

The Franklin Press

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SUBSCRIPTION RATES

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ADVERTISING RATES

Very reasonable, and will be made known upon request.

We charge 5 cents a line for Cards of Thanks, Resolutions of Respect, and for notices of entertainments where admission is charged.

Entered at the post-office at Franklin, N. C., for transmission through the mails as second-class matter.

Our Library

What has become of the very good library that was in existence in Franklin some time ago? Is it possible that our people have quit reading, or is it that every one's business became no one's business and the thing just naturally eased out of existence?

We think that this institution should be opened up, revived, or rejuvenated or what ever it is that is done to dormant and inactive libraries.

Might we suggest that some of the ladies clubs find time to take this matter up? Provided, of course, that enough general interest would be taken in the use of the library to make it worth while.

Advertising

Advertising, like life itself, keeps us all guessing. But the wise ones among us go on advertising, as they go on living, to prosper and be happy, leaving the knotty problems of theory in either case to the economists and philosophers. Eat, drink and advertise for tomorrow ye may die. The Franklin Press will help you, not to die but to live and advertise merrily. No business man needs to have more said on the subject. If his own observations have not convinced him he cannot be convinced nor would he succeed with his advertising campaign if he were convinced.

Stop It Now

THE NEWS item appearing in this week's paper describing the rocking of a car after dark on Highway 28 carried an ominous warning. We feel that simply calling the attention to the cowardly, unethical and dangerous act is all that is necessary.

The boys who actually did the stoning were boys ten or twelve years of age and no doubt did it purely in a spirit of devilment. Nevertheless, there are many mischievous pranks which are based, consciously or unconsciously on the criminal complex. And parents, when they find children inclined to such things, are guilty of gross neglect of their parental responsibilities if they do not use every means in their power to discourage such tendencies.

Pay Up Week

Would it not be a fine thing for us to have a "You Pay Me and I Will Pay Him Week?" There must be a lot of duplication in all our bills and notes and all. Where such a plan has been tried, it has worked wonderfully well. If there is nothing else that it can do it kinda gives every one an entre to approach his debtors and creditors and talk things over.

Very often there is a way to ease off, one debt against another thereby making the sum total of transactions less complicated. Clears the atmosphere so to speak. In one town where it was tried it was estimated that over half the book debts were wiped off and that ninety per cent of the remainder was solidified.

If there is any individual or group of individuals that will take the lead in promoting this, The Franklin Press will print the circulars necessary and run a half page ad free from now till the beginning of the appointed week. Any cooperation?

Another Wise Move

The selling of the Franklin Power plant by the Jupollo Public Service company to the Continental Public Utilities company is the first of a series of major transactions that are destined to take place at Franklin and vicinity within the very near future.

It is with an eye to the future developments that the town board of Aldermen last week signed a contract with the Harwood-Beebe company of Spartanburg, S. C., to prepare preliminaries and estimates of all possible sources of water supply and locations for water works and report their findings to the governing body.

We think that the town board has acted wisely in taking time by the forelock in the event that we secure, at any time, in the future industries that would require a larger water supply than that we now have.

There is also another reason why this is a well thoughtout move on the part of the city fathers. And that is that the town, in the natural course of expansion, will soon be needing a larger and more dependable water supply than the one that we now have.

Clean Streets

CHIEF Henry has made an appeal to every self respecting citizen, regardless of whether or not they are disciples of civic righteousness, or believers in common decency, to please refrain from throwing trash, tin cans, etc., on the street, especially immediately after the streets have been washed.

The Chief says that no street force, no matter how large, can keep the streets clean without the assistance of the citizens. And it is his desire to keep our town so immaculate that it will not only enhance it in the eyes of our own citizens but will cause our out of town guests to feel that they are in a town that has self pride enough to keep clean.

In this very worthy endeavor the Chief of Police has the whole hearted support of the Franklin Press. Just by way of preliminary suggestion, the indications are that about fifty five-gallon spitoons should be placed at strategical points. Mainly around the court house, and certain well patronized loafing points on main street. We want folks to feel at home in our town, but if using the court house floor and sidewalks as cuspidors makethem feel at home, well—

In Exchange

Beginning last week the Franklin Press was sent free to the principals of each rural school. This will be continued as long as school lasts on one condition. And that is that the students send in to the Press every week some items of interest about school work or items of local interest in the community.

The material sent in need not be of any set kind. One school sent in last week some exercises in composition. Another sent in the honor roll. Even a letter to the editor discussing any thing that is of interest at the moment such as the condition of the roads, the farming activities of the country side, the church news or the social news, will be gladly received.

This can, and often does take the form of a school exercise and is sent in one week by one grade and another week by another. After a week or two the Press will be cut off from the schools that are not actively cooperating in the plan, for we will take this to mean that the Press is not wanted.

Help

The Press wishes, just as soon as it can become accustomed to the change in management, to have several departments that will be run and for the benefit of the various activities of our community.

The farm page is one. We can attend to that. The church news and services calendar is another. This we must have some help with. So far we have not been able to get the preaching dates of the rural Methodist churches nor a correct list of the Sunday school officials of most of the churches.

We also would like to run a club news column. With this it is necessary that we have the cooperation of the local club officials. That is in case they would care to.

We would like to have a social column to keep the society news up to date. Here again, we will need the active assistance of the social leaders.

We would like to have an authentic report of each meeting of the town board, the county board of commissioners and the county board of education when they meet, that the public may keep posted on its business.

And, finally, we would like to have a page of interest to house keepers. Here again it will be necessary for the ladies of the town and county to say if they would care to help. It occurred to us that this page would prove of help and interest if it was run as a woman's exchange. It would carry cooking, sewing and household receipts such as had been tried and found successful among the neighbors, as well as items of general interest to house keeping.

Any suggestions along the above lines will be gratefully received.

Child Safety

Listen, Mr. Motorist! Have you ever had this experience? You came to a corner and noticed a child, or maybe two or three children, on the sidewalk about ready to cross the street. Have you ever thought of the thoughts that might be turbulently disturbing the little one's mind?

He has been told to be careful in crossing the street, and has been warned of all the dire mishaps that might occur to him. He has been told also that he must get to school on time. The child stands on the corner and when he sees an opening, gets ready to dash across. Then your car looms up like some gigantic ogre barring his pathway. The child darts back to the curbing, almost ready to cry with vexation and disappointment, and no doubt with his heart pounding rapidly.

Now is your chance to prove that you are human! Step on the brake, throw the

clutch out and put the gear in neutral; then wave to the child to pass across.

Immediately afterward you will have a remarkable feeling of satisfaction that will more than repay you for the few moments that you may have lost. There is something about a child's smile that cannot be measured in terms of this world's goods:—

This applies to the dangerous turn in the road in front of the school house. It seems to us that the town constable might be detailed to be at the entrance of the school walk each afternoon just as school lets out. Unless some such precaution is taken sooner or later the mangled form of some ones child will be to gather up: Then it will be too late in so far as that little life is concerned.

To say the least, such a precaution is cheap insurance. Will who ever has the authority give the order? And will all motorist please exercise that same degree of care and caution towards the little ones that they would like to have shown to themselves? Such consideration is only common justice after all.

Town and County

Since time began, and since Creation was ordered on the plan it is, all things begin and end in the soil. We cry for the other fellow to give us relief, forgetting oft times that relief given is often hardships imposed. But relief made for ourselves and by ourselves is true relief in every sense of the word.

This being so, it is imperative that, for the true progress and prosperity essential to the welfare of mankind, that the two communities, town and country, living as they do interdependent on each other, keep step along the line of progress.

The town authorities have made two very long steps forward within the last few days. In so far as we have been able to ascertain, the county authorities, have, to say the least, remained oblivious to any possible forward steps that they might be able to take towards advancing the county's farming interest. We say farming interest advisedly for we are sure that no forward movement for the county can come into existence without basing its actions on the farming industry.

There can be no questioning the fact that Macon county, to arrive at that stage of farm development for which nature has so bountifully provided, must have more tillers of the soil. More farmers of the right kind must be induced to settle in our fertile valleys.

We believe that this can be done to the best advantage by a thorough survey of the existing farm conditions and an estimate of the possible development. And we respectfully submit that the proper authority for doing this is the county board of commissioners. And further we submit that if this is not done, that as things are going, our community will grow lopsided with the town on the heavy side to the lasting and grievous injury to the country side and the citizens living therein.

Indian Summer

In the very air there seems to be a sense of waiting. Waiting and expting. Its the lull before the change. Soon the leaves will take on the varied hues of the rainbow. Just what it is that makes this time of year so full of sweet sadness, we cannot find words to tell unless it is that it's the realization that another of nature's courses has been run, that one span of life is finished and there is only the reward, whatever it may be, to come.

The great trek of holiday visitors homeward begins about the first of September regardless of what would be in store for the tourists that lingers longer in the mountains. The gorgeous colors of the Indian summer is the phenomenon de luxe of the mountains. It is true, of course, that many of our visitors are college students and school teachers who have to hurry home before vacation ends. Only in certain very limited periods of the summer can they get board.

There are, however, thousands of other people for whom one season of the year is as convenient as any other, except that they have the idea firmly planted in their heads that summer is the only time of the year to be caught in the mountains. Nine times in ten a man with one, two, or three weeks vacation will sandwich in his holiday some time between the Fourth of July and the first of September, not merely because the weather is hot but because this is the conventional season when people play.

Of course, by following this practice he escapes a bit of work in the hottest season of the year. But he also has the hottest season for his play. And all too often for his peace of mind he finds the hotels packed the trains crowded and the roads dangerously crowded with motor cars. There is something to be said for vacations later in the year, when Nature is attired in her most gorgeous splendor, when there is a crisp sparkle in the air.... or is this just a wistful sigh for a summer season that is over.

Others' Comments

PUBLIC OFFICIAL SHOULD COME DOWN OFF THE PERCH

An exchange says, and states gospel truth, too that "Up in Cleveland, Ohio, the managing editor and an editorial writer on a newspaper were sentenced to a month in jail and fined \$500 because they criticized a public official.

"These men took exception to the action of a judge in granting a temporary injunction to prevent a sheriff stopping betting at a race track. "Contempt of court," ruled the judge, and the sentences followed, although both prisoners are free on bail pending an appeal.

"With the Cleveland case itself, we are not interested. But Newton D. Baker, former secretary of war, who appeared for the defendants, put his finger squarely on the fundamental principal involved when he said:

"The strength of America's government is found in the fact that all citizens may criticize their officials to their hearts' content, unless such criticism interferes with a proper performance of duty and administration of justice."

"Public officials in America are servants of the people. Their acts should be, and are, open to praise or blame. Such officials are not infallible. Their elevation to office does not clothe their acts with sanctity. They are human beings, the same as all other men, and just as prone to err—perhaps even more so by reason of greater temptations.

"The very minute such public officials conclude they are little gods, and not human beings, that minute they classify themselves the masters instead of the servant of the people, just that minute do we lose one of the most sacred rights given us by our constitution—the freedom of speech and of the press.

"And it is well for our courts and their officials to remember this. Moses was the only man known in history whose laws should be considered of divine origin."

NON-ADVERTISERS PAY IT

Whose advertising bills do you pay?

The merchant who does not advertise pays the advertising bills for the one who does.

Every merchant in business pays for advertising, whether he uses it or not. If a competitor's advertising takes business away from him, the profit he would have made on the lost sale is what his competitor's advertising costs him.

You have perhaps wondered how some stores can afford to spend such enormous sums for advertising. That is easy to fathom. Their competitors, who don't advertise, and whose business they take, pay for their advertising.

Say the Jones family is a customer of yours. They have \$60 they intend to spend with you. They read the advertising of your competitor and are induced to spend their \$60 with him instead of spending it with you. The store makes 20 per cent or \$12 on the sale. It deducts, we will say, the \$1 advertising cost and has \$11 profit left. The advertising has cost nothing. It got back its cost and had \$11 profit it would not have had except for the advertising.

Who paid for this advertising?

Did the advertiser pay? No. He got back the cost and profit besides.

Did the purchaser pay? No. He paid only the regular price.

Then who did pay?

The merchant that did not advertise paid for his competitor's advertising. He not only paid for the other fellow's advertising, but he paid out of his cash drawer the profit his competitor made on the sale. The merchant that doesn't advertise pays the advertising bill for the one that does. He pays in loss of sales and loss of profits.—Red Bluffs, California, News.

Letters

Editor Lyles Harris:

Dear Mr. Harris:

I notice that testimonials have already reached the Press office, and bear evidence of good will. I do not like to lag behind a friendly crowd, and must hasten my steps.

Your predecessor, Major Harris, is a valued friend of mine, and did his work well, though he slipped off before I had the opportunity to shake hands with him, however, this is a pardonable oversight.

His successor in the person of yourself now handles the Press rudder and so I feel assured of a safe voyage. The pilot's eye is keen, and no breakers will strike the Press.

But, to come a little nearer to the purpose of this note, your agricultural paragraphs set forth better plans for the tillage of the soil, and cannot fail to inspire the farmer boys with fresh energy. Indeed, the scope of your editorials covers a wide field, and no Macon industry will escape its share of attention. Your vocabulary is full and at your finger tips.

May a complete measure of success be yours,

J. K. BRYSON.