

National Forest  
Unexcelled Climate  
Unsurpassed Scenery  
State Game Refuge  
17 Peaks Over 5,000  
Feet High  
Ideal Dairy Country  
Creamery, Cannery  
Excellent Highways  
Cheap Electric Power  
for Industries  
Law-abiding Citizenship

COME TO MACON COUNTY—  
HEART OF A MOUNTAIN EMPIRE RIPE FOR DEVELOPMENT

# The Franklin Press

100,000 H. P. Undeveloped Water Power  
Mica, Kaolin, Asbestos, Abrasive Materials, Copper, Timber  
Precious and Semi-precious Gems  
Abundance Good Labor  
Ample Transportation Facilities  
Pure, Clear Water  
Productive Soils

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NUMBER THREE

## "TALKIE" COMES TO FRANKLIN

Idle Hour Presents "Port of Missing Girls" With Synchronized Music and Talking Sequences.

In so far as the moving picture industry is concerned Franklin has the distinction of being one of the smallest towns in the country to have heard and seen a moving picture with synchronized music and talking sequences. On the 10th of this month the management of the Idle Hour theatre presented "The Port of Missing Girls" headed by Barbara Bedford and Malcolm McGregor. While some were disappointed who went to the show expecting to hear the actors talk throughout the play, others took occasion to compliment the management on its efforts to give Franklin an up-to-date picture theatre. It is understood that Messrs. Lyle and Porter are considering a Pictoretone as permanent equipment for their new theatre now being erected on Main street.

### Humble Cup of Coffee

National Coffee Week holds a deep significance for the American public. It is a tribute to the Nation's favorite drink. It brings to everyone a realization of the important part coffee plays in everyday life. The fragrant cup starts the day happily at millions of breakfast tables. A cup of coffee is the symbol of hospitality

regard in which mankind holds coffee is well expressed by the following statement, made by Prof. Samuel C. Prescott of the Massachusetts Institute of Technology, after three years of scientific research:

"The history of human experience, as well as the results of scientific experimentation, point to the fact that coffee is a beverage which, properly prepared and rightly used, gives comfort and inspiration, augments mental and physical activity, and may be regarded as the servant rather than the destroyer of civilization."

Coffee is a dominant factor in prompting the prosperity of every home in America—the greater the consumption of coffee in the United States, the greater the purchasing power of South America. American business is feeling every day the favorable effect of the increase in South American imports.

Coffee is promoting friendly relations and a better understanding between ourselves and our South American neighbors, because coffee is a great trade stimulator. Always, through an increase in commerce between nations, peoples come to know each other better.

The humble cup of coffee has played a mighty part in recent national activities designed to bring about closer relations between the two Americas—notably the good will journey of the President-elect and the various Pan-American conferences.

Coffee, indeed, deserves the tribute of a national week of recognition.

During National Coffee Week, The Great Atlantic & Pacific Tea company, through its A&P stores, is making a special feature of its different brands of coffee. As the largest retail distributor of coffee in the United States, it believes that the public is interested in learning how such an enormous coffee business was built up.

Long ago, The Great Atlantic & Pacific Tea company laid plans to make it possible for its A&P stores to offer their patrons the finest coffee procurable. It succeeded in effecting two major improvements in the old-time methods of distributing coffee. By establishing its own coffee buying offices in South America A&P experts were enabled to buy the cream of the crops in the choicest coffee-producing areas.

Shipments of green coffee to A&P warehouses therefore are not only of the finest quality, but they are uniform in quality. Next, the company recognized that even good green coffee could be spoiled if it did not reach the consumer freshly roasted. It then established a group of coffee roasting plants, strategically located throughout the country, so that every A&P store received fresh roasted coffee.

Today, the A&P system of coffee buying and distribution is in reality a single link—plantation to cup—and the great savings made possible are passed on to A&P customers.

The quality of A&P coffees has earned for them many tributes of distinction, notably a Gold Medal of Award given Eight O'Clock Coffee at the Sesqui-Centennial Exposition held at Philadelphia, and the honors

## ELECTRIC SIGN MAN HERE

Mr. F. H. Tyler, representing the Flexume Corporation of Buffalo, was here two or three days last week interviewing the merchants concerning the installation of electric signs. Mr. Tyler feels much encouraged and will return in a few weeks to close deals with several business firms. The Jupollo Public Service company has announced that it will install a large electric sign on some elevated place in Franklin provided 80 per cent of the merchants will consent to the installation of electric signs in front of their respective places of business. The sign proposed by The Jupollo company will be in the nature of an advertisement for Franklin. This company is also working on plans for a white way for Main street and many citizens of the town hope that the town board will make the necessary appropriation for this purpose. It is pointed out that a white way along Main street in conjunction with many electric signs will be one of the best advertisements possible for the town.

### Hoover Is Farmer

Herbert Hoover, president-elect of the United States, will not be without practical farming experience when he comes to work out farm relief measures during his term of office. Although little was said about it during the recent campaign, he has owned a 1313 acre farm in California since 1920 and he has operated it, not only as a business enterprise, but

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## MRS. SANDERS GOES TO MARKET

Mrs. Jack Sanders left last Friday for Baltimore, Philadelphia and New York to purchase spring goods for Sanders' store at Franklin. She will be gone until the 25th of January.

### Baptist Church News

The church instructed its committee to make an every member canvass to raise the deficit of \$484.40 on last year and secure subscriptions to its \$3000 budget for 1929. All members are asked to be at home next Sunday from 2 to 5 p. m., that members of the committee may see them.

Attend prayer meeting and hear the life of Christ presented from the manger to the cross.

The Junior B. Y. P. U. social was a great success. Miss Gladys Pannell is leader.

The newly elected officers of the Intermediate B. Y. P. U. are as follows: President, Jewell Alice Lee; vice-president, Mildred Moore; secretary, Kathryn Franks; treasurer, Daniel West; leader group one, Annie B. Mashburn; leader group 2, Roy McCracken; Bible reader leader, Merle Peek.

All officers of the Junior, Intermediate, Senior and Adult B. Y. P. U. are asked to be present next Sunday morning at 11 o'clock church services to be publicly installed by the church.

Officers of the Adult B. Y. P. U. are as follows: President, Mrs. H. H. Mashburn; vice-president, Mrs. J. H. Carelock; treasurer, Mrs. Jud West; secretary, Mrs. W. G. Wilkie; quiz leader, Mrs. F. I. Murray; group captains, Mr. Jud West and Mrs. Dave Blaine. Mrs. Mashburn was

work so she could continue her good work with the Adult union.

Nearly 1000 chapters in the Bible were read last week. All our people are asked to join in reading and reporting to Mrs. Murray. Coweta church has read 4898 chapters—to January 1st.

The study class in the W. M. U. manual will meet with Mrs. W. L. Hjedon Thursday at 2:30 p. m.

The church letters of Nina Setser Phillips and Alice Cunningham came from Mt. Hope and the letter of Miss Kate Long of Angels hospital, came from the Roch church near Palmetto, Ga.

The church elected Sunday school officers for 1929, as follows: Superintendent, Alex Moore; assistant superintendent, Paul Carpenter; secretary-treasurer, Chas. Blaine.

Silas Womack and J. M. Carpenter are a committee on the sexton which will be elected February, 1st Sunday.

The congregations were better Sunday. The choir was in its place and did good work.

### Jennings Makes a Trip

In Atlanta they made the grab and I came out into DeKaulb. Then I found myself in Guinnett, but I ain't there yet. Into Hall I heard them ball—and then to Habersham. From Habersham then, let me see, I found myself in Cherokee. In Cherokee without a plan so I went to Graham. "No colored wanted" was very plain—across the river and into Swain. In Swain I'd like to be but I found myself in Tennessee. Tennessee beats all creation so I made for the Indian nation. Those Indians were kind and good. But I went to Haywood. Jackson says "come unto me" and live with the fat and the free. But I could not live without bacon—so across Cowee and into Macon. I find life a span, a fleeting hour farming without the demonstrator's power. Now that's just my luck they won't print anything without a name, my father used to call me Mullybuck.

JAKE JENNINGS.

### Porter Introduces Bills

According to an Associated Press dispatch from Raleigh, Rep. J. A. Porter of Macon has introduced two bills in the House—one to make the fine for drunkenness not less than \$25 nor more than \$50 with the alternative of 30 days in jail. The other to allow the town of Franklin to use the money received from the sale of the power plant for streets improvements.

### Mrs. Huscusson Dies

Mrs. M. L. Huscusson, widow of E. J. Huscusson, died the first of last week at her home on Cartoogechaye near Mt. Zion church and was buried at Mt. Zion cemetery on Tuesday, January 8.—Dr. W. M. Lee officiating.

Mrs. Huscusson was 78 years of age, a member of the Baptist church and a faithful Christian. Two sons and a daughter mourn her loss. Her

## FORESTS AND BEAN BEETLES

(By Z. B. Byrd)

A recent survey of timber using industries in Western North Carolina shows that 275,000 cords of chestnut wood are used by paper pulp and tanning extract plants. If one takes time to think about it for a moment the facts are interesting. Assume that one man can cut and haul to the railroad one cord of acidwood in one day and get six to seven dollars therefor. It means that the companies are furnishing 275,000 man days labor annually or \$1,650,000.00 to \$1,925,000.00 for the work of getting out and hauling this wood to the railroad each year.

In addition to the chestnut wood a large amount of hemlock, buckeye, basswood, poplar and pine is used by these plants. The plants will employ from one to four thousand persons in the manufacture of this material.

Few people realize the tremendous importance of the wood using industries in Western North Carolina. Timber is the biggest source of income in this section of the state. And still there are people that believe it is necessary to burn the woods. One man recently argued with a local forest officer that burning the woods "killed out the bean beetles and just made the air healthier." You just can't argue with a man like that. He is set in his ways and nothing will convince him. If you burned every foot of forest in the United States you would probably have more bean beetles and such than you have now because the beetles would have more old rotting logs

man was right, which crop is of more economic importance, the bean crop or the timber crop? How many years would it take to make a million and a half dollars worth of beans with no bugs? Why will people go on year after year destroying the most valuable asset of the country? Just because grandad dit it? Grandad never saw an aeroplane or a radio or lots and lots of things that we have now. There is a chance that he was wrong about burning the woods. Let's be fair with ourselves and just give this matter a little serious thought. Maybe we will decide to burn the barn to get rid of rats or burn the house to get rid of fleas and bed bugs. That is just as sensible as burning the woods to kill beetles and to prevent diseases. Your forest means a lot to you and your future generations. It means a source of pure water, a timber supply, a recreational play ground, a hunter's paradise, and a fisherman's paradise. It means a place where sick bodies can be mended and made healthy again by living in the pure air and drinking the pure water found in our mountains.

The forest plays a part in every activity under the sun. If you will only stop and think you will realize this truth. Don't destroy man's best friend—The Forest.

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## BETTERMENT OF FARM LIFE TO BE GOVERNOR'S AIM

New Governor Opposes Issuance Of More Roads Bonds

Raleigh, Jan. 11.—The inaugural address of Governor O. Max Gardner follows in full:

"Mr. President, Mr. Speaker, and Members of the General Assembly:

"This occasion marks another quadrennial in North Carolina's onward march. It furnishes the opportunity, and summons us to the task, of new dedications to the public service and fresh resolves by the people of the commonwealth, to take the oath of office of Governor humbly in this distinguished presence, deeply conscious of its great responsibilities, and seriously impressed with its true significance.

"Government has been the concern of mankind since the institution of society and the organization of the forces of civilization; and happily the masses of people are manifesting increased interest in the affairs of state and nation as they realize the many ways in which the government vitally touches their interests. This is as it should be. Public interest in government is absolutely essential to the maintenance of a Democracy.

"Democracy is the finest and fittest symbol of human rights, and the

and living force in government is dependent upon public participation in the intimate details of the administration of government affairs and upon the proper public thought and conception of governmental activity and service.

Developing Science

"Government has been a developing science. It has expanded without civilization. It has entered, and now occupies, fields that hitherto were reserved solely for benevolent or altruistic organizations. We have come to realize that government ought to function in behalf of all the people; that it should do more than merely administer the laws—essential and important as that phase of service may be; that in order to meet the high expectations of the people, government should do more than minister to the purely material needs of the masses; that it should interpret the noble purposes of our citizenship and translate to pulsating statutes the high resolves of a free people.

"With this conception, the government of North Carolina has entered, into the most intimate affairs for her citizens and shares with them the responsibility of education of their children; the preservation and safeguarding of health and life, the care nurture, and treatment of the unfortunate, deficient, or incapacitated; the training and equipping for life's duties of those laboring under some special handicap; the restoration and restraint of wayward boys and the reclamation of girls gone astray. Surely these activities are worthy of the advancing thought in government and tend to establish our state in the front line trenches of progressive action.

"A great Southern statesman visualizing the duties of citizenship and speaking with the intuition of a seer, declared: "Who saves his country saves all things, and all things saved shall bless him; who lets his country die lets all things die, and all things dying curse him."

Responsibilities

"I submit to you, and through you to the people of North Carolina today this challenging thought; and I enlist your active assistance and patriotic endeavor in behalf of this administration—which shall be to arouse a deep and abiding interest in the affairs of state on the part of all people, and an unremitting effort to make the forces of government serve the whole people of the state in their varied capacities, ministering to their material, physical, intellectual and moral well-being. The conception I submit seeks to enlist the element of purest patriotism that will content itself with nothing less than the highest sense of responsibility to the State. To every man in public place this calls for undivided allegiance to public welfare, and to every citizen a high standard of responsibility. I shall welcome the advice and avail myself of the counsel of the men and women of North Carolina who are constructively and intelligently interested in the progress and welfare of the State. I shall consider my administration successful if it serves but to arouse and stimulate the

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