

The Spindaleonian

A PAGE, OR SECTION, DEVOTED TO THE UPBUILDING OF SPINDALE

SPINDALE, THE HOME OF FINEST TEXTILES

THE SPINDALETONIAN

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Local Headquarters
Spindale Drug Store

THURSDAY, JUNE 18, 1924

INJURES HAND

Mr. Jay Cole, who recently moved here from Cliffside, and accepted a position with the Stonecutter Mills, injured his hand very seriously last week. Mr. Cole while jumping from the rear door of the Stonecutter Mills caught the ring on his left hand on the steel door facing. The weight of the body on the finger pulled it into, and injured his hand and arm. The injured finger gave Mr. Cole so much pain that he was forced to have it removed Saturday.

BASEBALL

Spindale defeated Ellenboro in an interesting game on the local ground by a score of 4 to 11, Saturday afternoon. Simmons, for Spindale, succeeded in getting one over the fence in the early part of the game and was followed by three doubles and one single by Setzer, out of four trips to the bat. Yelton and Hardin, for Spindale, received three hits and two hits respectively out of four times at bat. Allen featured for Ellenboro is hitting.

Batteries: Ellenboro, Green-Edwards.

Spindale: Tomlin-Hardin.

Spindale will play Ellenboro there next Saturday.

Following this game Sulphur Springs defeated the Southern Railway Club, of Spartanburg, in a well played game. Cole, pitching for Sulphur Springs, starred.

He struck out eight men to his opponent's four, while each pitcher gave one man base on balls. The results, briefly, were as follows:

Sulphur Springs	11	12	4
Spartanburg	3	2	9

CHIEF MOFFITT RESIGNS

Mr. L. M. Moffitt resigned his position as chief of police last week, the resignation taking effect June

15th. Mr. Moffitt was sworn in a policeman shortly after the town was incorporated two years ago. He has made a good officer and filled that position well. He is succeeded by Mr. Yates Duncan, former traffic officer on Route 20.

LOCAL HAPPENINGS

Mr. Leonard Morgan spent the week-end visiting friends in Gastonia.

Messrs. Carl and Ivy Cowan, Fred Kinzie and Max Watson spent Friday and Saturday at Bridgewater.

Little Paul Starnes, son of Mr. J. W. Starnes, was taken to the Rutherford hospital Saturday for an operation for blood poisoning in the knee. At latest reports he is resting well.

Mr. and Mrs. Fred Nanney, of Spartanburg, visited the latter's parents here last week, Mr. and Mrs. Lee Nanney.

Mr. and Mrs. James Fenton spent the week-end in Chester, S. C., visiting Mrs. Fenton's sister.

The Junior Epworth League gave a flower shower for Mrs. James last Thursday evening. Following this they hiked to the Ross mill and spread a picnic supper.

Mr. and Mrs. G. B. Howard and Mr. Fred Kinzie were dinner guests of Capt. and Mrs. B. L. Smith Sunday.

Prof. B. L. Smith filled the appointments of Rev. O. L. Simpson Sunday, delivering a fine address at Alexander in the morning and one at Spindale Sunday evening.

ELLENBORO R-3 NEWS

Ellenboro, R-3, June 16.—We are still having dry weather. The farmers are very busy, trying to get the grass.

Mr. and Mrs. Billie Ramsey and son, Willie, Mrs. Hattie Beason and children, of Cliffside, were the guests of Mr. and Mrs. Julius Beam Sunday.

Mr. Dule Wilson who has been sick for some time is improving.

Mrs. J. P. Wright returned home last Wednesday after spending several days with relatives in Gaffney, S. C.

Mr. John Wright, of Ellenboro, spent last Thursday night with Mr. J. P. Wright.

Mr. J. B. Beam and family, Mr. and Mrs. Monroe Beam and daughter, Miss Nora, Mr. and Mrs. George Hamrick, of Spindale, visited at the home of Mr. and Mrs. Julius Beam, Sunday afternoon.

Mr. and Mrs. Corbet Mauney and children, Mr. and Mrs. Clyde Edwards, of Blacksburg, S. C., visited home folks Sunday.

Mr. and Mrs. Ben Biggerstaff and daughter, Evelyn, spent Sunday at Mr. J. P. Wright's.

Mrs. Maude Wright, who has been in the hospital for the past week, is getting on nicely and is expected home in a few days.

Mr. and Mrs. Edward Harrill and son, Jessie, visited at Mr. and Mrs. J. S. Beam Saturday evening.

Elder Walter Edwards filled his regular appointment at Philadelphia Saturday and Sunday.

Rev. Gold filled his regular appointment at Dobbins Saturday and Sunday.

COUNTY TO HAVE NEW FAIR GROUNDS

To Be Located On the Young Place, Between Forest City and Spindale.

Rutherford county is to have a bigger and better fair this year which will be held in new fair grounds, with many added features and a new race course. The officers and directors will be the same with the exception of secretary-treasurer. Mr. O. C. Erwin, who so efficiently served in this capacity, has resigned and his place filled by Mr. S. E. Elmore.

The Samuel Young place, on the highway from Forest City to Spindale, has been secured by the Rutherford County Fair Association as the fair ground. Until about a year ago this farm was used as a golf course. It is located about one mile from Spindale and three miles from Forest City; direct on the highway and will be very convenient. Work has already begun on the grounds and it is expected that grounds and buildings will be ready by October 5th, the date of the opening the 1925 fair.

Mr. S. E. Elmore, of Spindale, has been elected by the board of directors as Secretary-Treasurer to succeed Mr. O. C. Erwin, resigned. Mr. Elmore stated Tuesday morning that the 1925 Rutherford County Fair will be the same class as the Spartanburg, Concord, Sanford and Columbia fairs, and will have the same features. A half-mile race track is now being graded and will also have the same racing features as the above fairs.

The Young farm contains about one hundred twenty-five acres, which will be enclosed.

With new features added, new grounds and buildings and the adding of the track, Rutherford county's fair is to take rank with the best of the state. The people of the county should be pleased to learn of the move for the better fair and give the association their solid support. It will not only prove of pleasure and profit to the home people, but will be a splendid means of calling attention of the state at large to the varied resources of the county.

The election of Mr. Elmore as secretary-treasurer was a splendid move. He is one of the county's most progressive business men and an ideal man for the place. Under his efficient management Rutherford's county fair is sure to take rank with the best in the state.

WHAT ADVERTISING WILL DO

"We would no more think of cutting our advertising than of shutting down our plants."—The Borden Sales Company, New York.

That is one of the replies received by The Manufacturers' Record when it queried many of the biggest corporations in the country on the amount of money they spend on advertising and the results it brings them. They were unanimous in the statement that advertising on a large scale is essential to business survival. In the current issue of The Record in an article entitled "Advertising—The Creative Power of Business Success," these business kings bear witness to their dependence upon the advertisement for the continuance of their reign.

"In the toilet goods business," says the Andrew Jergens Company of Cincinnati, "it is getting more and more to be a case of advertise or die. People are buying brands and not goods."

Through three closely printed pages runs the story of manufacturers, salesmen, railroads and advertising managers who tell of spending enormous sums of money to keep their business in the public eye. They are men who fling the names of their products across the continent and around the world. They are spending more this year than they did last to command the public's attention. They have learned that to let down in the use of printer's ink is to lose out in the race for supremacy.

It is an ancient story:

Not the occasional outburst of brilliant ideas in advertising wins, but the incessant, day-in-day-out and never-let-up assault upon the public mind. The thing is now an open-and-shut proposition; whoever advertises the most sells the most. Successful men never talk about putting in an advertisement; their discussion is always of putting on an advertising campaign. "People are buying brands and not goods." The store which can establish itself through statements to the public as the synonym of good taste, excellence of goods and efficiency and courtesy of service, is inevitably the dominating house in its line.

The national advertiser succeeds in making his brand stand for the article desired. The local advertiser can likewise make his store stand for "the only place to go for things of that sort."—Asheville Citizen.

HOPEWELL NEWS

Ellenboro, R-3, June 16.—We are having some dry weather throughout this vicinity.

Mr. J. L. Robbins is on the sick list, we are sorry to note.

A large crowd attended the birthday dinner at Mr. George Bridges' Sunday, with well-filled baskets. All report a fine time and wish Mr. Bridges many more happy birthdays.

Mr. and Mrs. Hoyle Robbins are all smiles, its a girl. Mother and child are getting along nicely.

Mr. Martin Black and wife, of Cliffside, spent Sunday at the home of Mr. J. C. Black's.

Mrs. Lizzie Lee and son, Roy, spent

Saturday night at the home of Mrs. Jess Campbells.

There was a birthday dinner at Mr. Mat Holland's Sunday. A large crowd attended.

Miss Virginia Padgett spent the week-end at Mr. J. C. Black's.

WHO BOSSES THIS FAMILY?

Elkin (W. Va.) Intermountain.

Miss Ethel Rosencrance, of Hut-tonsville and Roland See of Mill Creek were united in marriage Friday evening. Mr. and Mrs. Rosencrance will be "At Home" to their friends in Mill Creek.

We have a new line of goods recently received. They include some fine new voiles; and light weight Summer Suits for men.

Nice line of new Baronette satin slips for ladies.

It would be a good idea to look over our general line of dry goods when in town.

Lot of Shoes, Ladies' Coats, Umbrellas, etc., that are now being sold cheap.

The Royal Store

"Try The Royal For Quality"
SPINDALE, N. C.

Let Us Be Your Friend

No doubt you need a good many things, most of us do. But one of the things you need is the friendship of a good strong bank like ours. And we are anxious to become your friend.

If you are not already a patron we invite you to become one, assuring you that we stand by our friends. We refer you to any of our customers as to the truthfulness of this. Our record in the banking business in this county is an open book and we are justly proud of it.

"The Bank Of Personal Service"

CITIZENS BANK AND TRUST CO

We pay 4 per cent on time deposits

The Bank That You Can Bank On

RUTHERFORDTON SPINDALE UNION MILLS

OFFICERS

C. L. MILLER, Pres. M. H. JONES, Cashier
C. F. CLINE, Vice-Pres. R. R. HARRILL, Asst. Cashier
C. W. KEETER, Vice-Pres. F. F. COBB, Asst. Cashier

DIRECTORS

Dr. M. H. Biggs W. W. Hicks J. F. Flack
R. L. Hampton C. D. Geer W. L. Long
J. L. Taylor C. L. Miller G. E. Erwin
Dr. T. B. Lovelace C. F. Cline Leneta S. Tanner

LOW PRICES

Our low prices are continued. In addition to the prices quoted below we are naming very special prices on Furniture and Straw Hats. Our's is the oldest mercantile house in Spindale, and is known as a good place to trade.

Any man's Suit in the house for	\$14.75
Cleghorn Remnant Bundles, each	\$1.50
Sugar, 14 pounds for	\$1.00
Apron Gingham, yard	9c
Work Shirts, each	65c
Bed Room Slippers, pair	85c
Vacuum Bottles, each	95c
Big pieces of Aluminum, each	\$1.00

Ask to see Lee Play Suits for children.

SPINDALE STORE

SPINDALE, N. C.
"Just Off the Pike"

SPLENDID PROGRAMS

EVERY WEEK DAY NIGHT

at the

LIBERTY THEATRE

SPINDALE, N. C.

Our movie program includes some of the best pictures made. Always clean, entertaining and instructive.

See program on another page. Pictures shown in Forest City will appear in Spindale on next following day.

CANDY KITCHEN

John Thomas, Propr.

HEADQUARTERS FOR FINEST HOME-MADE CANDIES

Fine Assortment

Fruits of all kinds,

Visit Our Fountain.

THE CANDY KITCHEN

JOHN THOMAS, Propr.
Next Door to Postoffice
FOREST CITY, N. C.

Theford's

BLACK-DRAUGHT

LIVER-MEDICINE

SMILES BY MILES

SAID PRETTY YOUNG NAN FROM NANTUCKET

"THIS PAIN WILL MAKE ME KICK THE BUCKET"

SHE GREW BETTER - NOT WORSE

FOR INSIDE HER PURSE

WAS AN ANTI-PAIN PILL AND NAN-TUCK-IT