

**Straight Talk From London**

Herbert N. Casson, editor of the Efficiency Magazine of London, has something to say about conditions as they are today in this country. His message is directed to the American business men, and whether or not we care to listen to someone across the Atlantic tell us how and what we should do, it remains that every fair-minded person will see the wisdom of his words. His message has impressed us and we are passing it along for what it may be worth:

"You are depressed. You think you are crippled. You are afraid of the future. You are full of fears.

"You have half the gold of the world and half of the machinery and most of the automobiles and all the skyscrapers.

"You have the greatest home market in the world and the largest corporations that the world has ever seen.

"You are ruled more by ideas and less by tradition than any other people in the world. You have usually done what you thought you could do.

"How can it be possible that a progressive nation of 120,000,000 people can be wrecked by the speculations of a little handful of fools in Wall Street?

"The prices that were forced too high had to come down. Today all the prices are too low.

"There is now a golden opportunity for every man who has eyes to see it.

"Dollars are now being sold for thirty cents. Practically every security in the United States is now being sold at less than its value.

"The way to create a fortune is to buy from pessimists. Pay your money and take the risk.

"Frick started his career by buying coke ovens in the slump of 1873. Carnegie made \$300,000,000 by buying steel plants in slumps.

"Hundreds of fortunes have been made by buying from pessimists. Ye Gods! What a chance there is at this moment!

"In five years from now most American business men will belong to the 'I-wish-I-had-club.'

"Then, it will be too late to buy a dollar for thirty cents. The opportunities will be gone.

"When a horse balks, the balk is in his head, not in his legs. He moves

And when an American business man is depressed, The Slump Is In His Head. There is nothing serious to prevent him from making money if he thinks he will.

"When fear rules the will, nothing can be done, but when a man casts fear out of his mind, the world becomes his oyster.

"To lose a bit of money is nothing, but to lose hope—or lose nerve and ambition—that is what makes men cripples.

"This silly depression has gone on long enough. Get rid of it. It is inside of you. **RISE AND WALK.**"—Anderson (S. C.) Mail.

**BEAUTIFUL HANDS**

Washing the hands frequently or having them much in hot water dries the natural oils of the skin and makes the hands wrinkled. Do not put your hands in hot water more than is absolutely necessary. Use tepid water instead. Wash the hands with soft water and a mild soap and rub them with a cut lemon to counteract the alkali of the soap. Rub in the lemon before the hands are dried.

A hand lotion massaged into the hands every night, oftener if the hands are rough, will replenish the natural oils.

**Personal Mention**

Mr. J. J. Kiser of Route 1 was in town Saturday.

Mr. Frank Setser of Cartoogechaye was in Franklin last Saturday.

Mr. John Slagle, of Wayah, was in town Saturday.

Folks, here's **GOOD NEWS!** Adv.

Mr. Baz Collins of Iotla was on the streets of Franklin Saturday.

Mr. A. O. Allison of Sylva, was in the city Monday.

Mrs. John Cunningham of Franklin Route 1 was in the city Saturday.

The music that made blase Broadway go collegiate.—**GOOD NEWS.** Adv.

Mr. Bedford H. Brown of Route 2 was in Franklin recently on business.

Fiddling Jim Corbin was in the city last Friday.

Mr. Henry Roane of Cartoogechaye was in Franklin last Friday.

Mirth, Music, Romance, Football!—**GOOD NEWS.** Adv.

Mr. W. C. Ledbetter of Route 2, was on a business trip in Franklin last Friday.

Col. and Mrs. Henry G. Robertson of Highlands, were in Franklin Saturday.

Mr. S. T. Ramsey of Tellico was shaking hands with his numerous friends in Franklin last Saturday.

Rah-Rah-Rah! The greatest college picture ever made! That's **GOOD NEWS!** Adv.

Messers C. G. Mincey and D. M. Rogers of Ellijay were in Franklin last Saturday.

Mr. J. M. Martin of Etna was in Franklin Saturday and paid the Press

Mr. Geo. Stepp of Aquone was cracking jokes with his friends in Franklin last Saturday.

Sixteen song hits in **GOOD NEWS!** Adv.

Ottis Freeman and Jack Brown left Wednesday for Weaverville, to enter Weaver college.

Mr. and Mrs. Ed. Carpenter of Higdonville spent the week end in Franklin.

Mrs. J. W. Williams and daughter, Mrs. Arvey Seay of Route 4 were in Franklin Monday. While here Mrs. Williams subscribed for the Press.

Hear 'em sing "The Varsity Drag" in **GOOD NEWS.** Adv.

Mrs. J. R. Price returned to her home in Albemarle, N. C., last Sunday after spending five weeks with her sister, Mrs. W. F. Curtis here. Mr. and Mrs. W. F. Curtis accompanied her to Asheville.

Mr. Maiden Keener of Highland was in Franklin on business.

Mr. S. V. Stockton of Prentiss was in town recently.

Big John McIntyre of Watauga section was in town last Friday.

Mr. G. M. Stanfield of Route 2 was in the city last Friday.

Cliff Edwards is in **GOOD NEWS!**

Mr. Robert Ramsey of Telico was in town on business last Friday.

Born to, Mr. and Mrs. Carl Bingham last Tuesday night, a daughter.

Mr. Robt. Stamey of Prentiss called to see us one day last week.

The most exciting football game ever filmed in **GOOD NEWS!** Adv.

Mr. J. G. Bates of Route 2, an old Confederate soldier, called on The Press last Saturday.

Mr. and Mrs. J. B. Johnston of Mocksville, N. C., were at the Scott Griffin hotel last Friday night.

Messers DeWitt Whitlock, Fred Quenelle, F. M. McCoin, Wm. H. Stover and M. F. Teague, all of Asheville, N. C., were in the city on business one day last week.

She was the College Belle—and how she Peeled!—**GOOD NEWS.** Adv.

Mr. C. C. Boker of Easley, S. C. was a business visitor in town last week.

Mr. Harley Morrison of West's Mill was a visitor in Franklin last Friday.

Mr. J. M. Morrison of Etna was in town on business one day last week.

Snappiest — Zippiest — Jazziest picture of this or any year—**GOOD NEWS!** Adv.

Messers W. D. Sutton and Lawrence Smith of Mt. Sterling, N. C., were in Franklin one day last week.

Judge and Mrs. John Awtry are spending a few days at Hotel Har-

their son, Lt.-Com. R. A. Awtry.

Mr. J. C. Sanders of Prentiss called on The Press last Friday. Mr. Sanders says he has been taking the paper ever since it was a paper and he can not keep house without it.

Mr. Titus H. Parrish, son of Mr. and Mrs. E. H. Parrish of West's Mill is on a two weeks visit to his parents. Mr. Parrish has been with the Western Electric company of Detroit, Mich., for the past five years.

For **GOOD NEWS** come to the Macon Theatre Monday or Tuesday, Sept. 22 or 23. You'll be glad! Adv.

Mr. Edwin Bleckley and family were in Franklin last Saturday. Mr. Bleckley has been in Tampa, Fla., for several months, and his family have been residing in Clayton, Ga.

The many friends of Mr. and Mrs. C. S. Brown, who at one time operated the Scott Griffin hotel here were delighted to see them in Franklin last Saturday. Mr. Brown has been in Augusta, Ga., during the summer months and Mrs. Brown has been in charge of a summer resort in Clayton, Ga. They leave this week for Augusta, Ga., where they will spend the winter.

Mr. H. E. VanPlein and family of Mt. Vernon, N. Y., stopped over at the Scott Griffin hotel one night last week. They were delighted with this mountain section and Mr. VanPlein said this was the most beautiful country he had ever visited. He also stated we had a town here we should be proud of. In speaking of the hotel accommodations he stated the service was excellent and that Franklin sure did have a good hotel for a town of this size.

Mr. M. L. Shipman, of Raleigh, was in Franklin on business last week.

Messrs. R. E. Stephenson and S. V. Slaton, of Atlanta, were in town on business one day last week.

C. M. White and A. M. Owens, of Asheville, visited Franklin last week.

Uncle John Crawford of Clay county who is eight months more than a hundred years old attended the Lee Crawford funeral Tuesday. He greeted Dr. W. H. Higgins as "Will" and said: "Boy I almost raised you." And Doc is no spring chicken. God bless Uncle John and our own Doc. May they linger with us yet years to come.

Dr. Caleb A. Ridley addressed the Rotary Club at its regular meeting yesterday, held in the Scott Griffin hotel.

**:- SOCIAL :-**

**Siler Reception**

Mrs. F. L. Siler entertained with an informal reception Saturday night for Mr. and Mrs. Allen Siler.

About eighty of the young couple's friends came to express their good wishes. The large reception rooms were lavishly decorated with the early autumn wood flowers of golden and purple aster. The house was softly lighted with tall white tapers in large candlebras.

The bride was gowned in white taffeta which enhanced her blond beauty. She wore a shoulder corsage of pink begonia.

Mrs. Siler was assisted in entertaining by Miss Robt. Pattillo, Mrs. Gilmer Jones, Mrs. Carl Slagle and Miss Amanda Slagle. The guests were served white ices and white cakes.

**Shower For Mrs. Allen Siler**

A number of Mrs. Allen Siler's friends surprised her with a most bountiful shower of gifts last Friday night at the residence on Mrs. Gilmer Jones. She received entire sets of both the rose and emerald crystal sets of china and household linens.

"Lucille" has many genuine friends who expressed sincere good wishes with their gifts.

Mrs. Charles Perry and little son, Joe Drayton, left Tuesday to join Mr. Perry at Wilkesboro, N. C., who is a teacher in high school there.

North Carolina reached its arm across the Mason-Dixon line—the line between hot biscuits and cold light bread—and greeted New York yesterday when the editor of The Press shook hands with Mr. Eaton, manager of the Macon Chevrolet company.

Mr. Frank Angel, of Cullasaja, was in town on business last Monday.

Mrs. Florence Hampton, of Bryson City, was in Franklin last Sunday.

Neville Sloan, Jr., Geo. Sloan, Bobby Sloan, Harry McConnell and Chas-

Mr. C. W. Slagle, of Cartoogechaye, was in Franklin last Tuesday.

Mr. W. R. Elliott, of Route Four, was in Franklin, Tuesday of this week.

Ex-Senator W. J. West, of West's Mill, was in Franklin last Tuesday.

Mr. John S. Trotter and daughter, Ada Burnett Trotter, were in Franklin last Sunday.

**WANT ADS**

5c per Line for Each Insertion  
No Want Ad taken for less than the price of five lines—25 cents

FOR RENT—Furnished apartment. See W. F. Curtis at Press office.

FOR SALE—Remington Portable Typewriter. Bargain. Press office.

WANTED TO BUY—What have you in the way of a model "T" Ford for sale? Call at the Press office.

FOR SALE—One miniature fiddle. Can be seen at Callahan's Store, Franklin, N. C.

FOR RENT—Nice six room house for rent at reasonable price. All modern conveniences. Apply to M. L. Dowdle. O34t

FOR SALE—One hundred acres of land well located at sacrifice price in Towns county. For particulars write Miss Della Burick, Hiawasse, Ga. p2t

FOR SALE—Two houses and lots on East Main St. Four vacant lots, one lot on West Main St. One on Sunset Drive. Also about a 60 acre farm on Iotla. Also one Ford truck. All property at reasonable price. Good terms. See H. L. Bryant. For information on farm see H. J. Bryant. 4tc?

**WE MEND THEM NICE!**

Run down shoes may make you hop, But we will mend them nice; At the Franklin Shoe Shop Then you won't mind the price. **FRANKLIN SHOE SHOP** Opposite Court House "We Buy and Sell" Phone 144 Troy F. Horn, Prop.

**THE WIND**  
(By Edwin Cunningham)

The wind blows, jumps and prances. And with the leaves so gaily it dances; It shrieks and howls, And grumbles and growls The wind.

A song of joy and pain, Of desert droughts, floods, And sheets of blinding rain The wind.

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