

# The Fate of the Small Town

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WHAT is going to be the fate of the small town? That is a question everybody is discussing

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CURES BABY'S COLD

now. The new census figures are being watched for evidence of trends, and conclusions, this way or that way, are being drawn. The problem is: Are good roads, automobiles, and mail-order houses, and chain stores in larger centers, sapping the life of the smaller community? They are in some cases and they are not in others. "They are in some cases and they are not in others." That answer to the question is highly significant. If some communities are standing up under the strain, and not only standing up, but making

progress, then there is nothing fundamentally wrong with the small community. It is not of necessity doomed.

### If They Stand Up

Our own feeling is that the fate of any community hangs, not on automobiles, good roads, mail-order houses, and chain stores elsewhere as magnets of trade, but on the spirit of the people of which it is made up. If they throw up their hands and surrender, their community is doomed. If they stand up, use modern methods, make a real fight, then the automobiles which frequent their roads will be coming to their town after things, not going away from it after things. There are three things that will keep the current of trade flowing to, rather than away from, a community. They are:

1. Good goods at right prices, adequately stocked.

2. Good service.

3. Effective advertising.

If the merchants of any community will carry adequate stocks of merchandise of known values, will see to it that the people of their trade territory are provided with all of the modern conveniences of retail trade, and then will tell their little world about it, clearly and persistently, their community will not fade out. On the contrary, it will grow and flourish.

### Merchants' Argument

Paul D. Converse, professor of marketing, University of Illinois, in a talk given at the University of Minnesota, suggested as a key factor in the program of a small town, an agreement among the merchants as to what lines each would carry, so that more adequate stocks of the staple commodities might be available to the people of the surrounding territory. He touched a tender spot, but one of great significance. The trouble with the average small town is that every merchant tries to carry a lot of different lines of goods, and is unable to carry an adequate stock of any line. Four or five stores, for example, may carry shoes, but the stock in every case is so limited that the prospective purchaser has very little choice. So he goes to a larger center, where he can have the range of a larger assortment. Now, if one store carried a full line of shoes of standard quality, the purchaser would find what he wanted, and buy. Then he would go to another store, fully stocked in some other line and satisfy his needs in that line. The matter of prices—within reason—does not count for much when the quality and opportunity for choice are right.

Good service means an adequate stock, inviting display, courteous and thoughtful treatment, assistance in solving one's problems, credit when deserved and all of the conveniences of trade. These can be offered in the small community as well as in the larger.

### That Means Advertising

Merchants prepared to offer good goods in adequate stocks, at right prices, and to extend the modern conveniences of credit and all the rest, have only one thing more to do to keep the trade currents flowing their way, and that one thing is to tell their world about it, not once, but week in and week out throughout the year. Such telling is not mere ballyhooing; it means talking to possible buyers in a friendly, intimate way, as a merchant might talk across his counter to a friend.

And that means advertising—advertising which carries an element of the personality of the advertiser. It means that he will talk through his ads with conviction of the worth of the thing he wishes to draw attention to. It means that he will do thinking for his possible customers. He will foresee, for example, their seasonal needs, and

provide for them, and then invite them in to see what he has provided.

The average country merchant has not learned the art of this thing. He has to have help. He depends for such help on the publisher of his local paper.

So—this thing of the future of the small town is up to the local publisher. And that means, right now, at a crucial time in the development of the small town, that the publisher must study this problem of small town advertising. He has simply got to become something of an expert in advertising, or else employ some one who is. Having decided to furnish such a service, it is up to him to make that service—advertising service—good. He can do this by getting all the aids available from wholesalers, jobbers and manufacturers, and from established advertising services; by studying the national advertising mediums, the big city dailies, and the mail-order house catalogs; also the chain store advertising. From all of these sources, he can get enough suggestions in a day or two to last him for a month. He can prepare ads which will bring business to his advertisers, and confirm them in the practice of advertising.

### Going to Grow

There is no room for debate. A town with a group of merchants cooperating in the lines carried, so as not to overlap, and giving good goods and good service at right prices, assisted by the publisher who knows how to make a real local newspaper and how to write advertising that will sell goods, is not going to slump. It is going to grow.

The fate of the small town, therefore, is up to the people in it. It is they who will make or break it—not automobiles, good roads, mail-order houses or chain stores.—FROM THE MINNESOTA PRESS.

### ADMINISTRATRIX NOTICE

Having qualified as administratrix of Lester Hall, deceased, late of Macon county, N. C., this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned on or before the 17th day of January, 1931, or this notice will be plead in bar of their recovery. All persons indebted to said estate will please make immediate settlement. This 17th day of January, 1931.

MAGGIE HALL, Administratrix  
4tpF12

### NOTICE

Notice is hereby given that the undersigned will apply to the Governor and Pardon Commissioner of North Carolina for a parole. All persons protesting the granting of a parole will please file their protest with the Governor or Pardon Commissioner on or before the 31st day of January 1931.  
(Signed) JOHN WALDROOP.  
2tpJ29

### NOTICE OF SALE

North Carolina,  
Macon County.

By virtue of a deed of trust executed by D. M. Green to the undersigned as trustee, dated October 1, 1927. Recorded in Book 31, page 27, office of register of deeds, Macon county, and given to secure several promissory notes made to J. M. Raby for the purchase money of the hereinafter described land, and default having been made in the payments of said notes, and at the request of the holders of said notes, I will on January 31, 1931, the same being Saturday, and between the legal hours of sale, and at the court house door in the town of Franklin sell at public auction for cash the following described land: Lying and being in the State of North Carolina, County of Macon, Millshoal Township. Bounded on the west by lands of Butler Justice; north by J. B. Henry; east by C. M. Fish and Elmore heirs; south by Will Coward. Being all the lands conveyed to the said D. M. Green by J. M. Raby and wife, India Raby, on the first day of October, 1927, and recorded in the office of Register of Deeds for Macon county, in Book \_\_\_\_\_ page \_\_\_\_\_, and known as the C. L. Kickman home place. Sale is made to satisfy said notes.  
This the 29th day of December, 1930.

ALEX MOORE, Trustee.  
By: R. D. Sisk, Attorney.  
J14tcR05J22

### Allen & Jamison Insurance

PHONE 89  
Franklin, N. C.

### Ambulance Service

Funeral Directors

Embalmers

ARTIFICIAL AND FRESH FLOWERS

At All Times

Bryant Furniture Company

Day Phone Night Phone  
106 6205

### Personal Mention

Mrs. C. L. Ingram of Route 4 was in town shopping Tuesday.

Mr. Will Keener of Gneiss, was in Franklin Tuesday.

Mr. Gaston Dean of Etna, was in town Monday.

Col. H. G. Robertson of Highlands, was a visitor here Tuesday.

Mr. J. D. McCoy of Cullasaga, was a business visitor in Franklin early this week.

Mr. Robert Ramsey, one of Macon county's best citizens, was in Franklin Monday on business.

Mr. Jeff Enloe of Cartoogechaye, was in town on business first of the week.

Mr. B. M. Angel of Higdonville, has been spending a few days in Franklin chatting with his friends.

Mr. and Mrs. J. C. Sanders of Prentiss, were in Franklin shopping early this week.

"Uncle" Bragg Higdon of Higdonville, was in Franklin on business Monday.

Mrs. Delia Clouse of Sylva, has opened up a restaurant in Franklin next door to Horn's Shoe Shop.

Mrs. Robert Pattillo of Route 4 was in town one day this week shopping.

Mr. Edwin Bleckley, who has been in Tampa, Fla., for several months, is visiting his family in Franklin.

Miss Nan Hamby of Clayton, Ga., has returned home after spending about two weeks with Miss Myra Stribling.

Mr. C. S. Brown, Jr., returned home Sunday from Augusta, Ga., where he graduated from Richmond Academy.

Miss Myra Stribling, injured about two weeks ago in an automobile accident on the Clayton road, has recovered sufficiently to be about.

Mr. and Mrs. Omahundro, who spent the Christmas holidays in Richmond, Va., visiting Mr. Omahundro's relatives, have been spending a few days with Mrs. Omahundro's parents, Mr. and Mrs. J. L. Barnard, in the city.

Messrs Harley and Randolph Keener, sons of Mr. Will Keener, returned to Franklin the first of the week from New York, where they have been employed for several months by a large construction company.

The Woman's Missionary Union of the Baptist church met last Thursday with Mrs. John Hall, Mrs. E. L. Murray led the program.

Mr. F. Y. McCracken, formerly of Franklin but now located in Knoxville, Tenn., was in town greeting old friends the first of the week.

### SAVE WITH SAFETY

AT THE



At the

First Sneeze—

Use Vapure

A sneeze is the first sign of a cold—a few drops of Vapure on a piece of gauze inhaled at once will work wonders and prevent many disagreeable days with a bad cold. Its balmy oil compounds lodge along the nose and throat and soothe the delicate membranes. Keep a bottle of Vapure handy at all times—never be without it—buy it today. Sold only at Rexall Drug Stores.

Two sizes—

50c and \$1.00

Angel's Drug Store

FRANKLIN, N. C.

Phone 119

The Rexall Store

### Keeping Food Hot

Hotels and restaurants have an aluminum cover, the shape of a pan, which they put over pancakes to keep them hot when they are served. We never have these in our households, but the food might be more hot and tempting if we did. A substitute might be the strainer, which may be inverted over the meat or plate of toast or pancakes, to keep them hot until they are set on the table, or even left over them on the table.

The old-fashioned trick of heating the plates to keep the food hot is not a bad one, though it harks back to the day of wood ranges and, even farther still, of dining rooms far removed from the kitchen, when a line of servants carried the food from the cooking room, which was often in a separate building from the rest of the house.

Another way is to heat the casserole, in the oven or on top of it, when you are baking, and to set it on the table with the hot biscuits or baked potatoes in it. Tilt the cover to let out steam. The last morsel served will still be hot. The tea cozy or dish pad, snugly close to the hot dish, is another way to keep food hot. For the picnic, set the hot dish in a corrugated paper box which is well lined with shreds of newspaper, and it will keep hot for hours. The heated soapstone from the fireless cooker will help.

### BIRTH ANNOUNCEMENT

Mr. and Mrs. Robert Reid announce the birth of a daughter, Jean Belle, on January 7.

### NEW YORK NURSE

MISS EDNA WANNENBERG says no one can take course of Sargon without being greatly benefited.



"For three or four years I suffered from sluggish liver and constipation. My skin was sallow. I had no ambition or desire to work. I was nervous and dizzy, had severe headaches and could not sleep. It is nothing short of remarkable the way Sargon and Sargon Soft-Mass Pills relieved me of these troubles. I am now simply bubbling over with new energy and vitality. I do not believe it possible for anyone suffering as I was to take a course of Sargon without being greatly benefited." Sold by Perry's Drug Store. Adv.

### Statement of Condition MACON COUNTY BUILDING & LOAN ASSOCIATION

OF FRANKLIN, N. C., AS OF DECEMBER 31ST, 1930  
(Copy of Sworn Statement Submitted to Insurance Commissioner as Required by Law)

ASSETS	
THE ASSOCIATION OWNS:	
Cash on Hand and in Banks.....	\$ 495.73
Mortgage Loans.....	92,425.00
Money loaned to shareholders for the purpose of enabling them to own their homes. Each loan secured by first mortgage on local improved real estate.	
Stock Loans.....	4,446.50
Advances made to our shareholders against their stock. No loan exceeds 90 per cent of amount actually paid in.	
Accounts Receivable.....	54.47
Temporary Advances for Insurance, Taxes, Etc.	
Office Furniture and Fixtures.....	441.60
TOTAL.....	\$97,863.30
LIABILITIES	
THE ASSOCIATION OWES:	
To Shareholders	
funds entrusted to our care in the form of payments on stock as follows:	
Installment Stock.....	\$48,596.49
Full Paid Stock.....	38,100.00
Bills Payable.....	1,885.00
Money borrowed for use in making loans to members, or retiring matured stock. Each note approved by at least two-thirds of entire Board of Directors as required by law.	
Accounts Payable.....	54.70
Undivided Profits.....	7,727.11
Earnings held in trust for distribution to shareholders at maturity of stock.	
Other Liabilities, Reserve.....	1,500.00
TOTAL.....	\$97,863.30

### STATE OF NORTH CAROLINA COUNTY OF MACON

Richard S. Jones, Secretary-Treasurer of the above named Association personally appeared before me this day, and being duly sworn, says that the foregoing report is true to the best of his knowledge and belief.

Sworn to and subscribed before me, this 10th day of January, 1931.  
Lucile Pattillo, Notary Public, My commission expires Dec. 20, 1931.  
11cJ22 RICHARD S. JONES.

## ANNOUNCEMENT

I wish to announce to my friends in Franklin and Macon County that I am now in the automobile repair business in the Porter-Allman Building, next door to the Macon Chevrolet Company.

All kinds of automobile and tire repairing at REASONABLE RATES. Wrecker service FREE within the city limits.

Work Guaranteed To Satisfy

### JIM WESTMORELAND

## I Am In the Coal Business To Stay

Has anyone in Franklin or Macon County known me to be a quitter? I have been in the coal business here for 13 years and I intend to continue serving my customers. Somehow, the impression seems to be with some people that I was planning to go out of this line of business. To correct this, I wish definitely to state that I am still handling coal of the best quality and have no intentions of quitting. My prices follow:

\$7.50 per ton (block coal) delivered  
\$7.00 per ton (block coal) at the car  
\$6.75 per ton (egg coal) delivered  
\$6.50 per ton (egg coal) at the car

### T. W. ANGEL

Franklin's Old Reliable Coal Man

## Friends O'Mine:

I would appreciate my North Carolina friends patronizing my TERMINAL HOTEL fronting the Terminal Station in Atlanta, Ga. Rates \$1.00 and \$2.00 per day.

H. R. Cannon, Prop.

### AFFILIATED HOTELS IN ATLANTA

The Henry Grady Hotel  
The Piedmont Hotel  
The Imperial Hotel

## Your Money's Worth of Service

## THE BEST FEED Pays Best

Don't kid yourself about cheap feeds. You get just what you pay for and when you buy cheap feeds you are cheating yourself. Keep the old milk check large and fat this winter by feeding our specially prepared and treated feeds. We guarantee the results—more milk—healthier stock and greater prosperity for you.

### Farmers Supply Company

Grain and Feeds