

## AN ERROR THAT CAUSED CONFUSION

Eager Purchasers to Buy \$35 Dresses For \$11.75, But Gladly Pay \$16.75.

An unfortunate error in Sinkoe's ad last week caused Manager Lee Stein to almost have a brain storm Wednesday morning when a number of eager purchasers flocked into his store to buy \$35 dresses for \$11.75. However, the error, which was caused by a last minute correction after going to press, was discovered in time to make a correction before printing a number of bills. Mr. Stein had all the clerks explain the error and show by the

bills that it was \$35 dresses for \$16.75, which should and did prove to be a very satisfactory reduction, and hundreds availed themselves of this bargain.

In the four and one-half years under the present management, this was the first time we have let an error in the price of anything occur in The Courier—which, if we do say it, is not a bad record.

Another thing demonstrated was that people read The Courier ads and were quick to snap up a bargain.

Sinkoe's always mean exactly what they say in their advertising and have gained the confidence of the people by their quality offerings and for honorable methods.

## ELLENBORO SCHOOL HAS BRIGHT FUTURE

Successful Year's Work Recently Closed—Aims and Accomplishments.

Ellenboro, May 17.—The Ellenboro school completed the most successful year's work in the history of the school on April 28, with a bright future for one of the most successful schools in the county. Commencement was well attended, at each exercise the house was filled. Large crowds attended the ball games. Every one enjoyed the dinner on April 28.

School will re-open about the middle of August. The people of Ellenboro are very much interested in their school. They are always ready to help its progress.

We added the eleventh grade this year, and graduated five students, which Rutherford county will be proud to own. The addition of the eleventh grade and uniting work on the part of the school authorities, greatly increased the high school. Our enrollment in high school rose from 59 to 87. The average daily attendance from 32 to 75. We had one of the strongest high school faculties in the county, all four were graduates of standard colleges, with three of the four men. The state department has informed us that Ellenboro high school is being placed on the accredited list this spring in group 2, class A. The highest group an eight months school can reach in North Carolina.

We are adding an agricultural teacher to our school for next school term. This will no doubt draw farm boys to our school to seek better methods of farming. The older men are much interested in this addition. Domestic science will be added just as early as we can possibly do so. In other words, it is the aim of the school authorities to make Ellenboro school the center of attraction of the entire community.

We are planning to place the elementary school on the accredited list the next school term. Thus we are employing teachers with this aim in view. So far five teachers have been employed.

We are adding four rooms this summer to take care of our increase in pupils. Last year we had eight teachers in the system, next term we will have 13 or 14.

In the field of athletics, Ellenboro high school took a prominent part in the county. She had a fair basket ball team, the best in the county for a school of her size. She undoubtedly had the best baseball team in the county. She won two games from each team in the county with ease. Scoring 93 runs, while her opponents scored 17. It is true that another school shall be called champions on account of the time in which the county series was arranged. Our school being out and our boys scattered.

The teachers and business men gave quite a few prizes to stimulate work in the school. The best all around student in each grade securing a prize. The best music pupil, best student in science, best debater, orator and reading. Those who were neither tardy or absent were also awarded prizes.

Following is the list of best all around students in each grade:

- First—James Ledford.
- Second—Worth Allen.
- Third—Margaret Pruette.
- Fourth—Addie Hamrick.
- Fifth—Miles Jones.
- Sixth—Jennie Lou Hamrick.
- Seventh—James McDaniel.
- Eighth—Kathleen Turner.
- Ninth—Nannie Mae Helton.
- Tenth—Charles Bland and Zennie Allen, tied.
- Eleventh—Henry Harrill.

Those graduating were:—Vera Hamrick, Henry Harrill, Brister Smart, Louise Tedder, Lucy Wright.

- Best debater—Louise Tedder.
- Best orator—Louise Tedder.
- Best reading—Morie Biggerstaff.
- Best science work—George Helton.
- Best music pupil—Ray Blanton.

Mittie Lee Bland also deserves mention in her music class.

Eleven received certificates for being neither tardy nor absent, also a prize from their teacher.

George Helton has not missed a day in five years. Three were awarded prizes for not missing a word in spelling. One of these being Nannie Mae Helton, who has not missed a word in five years.

## NEWSPAPER ADVERTISING

Brings World's Best Values To Your Very Door.

Newspaper advertising is of vital importance to every man or woman who spends money for the necessities or luxuries of life. By making a daily practice of reading the newspaper advertisements, you keep in close touch with the latest offerings and lowest prices.

Well advertised brands of merchandise are not only dependable in quality, but are also, as a rule, the most economical. Here is a very concrete case of why this is true:

Mr. Warren Wright, president of the Calumet Baking Powder Co., is the authority for the statement that they spend millions of dollars in newspaper advertising. This tremendous volume of advertising creates a gigantic demand for Calumet—a demand that is maintained by the unrivalled quality of Calumet.

As demand grows, manufacturing costs are reduced, and the price of Calumet, to the user, is brought down to the low point of economy.

Calumet advertising, like all other advertising back of a meritorious product, goes on record in black and white as to the value of Calumet Baking Powder. It promises the housewife better bakings at lower baking costs and the Calumet company must live up to their printed pledge, which, of course, they do, and have done for the last 37 years.

Newspaper advertising is localized advertising. Consequently, it benefits the dealer as well as the consumer, because it reaches buyers who can transact business with him. It moves the goods from his shelves. It keeps his stock fresh and clean. It enables him to sell the highest quality merchandise at the lowest possible prices.

The very fact that a dealer carries and features heavily advertised brands is clear evidence of his sincerity in serving his customers to the best advantage. He might temporarily make a bigger profit through the sale of unadvertised brands but he could not give his trade the values made possible by advertising that decreases costs through increased demand.

If you want reliable merchandise at reasonable costs—if you want goods that are backed by faith, the integrity and the printed pledge of the manufacturer—read the advertisements and remember that the millions of dollars spent by prominent manufacturers is a mighty factor in giving your money greater buying power.

### MISS TINY CROW DEAD

Miss Tiny Crow died at the home of her mother, Mrs. J. O. Crow, who lives between Ellenboro and Hollis Thursday evening, May 6, and was buried at Mt. Olivet Baptist church, with Rev. R. C. Campbell, of Hickory, in charge.

The deceased had been in ill health for 24 years. She was about 50 years of age and a faithful member of the Baptist church for many years. She leaves a mother, four brothers, Messrs. W. G. Crow, Chase City, Va.; John and Audley Crow, in South Carolina; and three sisters, Mrs. J. F. Green of near home and Misses Cynthia and Rainey Crow, at home.

DR. CHAS. S. McCall  
DENTIST

Wishes to announce the removal of his office

—: From :—

FARMER'S BANK BUILDING

—: To :—

313 NATIONAL BANK BUILDING

(Elevator Service.)

Hours 8 to 12, to to 5

Phones: Office 113—Residence 57-W

Forest City, N. C., May 1, 1926

## KING GROCERY CO.

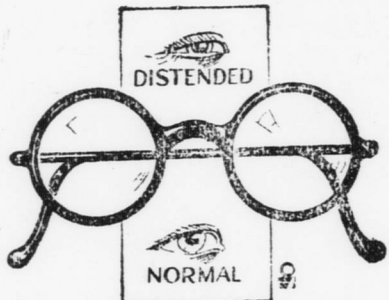
Dealers In Staple and Fancy Groceries  
New Store Polite and Prompt Attention

Everything Kept in Sanitary Condition.  
When you want the best goods at reasonable prices

Call on us or phone us.

PHONE 105

FOREST CITY, N. C.



## YOUR EYES

are a priceless possession. Don't neglect them. You may need glasses and not be aware of the fact. The safe way is to consult a specialist.

**Dr. D. M. Morrison**

Optometrist—Eye Specialist

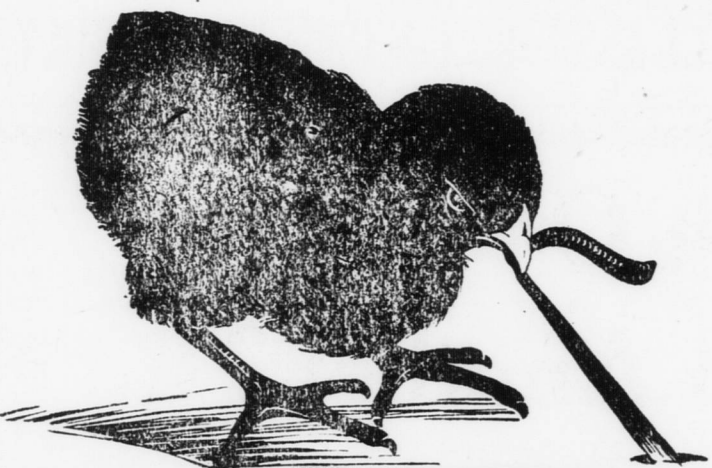
SHELBY, N. C.

Rutherfordton every Thursday from 9 a. m. to 2 p. m., and from 3 p. m. to 5 p. m., office in Rutherfordton over Carpenter's 5 and 10 Cent Store, opposite court house.

Forest City on every Thursday at People's Drug Store, hours 8 a. m. to 9 a. m. and 2 p. m. to 3 p. m.

Spindale every Thursday at Spindale Drug Store from 5 p. m. to 6 p. m.

27-4f



## With Strength to Live!

Feed that little spark of life with Tuxedo and the chick will grow into profits.

Tuxedo Chick Feeds contain every ingredient in the right proportion necessary to turn chicks into quick-selling broilers, early-laying pullets and egg-producing hens. Remember, dead chicks are dead losses. Tuxedo gives them the strength to live! Order today from

### THE TUXEDO LINE OF FEEDS

- Cere-a-lia Sweets
- Tuxedo Dairy
- Tuxedo Chop
- Tuxedo Hog Ration
- Tuxedo Starting Feed
- Tuxedo Chick
- Tuxedo Buttermilk Starter and Growing Mash
- Tuxedo Developer
- Tuxedo Scratch
- Tuxedo Egg-mash
- Tuxedo Poultry Fattener, etc.



**TUXEDO CHICK FEEDS**

CHAMBERS, TURNER & CO.

Cliffside, N. C.

## GAS?



Drive In!

**CITY SERVICE STATION**

## Is Your Car a Steamer?

The use of cheap bootleg gasolines, that are more widely sold than you imagine, has ruined the delicate "digestive organs" of thousands of cars. Slow pick up, jerky motions, hard to start, loss of power, are a few of the effects from such fuel. Some so called gasoline is watered, others diluted with various chemicals claimed to eliminate knocks, etc.

Don't be a sucker and use any kind of gas—use only Texaco gasoline—the standard of all. Lightning on the pick up and high on power.

Your car deserves the best and **WE HAVE IT!**

## Money in Circulation Keeps Business Advancing

Your money in a savings account is safe from fire or theft, and is not only performing a patriotic duty but is increasing in value for you every day.

Isn't it strange, we find some people who horde their money in their homes and its idleness profits no one, not even its owner and 5 and 10 years later it has not increased any since first put away.

Do not wait until something happens to make you realize that the only safe place for your money is in the bank.

## The Citizens Bank & Trust Co.

RUTHERFORDTON

UNION MILLS

SPINDALE

C. E. HUNTLEY

M. J. HARRILL

J. A. WILKIE

G. C. KING

B. H. WILKINS

Mrs. Jannie H. Stainback, Notary Public, Public Stenographer

## CYCLONE AUCTION COMPANY

General Real Estate

Auction Sales a Specialty

HOME OFFICE: FOREST CITY, N. C.