

# The Franklin Press

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BLACKBURN W. JOHNSON, EDITOR AND PUBLISHER

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### SUBSCRIPTION RATES

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Obituary notices, cards of thanks, tributes of respect, by individuals, lodges, churches, organizations or societies, will be regarded as advertisements and inserted at regular classified advertising rates. Such notices will be marked "adv." in compliance with the postal regulations.

The Press invites its readers to express their opinions through its columns and each week it plans to carry Letters to the Editor on its editorial page. This newspaper is independent in its policies and is glad to print both sides of any question. Letters to the Editor should be written legibly on only one side of the paper and should be of reasonable length. Of course, the editor reserves the right to reject letters which are too long or violate one's better sensibilities.

### We Beg Pardon, But—

LAST week The Franklin Press observed editorially that the meetings of the County Commission were conducted in a "haphazard manner." In support of this statement it stated that the usual rules of parliamentary procedure were not observed and that the minutes of the meetings did not record all of the matters of public interest considered and disposed of. Unfortunately, The Press cited the Grade A milk question as an illustration, stating that a proposal for graded milk regulations had been formally brought to the attention of the commission in open session and that the minutes showed no record of this.

This statement was denied by C. T. Bryson, Register of Deeds, whose duty it is to keep the minutes of the County Commission. On inquiry The Press found that it had been misinformed, that the question of graded milk had not been formally presented at a meeting of the board, but had only been brought to the attention of the chairman, W. D. Barnard. Mr. Barnard, it was learned, was asked to bring the county commissioners together at a joint meeting with the town councils of Highlands and Franklin to discuss the advisability of providing for dairy inspection and milk grading. This, The Press learned, Mr. Barnard declined to do, on the basis the county lacked the necessary funds and, therefore, such a meeting would be useless. The matter was not formally broached at a meeting of the commission.

The Press is glad to make this correction and explanation. But the example in which it erred was only an instance.

Mr. Bryson works hard to do his job well; it is surprising that his records of the commission's meetings are as accurate as they are in view of the "haphazard manner" in which they are conducted. Certainly, these meetings are most confusing to a casual observer. They should be easily followed by anyone of normal intelligence who cares to sit in and see what is going on, and that is the privilege of anyone in the county.

This newspaper wishes to reiterate its statement of last week that it "wishes to cast no reflection on the sincerity and good intentions of the present officials of Macon county, but it has become very evident that the business of the county has not been transacted in as orderly a fashion as would the business of a private corporation of similar proportions."

## Editorial Clippings

### ADVERTISING AND PRICES

Vast sums spent by large manufacturers and merchants for advertising are responsible for a popular superstition to the effect that advertised goods are higher in price than they would be if they were not advertised. The word "superstition" is used advisedly, because it has been demonstrated many times that advertising lowers, instead of raises, prices.

Advertising campaigns are costly and the consumer must pay for them, but they are paid for by new business the advertising attracts. There is nothing paradoxical in a situation where a manufacturer or merchant adds an extensive advertising appropriation to his budget and then turns around and cuts prices.

Million-dollar advertising programs make it possible for the manufacturer to lower his prices by so increasing his production that he can effect real economies through mass production and can spread his profit over a greater number of sales.

Advertising enlarges demand and thereby makes it possible for the retailer to buy stocks in larger quantities at lower cost. Moreover, goods well advertised are more than half sold before the customer enters the store, which lowers sales resistance and sales costs.

The price tags on advertised commodities are, in themselves, proof that business can save money for its customers by spending millions for advertising.—LEADER, EAU CLAIRE, WISCONSIN.

### SPIRITUALLY BEAUTIFUL

Have you ever known an old lady who was spiritually beautiful? Could you remember what her features were like? Or did you think of her as sort of a beautiful flower of God's handiwork, sending forth love and kindness and compassion for all; and every one loving her in turn?

This same old lady probably had no money to speak of, though she had thousands of friends and was continually happy.

You probably knew another old lady who had all kinds of money and everything that money could buy to make a person happy, yet she was not happy in the least. No one was glad to see her, because no one became happy because of her. You may not exactly remember her features, but you will never forget her sharp tongue and how happy you were to get away from her.

When Jesus gave his sermon on the Mount he answered the question of how to be happy.

Many of them would not believe, when he explained to that multitude of people who had come great distances to learn the secret of true happiness, that they were all wrong in the common assumption that the acquisition of material things alone brings happiness.

The thought He gave to them was, according to Matthew, who tells the story, that you are made happy by what you are, not by what you get. The key to a blessed life lies in your heart. It is being merciful and pure in heart.

## Sense And Nonsense

By CARL GOERCH

I've never been able to get a suit in which the pants and vest would meet while I was wearing a belt. My shirt takes a special delight in rolling itself up into a bulge which always protrudes in the space where the vest and pants are supposed to meet. It gives me the appearance of having stolen some apples and trying to hide them in a blouse.

There's nothing wrong about a woman smoking, if she wants to. It's just a little bit common, like picking one's teeth in public or wiping one's nose on one's sleeve. Any individual who says that there is anything morally wrong about a woman smoking a cigarette, cigar or pipe just naturally doesn't know what he's talking about.

Mrs. Dan Bell, who helps her husband to run the Atlantic Hotel at Morehead City, can make a guest feel at home with more ease and grace than anybody I've ever seen. And it is readily apparent that there is nothing put on about her manner either. She's glad to see you and she doesn't mind letting you know that she feels that way about it.

It's been seven months since I've taken a drink. Funny how everybody who climbs on the water-wagon likes to brag about it. Despite the fact that the conversation may be about the condition of the al-

You must not be angry, you must not be revengeful. You must love everyone, even your enemies.

The golden rule was a strange plan of life to most of that multitude who were there from both sides of the Sea of Galilee, from Jerusalem far off to the south, and from Tyre and Sidon to the north. It is strange to many people today, as far as actually living is concerned, but it is a good plan for happiness, nevertheless.

The next time you feel discouraged, or blue, or unhappy, why not go out and do something to make someone else a little bit happier, for that is what you would have them do to you, is it not? Then you will be surprised how much it will help you to happiness.

"You don't have to wait until you are old to grow spiritually beautiful."—HERALD, SLAYTON, MINNESOTA.

### GOOD TIMES AND OLD TIMES

Notwithstanding the period of depression which has engulfed every section of the country within the past several years, there are still some who can, or fancy they can, catch a glimpse of the silver lining of this dark cloud of business adversity.

Thanks we say, to those citizens who have faith in the future. These are the folks who keep things moving. Faith is a wonderful virtue and the lack of it would have long since wrecked the nation, yes the world, and possibly the civilization which those who have lived in 1931 to witness would have dropped completely into collapse. Sometime, and possibly it is not many months away, there will be a return to normal condition; factories will be running full time once more, money will find its way back into the channels of commerce and trade and the dinner pail which has in some sections been empty so long will once more be filled.

Even with the hardships which many have undergone, it is doubtful if there are any who would like to see the order of things turned back thirty or more years and a new start made from a point that far back in the past. There has been talk, and lots of it recently, of burdensome taxes, of extravagance in government and lack of confidence in the business world. Yet no one would want to see conditions as they were thirty years ago. Let your memory run back over the period of the ushering in of the 90's. How many automobiles were there in this county? How many miles of improved highways? How many homes had a radio or boasted of an electric refrigerator? How many housewives used vacuum cleaners or prepared meals by electricity or gas?

While there are those who talk of the return of the good old days and times, how many people living today and who have experienced the pleasures of modern inventions would want to forget about those conveniences as though they never existed, and return to the methods of the so called good old days? Few, if any, we venture, would agree to such a thing. Let us rely on that faith that has builded the greatest nation in the world to bring us out of the present chaotic conditions and a return to better times as well as good times.—STAR, ELKTON, MARYLAND.

Wool crop in Australia, the number of lions that are killed annually in Africa or the height of buildings in Paris, I can always manage to change the subject so as to make mention of the fact that it's been seven months since I've had a drink. I even do it when I'm writing about other things.

I don't like Norma Shearer. She's a wonderful actress and a beautiful woman, but she ruins everything when she starts to laugh. That silly giggle of hers set my nerves on edge every time I hear it, and by the time the show is about half-way through, the only way I can relieve my feelings is to kick my wife on the shins, or stick chewing gum on the arms of the seat in which I am sitting.

The most appreciative person in the world is a Jew. Do a favor to a Gentile, and inside of a week, the chances are that he will have forgotten it. Do a favor to a Jew, and he won't forget it as long as he lives. Not only that, but it seems as though he spends the rest of his life trying to do something nice for you.

Germany can't pay her debts, so everybody in the world takes a most sympathetic and kindly attitude toward her. The minute you or I don't pay our bills, all we get is a swift kick in the pants.

One of the grandest sensations in the world is to load up your car with friends, get all set to take a nice trip somewhere, and then find out that the starter doesn't work and you can't get the motor to running. It's one of those foolish feelings that is well worth experiencing. If you haven't ever gone through it with it, you've missed something.

### RISKING TOO MUCH

While sharing the universal admiration for Lindbergh's courage and skill as an aviator, we can not help feeling that in his proposed flight across the Pacific with Mrs. Lindbergh he is risking too much.

Conceding that two adult persons have the right to risk their lives in any manner they choose, we are thinking of the Lindbergh baby, who would be left motherless if disaster should befall his parents in their daring enterprise.

Mrs. Lindbergh has already demonstrated her own bravery and skill in the air to an extent which should satisfy anyone. No possible practical benefit can come to the science and art of flying by her taking the desperate risk of a trans-Pacific flight. Even the great Lindbergh is only human, and he may tempt fate once too often.

However, we wish the brave pair luck in their proposed flight, although we consider the hazards involved entirely out of proportion to anything of benefit which it may accomplish if successful.

## Legal Notices

### ADMINISTRATOR'S NOTICE

Having qualified as administrator of Bert Southards, 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 8th day of July, 1932, or this notice will be plead in bar of their recovery. All persons indebted to said estate will please make immediate settlement. This 8th day of July, 1931.

DELPHIA SOUTHARDS, Administrator.

### NOTICE OF PUBLICATION OF SUMMONS

North Carolina, Macon County. In the Superior Court. Alex Moore

vs. John B. Brendle and Mannie Brendle

The defendants John A. Brendle and Mannie Brendle, in the above entitled cause, will take notice that an action as above entitled, has been commenced in the Superior Court of Macon County, North Carolina, to the end that the plaintiff may foreclose a certain Deed of Trust executed by the defendants for the benefit of plaintiff, and the defendants will take notice that they are required to appear on the 6th day of August, 1931, in the office of the Clerk of the Superior Court of Macon County, North Carolina, and answer or demur to the complaint in said action, or the plaintiff will apply to the Court for the relief demanded. This 6th day of July, 1931.

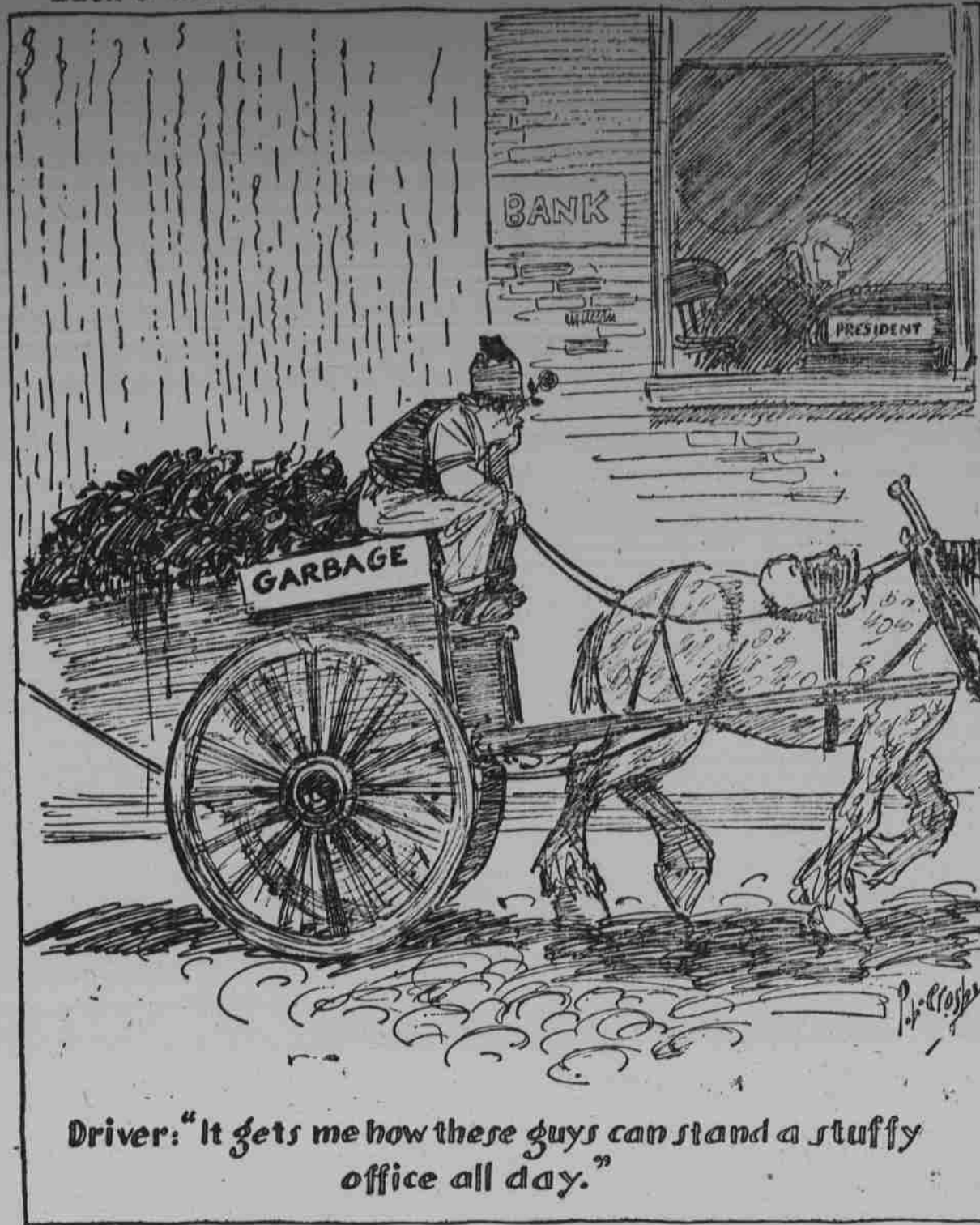
HARLEY R. CABE, Aast. Clerk Superior Court, Macon County, North Carolina. J9-4tc-J&J-130

### ADMINISTRATOR'S NOTICE

Having qualified as administrator of J. L. Welch, 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 7th day of July, 1932, or this notice will be plead in bar of their recovery. All persons indebted to said estate will

## Back o' the Flats

By PERCY CROSBY



please make immediate settlement.

This 7th day of July, 1931. AUSTIN WELCH, Administrator. J9-4tc-FIM-130

### NOTICE OF SALE

North Carolina, Macon County.

Whereas power of sale was vested in the undersigned trustee by deed of trust executed by K. L. Porter and wife, Johnnie Porter, dated November 1, 1929 and registered in the office of the Register of Deeds for Macon County in Book No. 1 of B & L Records, page 108, to secure the payment of \$500.00 payable to the Macon County Building and Loan Association at the maturity of the eighth series of the capital stock of said Macon County Building and Loan Association, said deed of trust stipulating that the makers of said deed of trust would on Saturday of each week pay to the Macon County Building and Loan Association the weekly interest on said sum of \$500.00 at the rate of six per cent per annum until the eighth series of stock of the Macon County Building and Loan Association should become due, and also stipulating that the makers of said note would on Saturday of each week pay to said Association the weekly installment of \$1.25 on five shares of the capital stock of the association until the same should reach the par value of \$500.00, and in the event of default being made on said weekly interest and on the weekly dues on five shares of the capital stock of said Association as aforesaid that all sums due by the makers of said note to said Association would at once become due and payable whatever the date of maturity expressed therein, and the makers of said deed of trust now being due the said Association the sum of \$76.82 on account of the above mentioned deed of trust and said Association having declared the full sum of \$500.00 in addition thereto due and payable;

I will, therefore, by virtue of the power of sale by said deed of trust in me vested on Monday, the 3rd day of August, 1931, at twelve o'clock noon, sell at the courthouse door in Franklin, North Carolina, at public auction to the highest bidder for cash the following described property:

Situate in Millshoal Township, Macon County, State of North Carolina, and described as follows: All that certain piece, tract or parcel of land, containing 75 acres, more or less, situate, lying and being on Rabbit Creek Road about five miles Northeast from the Town of Franklin in Millshoal Township, County of Macon, and being bounded on the North by the lands of John Young heirs, G. F. Crisp; Dewey Corbin and Henry Corbin; on the East by the lands of Dewey Corbin and Rufe Henry; on the South by the lands of Rufe Henry and Logan Berry; and on the West by the lands of Logan Berry and Youngs. This being the same tract of land devised to the said W. J. Berry by W. H. Berry by will dated September 16, 1923 and recorded in the office of the Clerk of the Superior Court of Macon County in Will Book No. 2, page 126.

This 3rd day of July, 1931. GILMER A. JONES, Trustee. J9-4tc-J&J-130

### EXECUTRIX NOTICE

Having qualified as executrix of Leonard M. Leas, 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 7th day of July, 1932, or this notice will be plead in bar of their recovery. All persons indebted to said estate will please make immediate settlement. This 7th day of July, 1931.

LAURA MAE LEAS, Executrix. J9-4tp-130

### NOTICE OF SALE

North Carolina, Macon County.

By virtue of the power of sale vested in George B. Patton, trustee, by a deed of trust dated December 1, 1930 from B. H. Pannell and wife May Bell Pannell to R. M. Shook, said deed of trust being recorded in Book No. 31, page 40, office Register of deeds, Macon County. And default having been made in the payment of a note for \$45.00 given to secure the

purchase, and the undersigned trustee having been requested to exercise the power vested in him by said deed of trust.

I will, therefore, on the 20th day of August, 1931, at twelve o'clock noon sell at the courthouse door in Franklin, N. C., at public auction to the highest bidder for cash the following described tract of land.

All the lands described in a deed from J. M. McLand and wife Lela McLand to B. H. Pannell, dated August 30, 1916, and recorded in Book X-3, page 3131, Office Register of deeds for Macon County, and for a more definite description of the lands reference is hereby made to the said deed as so recored.

This 20th day of July, 1931. GEO. B. PATTON, Trustee. J23-4tcDS-A13

### NOTICE OF SALE

North Carolina, Macon County.

Whereas power of sale was vested in the undersigned trustee by deed of trust from W. L. Angel, Jr., to G. A. Jones, trustee, dated March 4th, 1931, and registered in the office of the Register of Deeds for Macon County in Book No. 32, page 151, to secure the payment of \$1300.00, and whereas, default having been made in the payment of the said amount the undersigned trustee has been requested to exercise his right of power of sale vested in him by the said deed of trust.

I will, therefore, on the 22nd day of August, 1931 at twelve o'clock noon sell at the court house door in the Town of Franklin at public auction to the highest bidder for cash the following property:

All the personal property now located in the Grover Jamison building being used as a garage on Palmer Street. Said property being the garage machinery, tools, parts, accessories, and all personal property that belonged to Charles A. Morgan.

This 22nd day of July, 1931. G. A. JONES, Trustee. J23-4tcDS-A13

### NOTICE

North Carolina, Macon County.

In the Superior Court, Before the Clerk. Bertha Jennings

vs. S. J. Jennings

The non-resident defendant, S. J. Jennings, will take notice that an action entitled as above has been commenced in the Superior Court of Macon County, North Carolina; that the purpose of said action is to have the bonds of matrimony now existing between the plaintiff and the defendant dissolved; that the summons in said action is returnable on the 19th day of August, 1931, and the said defendant will further take notice that he is required to appear on the 19th day of August, 1931, before the undersigned Clerk Superior Court and answer or demur to the complaint filed in this cause, or the relief demanded in said complaint will be granted.

This 18th July, 1931. FRANK I. MURRAY, Clerk Superior Court, Macon County, North Carolina. J23-4tp-A13