



The Franklin Press

VOLUME XLIII

FRANKLIN, N. C., THURSDAY, AUGUST 16, 1928

NUMBER THIRTY-THREE

HABERSHAM IS HOST TO HOSTS

Thousands Journey to Turner's Point to Celebrate the Opening of Concrete Highway.

On August 9 thousands of people from Georgia and a goodly delegation from North Carolina assembled at Turner's Point near Tallulah Falls to celebrate the opening of the next to last link of a mighty highway that extends from the gulf to Canada. The occasion of the celebration was the completion of the link between Tallulah Falls and Clarksville. This stretch of Georgia's highway No. 15 is a ribbon of concrete eighteen feet in width and is an accomplishment in highway construction well worthy of the celebration staged at the Falls. Habersham county, noted throughout the Southland for its hospitality, was host to approximately 3,000 people. A large delegation from Franklin and other North Carolina points took a peculiar delight in attending the celebration, since the highway in question means more to Western North Carolina than any other highway with the exception of No. 10 in this state.

The band of the Georgia Power company furnished music for the occasion. Due to an accident at Gainesville in which the train bearing the band killed a man and child a delay of more than two hours was caused in opening the exercises. This

speeches. Some were curtailed entirely while others were shortened so that the hungry multitude could partake of the barbecue at the appointed hour. The secretary of the Georgia Power company, substituting for President Arkwright, presented some interesting figures showing what the development of Habersham's hydro-electric power had done for the southern states and for Habersham in particular. John Holder, chairman of Georgia's highway commission, made an able address defending the system used in financing highway construction in that state. Senator W. J. Harris of Georgia made an excellent talk in which he stated that the national government should bear more of the burden of road building. He referred in glowing terms to Tom Bell and told the people of the 9th Georgia congressional district that they should feel proud of the fact that they have a member of congress who is not an orator but a worker in the interest of his constituents. This statement brought a round of applause from the voters who have stood by Tom Bell for many, many years and who will probably send Tom back to congress for years to come.

After the conclusion of Senator Harris' talk the crowd adjourned to a nearby point for the barbecue. Unfortunately this reporter did not learn the name of the artist who prepared the feast. Just the same he deserves a gold medal. Yea, Verily! A dozen medals. After other barbecues have been long forgotten the one at Tallulah Falls will remain until death as a pleasant memory in the minds of those present. And who knows but that in the Great Beyond the spirits of the departed will long for just one more dish of that Brunswick stew?

At the great celebration on the 9th the people of Habersham overlooked nothing tending toward the comfort and well being of the multitude. While John Holder was making the eagle scream and while the other speakers were talking big buckets of ice cold lemonade were passed through the crowd. And down where the tables were laden with barbecued meats ice cold drinks were handed out in untold numbers. About this time some thoughtful person remembered that Habersham county is the finest apple growing county in the South. Consequently a barrel of cider was produced. The head of the barrel was knocked out and fifty pounds of ice thrown in. This barrel of cider lasted almost twenty minutes. All in all Habersham "did itself proud" and the entire State of North Carolina is likewise proud of the people of this neighboring county.

Joe Ashear Grading Site

Mr. Joe Ashear is grading the site near the Standard Oil filling station on the square. It is presumed that Mr. Ashear intends to construct a building on the site he is grading, though he has made no definite announcement of his intentions. There is some talk of other buildings to be erected on Main street.

GATHER MINERAL SPECIMENS HERE

Two Professors From DePauw University in Macon County—Prof. Smith States W. N. C. Rich in Mineral Resources.

Prof. E. R. Smith, head of the geology department of DePauw University, Green Castle, Indiana, and his assistant, Prof. E. S. Stratton, have been in Western North Carolina since the 25th of June gathering mineral specimens for the recently established museum at DePauw University. They reached Franklin Monday from Fontana where they made a thorough examination of the copper mines and shipped more than three hundred pounds of specimens to DePauw. Prof. Smith and his assistant will remain in Macon county four or five days and will gather samples of the many mineral products of this county. Monday afternoon they visited Corundum Hill seeking precious and semi-precious stones. They will also take with them to their university samples of kaolin, mica, asbestos, copper and other minerals found in this section. "For many years," stated Prof. Smith, "I have been preaching about the valuable minerals to be found in Western North Carolina." On his present trip Prof. Smith has gathered several hundred specimens of various minerals "to show the future students of DePauw what wonderful opportunities exist in this state in the line of minerals." The citizens

welcome to Prof. Smith and his assistant and are co-operating with them to the fullest extent in making their visit here a success.

GOLF MEET BIG SUCCESS

Many Towns Represented in Franklin Golf Club's Annual Classic—Lyle and Leach Win Flight Prizes.

The annual invitation tournament, played on Franklin Golf Club's course last week, was a decided success. A number of surrounding towns and clubs were represented, and quite a bit of good golf—and some not so good—was unleashed by the contestants.

The tournament was played in 18 hole matches, two flights of eight each qualifying. Below are given the pairings and scores of the various matches in each flight.

Flight One, First Round
Stanley Blank defeated G. L. Houk 1 up (19th green).
H. L. Leach defeated Thad Bryson, Jr., 3 and 1.
F. I. Murray defeated Dr. W. H. Jarrell 4 and 3.
Grady Dowtin defeated Louis Woodward 5 and 4.

Second Round
H. L. Leach defeated Stanley Black 1 up (19th green).
Grady Dowtin defeated F. I. Murray 2 up.

Finals
H. L. Leach defeated Grady Dowtin 1 up.

Flight Two, First Round
T. W. Angel, Jr., defeated R. S. Jones 2 up.
S. H. Lyle, Jr., defeated Fisher Black 7 and 6.
J. S. Porter defeated John Randolph 1 up.
Mr. Hall defeated Major Peake 5 up.

Second Round
S. H. Lyle, Jr., defeated T. W. Angel, Jr., 2 and 1.
J. S. Porter defeated Mr. Hall 3 and 2.

Finals
S. H. Lyle, Jr., defeated J. S. Porter 2 and 1.

Grand Final Match

The grand final match of 18 holes, played Sunday afternoon between the winners of the two flights, was won by S. H. Lyle, Jr., who defeated H. L. Leach 6 and 5.

Prizes
Handsome prizes were given for the low medal score in the qualifying rounds and to the winners of the two flights. H. L. Leach shot the low medal in qualification, turning in a score of 80 for the eighteen holes. The flight prizes were won by H. L. Leach and S. H. Lyle, Jr.

DAIRY PICNIC ON AUGUST 30

Dairymen of County Will Get Together to Discuss Their Problems—State Officials to be Present.

August 30th is destined to be a great day for the dairymen of the county and for those who contemplate entering the dairying industry. From day to day more people in this county are turning to the dairy industry as a means of making a living. Others contemplate doing so in the near future. All these, especially the beginner, are confronted with certain problems. Dairy experts of the state extension service will be present at the picnic to discuss these problems and to explain how to make success with dairy cows. Mr. and Mrs. A. B. Slagle are sponsoring the picnic which will be held in the grove back of the creamery. Those now interested in this industry and those who are planning to buy dairy cows in the future are cordially invited to attend the picnic. In fact the invitation includes all the people of the county. The following letter will soon be mailed from the office of the county agent:

Dear Friend:
This is your special invitation to our dairy picnic on August 30, 1928, to be held in the grove back of the Nantahala creamery.

Three of the best authorities on dairy cattle and dairying in the state will be with us that day. Besides having a good time, neighbor with neighbor, we will hear the latest

have an opportunity to discuss some of the major questions confronting our dairy industry in Macon county.

Every one in the county is invited. This picnic is to be held under the auspices of Mr. and Mrs. A. B. Slagle in the interest of the dairy industry in Macon county. Each family will bring dinner to serve on the ground. Yours for a big day,
LYLES HARRIS,
County Farm Agent.

SPECIALISTS HERE

J. D. Kelly, assistant norticulturist of the Southern Railway, was here Tuesday to inspect the cannery and to assist in adjusting rates with the Southern. Mr. Clevenger, dairy manufacturing specialist with the state extension service, was also here Tuesday.

RAPID PROGRESS ON NEW BLOCK

Foundation Completed and Walls of New Post Office Building Going Up—Will be Completed by Oct. 1st.

Under the foremanship of Mr. Tippet the new post office building located on the northwest corner of the public square is rapidly taking form. In addition to the post office which will occupy the corner next to Iotla street the building will accommodate three stores all of which have been tentatively rented, stated Mr. Sam Franks, one of the builders. The walls are being constructed of tile and brick and the beams will be of steel. It is understood that the town and Messrs. Franks and Billings have reached an agreement whereby the entire corner of the public square next to the new building will be paved.

NEW BAKERY MAKING GOOD

Electric Mixer and Electric Cake Machine Included in the Equipment

Franklin can now boast of one of the most up-to-date bakeries and cafes in this section of the state. The bakery is located in the new building next door to the Idle Hour Theatre and is owned by Frank Norton, Geo. Car-

ing out the best bread that it is possible to bake. Already the bakery is selling bread in adjacent towns and is getting all the orders that one baker can handle. The dough is mixed by an electric mixer. The bakery also has an electric cake machine which is used in making cakes, buns, etc.

The cafe is equipped with marble top tables. Both bakery and cafe are kept spotlessly clean. Altogether Mr. Norton seems to have well established a business here which has been long needed.

Box Supper

There will be a box supper at Oak Dale school house Saturday night, August 18, 1928. Proceeds will be used to buy new books for the library. Everybody welcome.

TOWN RECIEVES BIDS FOR PLANT

Three Bids Submitted—Board to Convene Again Thursday to Give Bidders Definite Answer.

At the meeting of the town board Tuesday night three bids were received for the municipal power plant. The bids were opened in the presence of all the bidders or their representatives after which the board went into executive session for the purpose of considering the merits of the bids. Each of the three bidders offered in one way or another to guarantee the town against loss in the event that the sales contract was not carried out by the buyer. The city attorney explained to the bidders that the town has not yet stated that it would sell the power plant but that it asked for bids and proposals to see if one could be obtained that the board might offer to the voters of the town for their approval at the ballot box.

Phil Smith of Atlanta, through a local citizen, offered to give for the plant an amount not to exceed \$320,000. Mr. Smith proposed to organize a company for the purpose of buying the plant.

Ives & Davidson of New York offered \$323,000 for the plant and discussed in their bid the question of rates for city lights and many other

The third bid submitted is considered by many the best bid by far of any of the three. This bid was made by R. M. Mead of Cleveland, Ohio, and while he specified no particular amount he offered to pay the town the cost of the plant as shown by the city records, also interest and insurance during the construction of the plant and any operating losses from the beginning of operation to the time of delivering the plant. If the town board accepts Mr. Mead's offer the town will be guaranteed against a cent of loss in connection with the building and operation of the plant. As an evidence of good faith Mr. Mead also proposed to put up a certified check for \$25,000 in connection with the transaction. A rough estimate of Mr. Mead's bid reaches a total of \$335,000 or slightly more.

The board will meet again next Thursday at which time it is expected that a definite answer can be made to the various bidders. In the mean time the board will consider the bids from all the angles and determine which one to accept, if any.

NEWS ITEMS OF HIGHLANDS, N. C.

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

The library association gave a benefit bridge party at the home of Miss Rebecca C. Nall on Wednesday afternoon. Quite a sum was realized and will be used for the purchase of new books and magazines.

The trustees of the Highlands museum gave a moving picture on Tuesday evening to raise funds for the museum. The picture, which showed the constellations, the surface of the sun, moon and our earth, the plant and prehistoric animal life, and a few of our more common birds was interesting and instructive. Miss McCormack of the Charleston museum gave an interesting talk on the object of the museum.

Highlands is very much alive now with the many summer people who are spending their vacations here. The town is full of pretty girls. Horseback riding seems to be a favorite sport.

Miss Bernice Durgin entertained at bridge on Thursday evening. The top score prize was won by Miss Rebecca Nall, the men's prize by Mr. J. C. Mell. Mrs. Charles Harper, of Chiple, Fla., cut for the low score.

Miss Northington and Miss Vaughn, who are guests at the Central House, had four tables of bridge on Friday evening.

The new club house on the golf grounds is beginning to attract a great deal of attention.

Mr. Henry Robertson entertained a party of friends out at his camp for the week end.

Business Boosting Bulletin

A Business Boosting Bulletin for Promoting Local Business Interests

Published By
THE FRANKLIN PRESS

(C)

Advertising is the Soul of Merchandising

We often find a merchant content to place a small card in his local newspaper and then consider that he has done his duty to his business and a favor to the newspaper man.

Any merchant could "get by" with this kind of advertising during the abominable times just passed, but today the merchandising thermometer is falling towards normal temperature—the fever is subsiding and health and stability are taking its place, with smaller margins of profit, but a safer, steadier, more dependable future market.

The successful merchant will need the alert advertising merchant if he expects to keep pace with the persistent follow-up advertising methods of the big catalog houses. The secret of their great power to draw or attract customers is the persistency of their artistic appeal to human nature.

Advertising has become a science with the mail-order house and unless the local merchant adopts the same sales promotion methods he will be crowded to the ditch, like the honest faithful horse, by the faster and more powerful motor driven car.

It becomes an absolute necessity for the progressive merchant to procure in some way this up-to-date motive power in holding and increasing his business from now on. Local retail stores in even the smaller towns are beginning to realize this and are now carrying in their home newspaper interesting merchandise bulletins every day or week, which are directly responsible for the killing off of serious mail-order competition in these communities.

By the merchants being fully alive and keen students of this prospective necessity they will change conditions in their town as effectually as it has been done in other localities. It is not a question of importance to the people of your trade territory to simply tell them your name and your line of business. They have known that for years—but the important thing is to put before them a descriptive selection of reasonable necessities or luxuries that will appeal to each individual in the home at that particular time, thereby suggesting and creating a desire to possess such a particular article and compel them to secure it at once from your store.

Study the advertising copy of the catalog houses—figure out the investments (not expense) of their propaganda and descriptive advertising methods—without which they would never sell a dollar's worth of goods in your or any other community. Study the catalogs—it is an education in advertising. And with the opportunity your home newspaper offers, in presenting your store news bulletins, you have a great advantage over the mail-order house in your home community.