

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

INVESTIGATE MACON COUNTY  
HEART OF A MOUNTAIN EMPIRE RIPE FOR DEVELOPMENT

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

# The Franklin Press

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## Nantahala Butter Wins First Prize At Fair

### GIVE FAREWELL DINNER AT THE SCOTT GRIFFIN

Mrs. Grace Lock and her son, Mr. E. E. Lock, Entertain Number of Franklin People.

The dining room of the Scott Griffin hotel Sunday night was the scene of a farewell dinner given by Mrs. Grace Lock and her son, E. E. Lock, retiring manager of the hotel, to a number of Franklin People. Mr. and Mrs. Lock will leave Franklin in the near future. At the present time Mr. Lock has several hotel propositions under consideration, but he does not yet know which he will accept.

At the dinner Sunday night the table was beautifully decorated with fall flowers and those attending report that they greatly enjoyed the hospitality of Mr. and Mrs. Lock. During the course of the meal Mr. and Mrs. C. S. Brown were introduced to the people of Franklin. Mr. Brown assumed the managership of the Scott Griffin on Tuesday of this week. He comes from Augusta, Georgia. During their stay in Franklin both Mr. Lock and his mother have made numerous friends who regret to see them leave.

Those present at the dinner included Mr. and Mrs. C. S. Brown, Dr. and Mrs. Frank Smith, Judge and Mrs. John Awtrey, Mr. and Mrs. Sam Franks, Mr. and Mrs. W. C. Cunningham, Mr. and Mrs. H. W. Cabe, Mr. and Mrs. Avery Cunningham, Mr. and Mrs. Steve Porter, Mr. and Mrs. J. E. Rice, Mr. and Mrs. D. D. Rice, Dr. and Mrs. W. A. Rogers, Mr. and Mrs. C. W. Hames, Mrs. Sam Rogers, Miss Sophie Albert, Mrs. C. E. Crawley, Prof. W. B. Kesler and Mr. E. F. Golston.

It is stated that Mr. and Mrs. Lock will remain here for a few days aiding Mr. Brown until he becomes familiar with the problems affecting his new duties.

### Will Build Small Dam on Queen's Creek

A juryman over from Briartown section of the county last week reports that the Nantahala Power & Light company will build a dam on Queen's Creek near the top of the Winding Stairway. The power house, it is said, will be located at the foot of the mountain near the Beecher school house. It is understood that power from this dam will be used in building the large dam on the Nantahala river near Aquone.

### AUTOMOBILE WRECK

Grady Reece and Henry Tallent fortunately escaped injury late Sunday afternoon when the automobile they were driving ran off the embankment on the Georgia road near the school house. They state that a passing automobile forced them off the road. When the car left the road it cut down a tree about five inches in diameter and turned bottom side up where it remained with its wheels in the air. Tallent is said to have hurriedly left the car about the time the machine left the road. Reece remained in the car. After it came to a stop several feet from the street, Grady calmly turned off the switch and crawled out from under. The top of the car was badly damaged.

Occupant of barber chair—"Before you begin, I want you to understand that I am a man of few words."  
Barber—"I'm married, too."

### BROWN ASSUMES CHARGE OF HOTEL

Clarence S. Brown of Augusta Now Manager of Scott Griffin Hotel—Sees Bright Future.

Clarence S. Brown, formerly of Augusta, Georgia, has assumed the management of the Scott Griffin hotel, one of the most modern and commercial hotels in the state west of Asheville. Mr. Brown purchased the lease of Mr. E. E. Lock, who has been manager of the hotel for the past year or more. For the past four years Mr. Brown was engaged in the automobile storage business at Augusta and for twelve years previous to that was a traveling salesman. Consequently he has a wide acquaintance among the people of Georgia and South Carolina. It is his intention to capitalize on this acquaintance by an extensive advertising campaign next spring and summer with a view to persuading his friends to spend their summers in Franklin.

For the past several summers Mr. Brown has been visiting Western North Carolina. His short stays in Franklin resulted in his determination to locate in this town. "From a business standpoint," said Mr. Brown, "I find that Franklin is one of the liveliest little towns in the mountains." The fact that a railroad from Knoxville through Franklin to the coast at Charleston is now assured also had its influence in the determination of Mr. Brown to locate here. The building of power dams in this vicinity was also in factor of this decision. Like all the citizens of Franklin Mr. Brown believes that Franklin and Macon county have a bright future. He states that the seven mile lake to be formed by the dam on the Nantahala river will turn that section into one of the finest summer resorts of the South. The site of this lake is more than 3,000 feet above sea level. It is believed here that the influx of people seeking summer homes on the lake on Nantahala will have a wholesome effect on business at Franklin. The new improvements on the local golf course and the completion of the half million dollar golf course at Highlands will also stimulate tourist trade at Franklin, says Mr. Brown.

Both Mr. and Mrs. Brown are delighted with Franklin and its people and have entered enthusiastically into the management of the hotel. Mr. Brown wants it understood that he is now a citizen of the town and that he will ever endeavor to work for the best interest of the town and county. He intends to buy all supplies for his hotel at Franklin when such is possible. Those who have become acquainted with Mr. Brown since his arrival state that he is a broad minded and public spirited citizen and that the presence of himself and wife will form a distinct addition to the social and business circles of the town.

A son, Clarence, Jr., who will graduate from the Augusta high school in February is expected to join his parents here shortly after graduation.

### CONFERENCE MEETS NEXT WEEK

The Western North Carolina conference will meet next week at High Point. Rev. R. F. Mock, J. A. Porter and T. J. Johnston will attend from Franklin. The present pastor of the local Methodist church has been for two years and has given perfect satisfaction. Consequently it is hoped that the conference will return Rev. R. F. Mock to Franklin for another year. In addition to those mentioned other Methodist pastors in the county will attend the conference.

### TALKING MOVIE FOR FRANKLIN

Equipment Will Arrive This Week—Management Expects to Have Equipment Equal to That of Any City.

According to an announcement made here Tuesday the Macon theatre, local moving picture house, is soon to be equipped with a modern talking machine. The equipment will arrive this week and will be immediately installed. If necessary the interior of the theatre will be remodeled to make the acoustics perfect. S. H. Lyle, Jr., manager of the local play house, states that he expects to have the first talking machine on the screen early in November. Since Mr. Lyle assumed the management of the theatre about two years ago he has constantly improved the building and the quality of the screen productions shown. It is believed here that Franklin will be the smallest town in the South to have a modern talking machine in the picture theatre. Mr. Lyle states that the equipment to be installed is the equal of any to be found in the cities of the country.

The management has already contracted with one of the leading "talkie" producers in the country for pictures.

### Business Quiz Is Answered by Local Merchant

Best Investment of Today Fully Defined

It isn't often that we use an advertisement that has appeared in this paper as a basis for an editorial. The advertisement which was carried by the White Store last week was so full of good sound common sense about advertising that we feel the repetition of it here would be of service to our readers.

The readers often wonder, no doubt, why so many merchants every week pay this paper money to carry their advertisements. The ads are messengers to you. They are from merchants who can't see you and talk to you face to face about their merchandise and chose the columns of this paper to tell you not only about their merchandise and the prices, but also about the character of their store.

Good ads are good reading. They carry much information to the customer which would be expensive for him or her to learn from other sources. Think of blotting from your life the valuable information you have obtained from reading advertisements. You would lose a good percent of the information you have gathered.

Here is what one merchant has to say regarding advertisement:

We wonder if many of our customers have given much thought to the question of why we advertise. It might be of interest to you if we should give you some of the reasons that move us in our regular advertising.

We advertise so that the community may know where to supply their needs in an advantageous manner. We describe representative articles from our large stock of dry goods, notions, shoes, toilet articles and ready-to-wear and tell you at what price they may be had in our store. You may rely on anything we say. Honesty is good policy as well as good morals, and we are jealous of the reputation we have made in our thirty years. (Continued on page eight)

### FRANKLIN ROMPS ON SYLVA 52-6

Local High School Boys Bewilder Team From Sylva by End Runs, Line Bucks.

The local football field last Friday was the scene of a brilliant game on the part of the Franklin Hi team when it defeated Sylva by a score of 52 to 6. The lone Sylva score came in the last two minutes of play when a Franklin fumble gave the visitors the ball on the Franklin two yard line. In justice to the boys from Sylva it must be said that they put up a hard scrap from beginning to end though clearly out-classed by the more experienced team from Franklin. The Sylva coach stated that his team had had not previous experience. However, the team showed a fighting spirit that won the admiration of their opponents and the Franklin people. From the start the Franklin boys scored almost at will. Long end runs, line bucks and passes seem to bewilder the Sylva team.

Those who saw the game Friday are inclined to think that Franklin has the best team since football became one of the major sports at the local high school a few years ago. It would be difficult to pick any particular star on the Franklin team. The entire team worked as a well oiled machine. Coach Kesler was the recipient of many congratulations at the end of the game as were the members of the team.

The game Friday was the third of the season. The first game resulted in a score of 12 to nothing for Waynesville. Franklin then beat Cullowhee by the same score. The boys of Franklin feel confident that they will win all the remaining games of the season.

### Much Activity on Nantahala Forest Lands

For the past week Ranger Z. B. Byrd and his two assistants of the Nantahala Forest have been busy collecting twenty-five bushels of tulip popular seeds. These seeds will be sent to the forestry nursery at Parsons, W. Va. and planted. At the age of two and three years the young trees will be distributed to all government forests in the Southern Appalachians.

Last spring seeds of the California sugar pines and the giant Sequoia were received by the local forestry officials and planted by game warden Jesse Slagle, of the Wayah Game Refuge. After several months in the ground the seeds sprouted and young trees are now in evidence. In three or four years these trees will be replanted on the Nantahala forest. This experiment with the California trees will be watched with much interest, not only by the local forestry officials, but by the people of Macon county.

John Wasilik, in charge of the acquisition of lands in the Nantahala forest, and his assistant, J. H. Williams, have been ordered to duty for two months with the Pisgah forest to report upon 30,000 acres of land in the boundary of that forest which the government desires to purchase. Mr. Wasilik has just completed the examination of seventy-five tracts in the boundary of the Nantahala forest and submitted his reports. The consummation of the purchase of a number of the tracts can be completed at the local forestry office while action at Washington will be necessary on tracts containing a large number of (Continued on page eight)

### HIGH HONORS ARE AWARDED ON QUALITY

Local Creamery In Competition With Six Others Wins First Prize At State Fair.

A telegram from Raleigh received Wednesday morning and sent by Lyles Harris, editor of The Press, states that the butter made by the Nantahala Creamery, owned and operated by A. B. Slagle, won first prize at the State Fair with six other creameries in competition. The butter made by the local creamery nearly always stands at the head of the list in tests made by the State College from time to time. The Nantahala butter is becoming widely known throughout the South for its excellence. It is now on sale in all A & P stores in Asheville and all towns in the state west of that city. For some time after the creamery began operations some doubt was expressed that a sale for the butter could be found. However, for the past two or three years the demand for the Nantahala brand of butter has far exceeded the supply.

### Marse Henry off to Raleigh

The editor, Mr. Lyles Harris, known among his close friends in Franklin as Marse Henry Watterson, left Monday for Raleigh to attend the fair. He was accompanied by the county agent, Mr. Frederick Sloan. They both carried a pocketful of note books which they intend to fill with matters of interest to the farmers of Macon county.

During the editor's absence Major S. A. Harris is holding down the job of printer's devil.

### PARK COMMISSIONS HAVE MEETING IN BRYSON CITY

Discussion of the acquisition of three large tracts of land in the Great Smoky Mountain National Park Area in North Carolina and Tennessee featured the meeting of the Tennessee and North Carolina Park Commissions at Bryson City Monday afternoon, Chairman Mark Squires, of the North Carolina Park Commission, said after the meeting that details concerning the acquisition of the three tracts, which lie in the two states, are not yet ready to be made public. He said, however, that the discussions were mostly of a routine nature, and that nothing of much public interest was considered.

Col. D. C. Chapman, of Knoxville, chairman of the Tennessee Commission, said after the meeting that Tennessee has already acquired 126,000 acres of land, in 700 different tracts, in its portion of the Park area. He also said that only matters of policy were discussed at the meeting.

The two commissions also approved a number of options that have been acquired on land in the Park area.

After the meeting, those attending looked over some land in this section. Those attending the meeting included, Tennessee Commission: Colonel Chapman, chairman; A. E. Markham, John M. Clark, E. E. Connor, L. S. Allen, F. A. Ault, executive secretary and a Mr. Newland, engineer. North Carolina Commission: Mark Squires, chairman, Dr. E. C. Brooks, of Raleigh, secretary, D. M. Buck, of Yancey county, Plato Ebbs of Asheville, Lieutenant Governor R. T. Fountain, Harry Nestles, of Asheville. (Continued on page eight)