sam L. Franks, the local postmaster, to take part in the outing. These were R. P. Washam, Gastonia; John W. Shook, Clyde; Thomas L. Green, Waynesville. W. C. Guffey and R. W. Guffey, both of Fort Worth, were with the party. Those from Franklin making the trip were Charles M. Rogers, Robert H. Rogers, W. H. Green, B. B. Lenoir and Sam L. Franks.

GIANT SPRUCE FROM MANASSAS

Dr. J. M. Lyle Brought Tree in Front of Munday Hotel From Battlefield—Hotel Has Interesting History.

During the year of the surrender of the Confederacy, an incident occurred on the battlefield of Manassas Junction, Virginia, which led to the planting of the giant spruce tree in the yard of the Munday hotel on Main street in Franklin. In that year Dr. J. M. Lyle, the father of Dr. S. H. Lyle, visited Manassas Junction, where Uncle Bill Stallcup, now 86-year old Civil War veteran, was then stationed.

While Dr. Lyle was talking to Mr. Stallcup, the latter took up a spruce sprout from the field and also a small holly bush. These he gave to Dr. Lyle, and the old doctor brought them back to Franklin in his saddlebags. The entire journey was made on horseback. At that time Dr. Lyle owned a four-room house on the site of the Munday hotel, and the four rooms now form a part of the building. The doctor set the spruce and holly sprouts in the yard, both of which thrived and grew into large trees. Years ago, a fire killed the holly tree, but the spruce still stands in the corner of the Munday hotel yard on Main street.

A. P. Munday, the father of S. A. Munday secured the hotel building from Dr. Lyle. Later the site came into the possession of T. H. Munday, who enlarged the building to make the hotel its present size, and who has operated it for years.

War, according to S. A. Munday who, for the last four years, has lived at the hotel with his brother, T. H. Munday.

Four years ago, the wife of S. A. Munday died. Up until that time Mr. Munday had been in the retail and wholesale business in Franklin for 40 years. Much of that time he sold goods near the Munday old house, or Pine Tree Inn, on upper Main street.

The two white pines, from which the Pine Tree Inn takes its name, were set before the house before the time of the Civil War. The building itself was erected by Len Siler, filled with goods and presented to his son, Thad Siler, along with a number of slaves, according to Mr. Munday. It is said that, before the war between the states there were only two stores in Franklin, the other being that of Jack Johnston's on the site of the building now occupied by the Perry-Jones Chevrolet company.

Bill McCoy is said to have bought the building after it had been vacated by Thad Siler. It later came into the possession of A. P. Munday, and then into the ownership of S. A. Munday, who still has the building. Mr. Munday, now 64 years old, spent 42 years of his life there.

Mrs. Sanders of Rocky Mt., who has been visiting her sister, Mrs. Zeb Conley, returned to her home last Friday.

PIEDMONT DOING A GREAT WORK

College, Located in "The Hills of Habersham," Draws Pupils From 15 States—Established 1897.

Elsewhere in this issue is an advertisement of Piedmont College, Demorest, Ga., an institution favorably known throughout Georgia and surrounding states for the past thirty-one years.

No college could have a more picturesque location, nor a more striking history. Piedmont was founded in 1897 by Reverend C. C. Spence, a beloved minister and educator who had the central idea of giving to our young people a thorough college training at a reasonable cost. Situated in Demorest, Piedmont lies at the foot of the Blue Ridge mountains, in the heart of the Georgia apple belt. Amid such healthful surroundings it is no wonder that the college has built up a remarkable football team, and a girls' basketball team which is admittedly one of the best in the South, having lost only two games out of the forty-five played in the past four years.

The college prides itself especially on its homelike atmosphere; the offering of equal advantages to young men and to young women, Piedmont being the first senior college in Georgia to adopt the co-educational plan; expenses made as low as possible; a democratic good-fellowship

ship and thorough training; and a fine spirit of Christian service which is the very basis of Piedmont's existence.

The students last year numbered approximately two hundred and seventy-five, who came from fifteen states, and represented ten religious denominations. The largest senior class in the history of the college received degrees in June. This healthy growth of the last few years shows how favorably the college is becoming known; but Piedmont people take their highest pride in the quality of their graduates and the rank they are taking in the teaching and other professions.

Any boy or girl who wants the best in education at a reasonable expense, and any parents who desire the highest opportunity for their children would do well to learn more about this college which has done such distinguished work in north Georgia for a third of a century.

Tennessee Basin Being Surveyed

Here in connection with the aerotopographical survey of the Tennessee river and its tributaries, Robert Alcorn, Lum Runyan, H. Erwin and W. T. Gann, of the Chattanooga District of the War Department, will be in the vicinity of Franklin for a month or six weeks.

After the survey of the tributaries has been completed, the region drained by the various streams is to be mapped. The information is being secured for the Federal Power Commission by the War Department. Much of the data gathered is not for release, with the result that the full plans of the survey and the results of what has so far been accomplished are not for publication.

The work in which the four representatives of the War Department here are engaged has been in progress for six years. The Tennessee river with its tributaries drains a vast area of the southern states, including broad districts of farming country, as well as more sparsely populated mountain sections such as are found in Western North Carolina.

DEATH TAKES MISS WINIFORD RUSSELL

Miss Winiford Russell, age 22, daughter of Milford and Annie Russell of Highlands, N. C., departed this life; and at her request, was buried in Sugar Fork cemetery on the 9th of July, 1928.

She had pellagra. She was under the care of Dr. Thompson of Highlands for quite a while. When he could do no more for her she was taken to Angel Brothers hospital at Franklin, N. C., kept there 7 days, then moved to Walter Arnold's home where she lived 4 days.

She became a Christian during the latter part of her illness.

She leaves father, mother, 4 brothers and many friends to mourn her departure.

PRESS TYPE TALKS

A Business Boosting Bulletin for Promoting Local Business Interests

Published By

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(C)

Brace Up Your Business With Advertising

The abnormal and greatly "stimulated" business activity which has just passed was far from being sound and healthy. It could be likened to the abnormal activity of a man who has been stimulated by too much alcohol. He feels pretty bad after the effects have worn off.

Readjustment compels the live retail merchant to greater effort in creating new business in his community and in keeping what business there is from going to the mail-order houses.

We have two distinct types of business men and it is during such times as these that we see them clearly. We see one going right ahead with his advertising in order to stimulate and increase the sale of his goods, the prices of which are changing daily; and the other, who upon the first signs of depression, wrings his hands, stops all advertising or sales promotion work and waits for the people to come in and buy his high priced goods. The first "cleans up" with a nice profit and the second loses what he has and blames it on "conditions."

The big mail-order houses are sending out millions of "flyers" each week with alluring price reductions on certain goods. They are making every effort, through persistent follow-up advertising, to turn their merchandise as quickly as possible and thus prevent a greater loss.

What advertising is doing in readjustment for the big, successful merchandisers of the country it will do for any live merchant if he will but use it persistently.

The force that will carry any merchant to his goal is coiled up inside of him—in his energy, his pluck, his grit, his originality, his determination to go after the business of his community and get it.

This can be accomplished only by adopting the same proven methods that the big catalog house uses in building its mammoth business—persistent advertising. THE FRANKLIN PRESS.