



THE OPEN PURSE--

The value in money is in what it will buy—the necessities, the comforts, the luxuries of life. Money spent in this community to buy these things for its people stays here where each and every person shares in the new profits its trading produces.

More modern conveniences, a wider social life, a greater business activity—in fact, a far reaching, ever growing wave of benefits to every citizen of Hometown follows the practice of buying at home.

OPEN THE PURSE STRINGS—not to spend foolishly, but to buy wisely. Hometown offers you full value for every dollar's worth you buy, plus the greatest of all returns on your money—

“A Better and a Happier Community in Which to Live”

THE FOLLOWING BUSINESS AND PROFESSIONAL INTERESTS STAND READY TO SERVE YOU AND FRANKLIN:

<p>IT'S COMING What? Industrial Prosperity Don't Believe It? Wait and see.</p> <p>The Franklin Press For Industrial Expansion</p>	<p>Have you seen our New Coats and Dresses?</p> <p>E. K. Cunningham & Co. "The Little Store With the Big Values" For Industrial Expansion</p>	<p>Everything in Hardware Winter is just around the corner. Prepare for it with a Sunbeam Heater or a Hot Blast Heater.</p> <p>Macon County Supply Company For Industrial Expansion</p>	<p>Quality Quantity STREET PRINTING COMPANY JAS. W. STREET, Mgr. "Printing of the Better Kind" Service Satisfaction For Industrial Expansion</p>	<p>INVESTIGATE Before buying a car investigate the new Ford finance plan. It's the cheapest plan of its kind in the world.</p> <p>Joines Motor & Tractor Company, Inc. For Industrial Expansion</p>
<p>As an appreciation of your patronage we are giving away to each family a nice little gift. Call and get yours.</p> <p>Bryant Furniture Co. For Industrial Expansion</p>	<p>Until further notice we will sell 100 pounds of sugar for \$6.75 This should help with your canning.</p> <p>Farmers Supply Co. For Industrial Expansion</p>	<p>I'd like to invite her, but—She has no telephone and I haven't time to drive over there. Of course she is lonely. Can you imagine existing in this age without a telephone? One might as well be marooned on a desert island. The cost? Only a few cents a day.</p> <p>Western Carolina Telephone Co.</p>	<p>The oldest and most reliable garage in Franklin can tune that motor up to make it hum like new.</p> <p>GAS, OIL, REPAIRS, and DURANT CARS MORGAN'S GARAGE For Industrial Expansion</p>	<p>If Happiness is What You Want let us Furnish your Home. For Music buy a Brunswick Talking Machine.</p> <p>SLUDER-GARRETT FURNITURE CO. 2nd Door East of P. O. For Industrial Expansion</p>
<p>BARGAINS BARGAINS Our store is filled with all kinds of fall wearing apparel for men, women and children. Joe Ashear prices prevail. Nothing more need be said.</p> <p>JOE ASHEAR PHONE 53 For Industrial Expansion</p>	<p>See Us for Used Cars in Excellent Condition</p> <p>Perry-Jones Chevrolet Company SERVICE For Industrial Expansion</p>	<p>We back Macon county to the limit.</p> <p>GENERAL LINE OF DRUGS, EXPERT PHARMACIST, COMFORT and a WELCOME TO ALL.</p> <p>Angel's Drug Store For Industrial Expansion</p>	<p>FALL GOODS Biggest stock of Fall Goods in history of Franklin now on our shelves. Bought in low market, selling same way.</p> <p>J. S. PORTER & CO. For Industrial Expansion</p>	<p>Good Casings Let us fit you up in a set of GOOD casings. We have an attractive proposition.</p> <p>REPAIRS, GAS, OIL Log Cabin Motor Co. For Industrial Expansion</p>
<p>WE are heart and soul for a better and more prosperous county. Our cash and carry plan will help prosperity along.</p> <p>GROCERIES AND MEATS SLOAN BROS & CO. For Industrial Expansion</p>	<p>SPECIAL PRICE Feeny's Model "B" Beetle Duster \$1.00 value for 89c</p> <p>Franklin Hardware Co. For Industrial Expansion</p>	<p>"A Home On Every Hill" That's our wish for Macon county. We carry in stock each and every article needed for building a home.</p> <p>BUILDERS SUPPLIES Franklin Furniture Co. For Industrial Expansion</p>	<p>Ask the Commercial Travelers They are now arranging their schedules to spend the night at our modern commercial hotel. Beds with 100 per cent comfort. Steam heat and all other modern conveniences.</p> <p>Scott Griffin Hotel For Industrial Expansion</p>	<p>The South imports \$200,000,000 worth of dairy products each year, so there is no danger of an over-supply. Let us make Macon a leading dairy county.</p> <p>Nantahala Creamery Co. For Industrial Expansion</p>
<p>You can buy groceries, feed-stuffs and fertilizers as cheaply at YOUR store as elsewhere. Why not do so and get that trade dividend?</p> <p>Macon County Farmers Federation For Industrial Expansion</p>	<p>The only hotel run on the European plan between Gainesville and Asheville. Open day and night. Tourist patronage especially solicited.</p> <p>Franklin Hotel and Restaurant Franklin, N. C. For Industrial Expansion</p>	<p>INSURANCE Our agency represents some of the strongest Fire Insurance companies in the U. S. A.—for instance the Hartford Fire Insurance Co., policies are preferred by those who buy insurance in very large amount.</p> <p>ALLEN & JAMISON PHONE 89 For Industrial Expansion</p>	<p>Smith's Drug Store The REXALL Store Over 42 years faithful service to Macon county and its people. "We Always Sell the Best" For Industrial Expansion</p>	<p>For a Greater and Better Franklin.</p> <p>GEORGE B. PATTON, Mayor For Industrial Expansion</p>