

THE COUNTY CLUB HEARS J. P. LUCAS

Southern Public Utilities Official Speaker at Gilkey Meeting—Good Meeting Held.

Gilkey, July 21.—John Paul Lucas, vice-president of the Southern Public Utilities Company, of Charlotte, and editor of the Southern Public Utilities Magazine was the speaker at the July meeting of the Rutherford County Club held here Friday. Taking as his subject "Looking forward in North Carolina," Mr. Lucas reviewed the tremendous progress that had been made in all lines of endeavor in the state since 1900. With a population of less than two

million people in 1900 the state had grown until there is now over three million people residing within her borders. The estimated value of property in North Carolina in 1900, said Mr. Lucas, was \$681,000,000. Today it is over five billion. The value of all manufactured products of 1900 was \$94,990,000; today it exceeds one billion, one hundred fifty-four million dollars. The amount spent for educational purposes, as compared with thirty years ago has increased over thirty-six times; the value of school property has increased six times in value. There were no paved highways in 1900; now there are over 5,000 miles in North Carolina. This advantage, explained Mr. Lucas, is due largely to industrial development. New industries in a community not only gives employment, and supplies dividends, but increases the purchasing power of the community, thereby doubling and trebling the amount invested in that locality; and also results in the creation of new markets for farm produce and other commodities.

Thirty years ago the majority of spindles in operation in the nation were in the New England states. Today the reverse is true, with nearly nineteen million being operated in the south and twelve million in the New England states. Mr. Lucas proceeded to explain the industrial shift from New England to the south, and to North Carolina in particular. Diversity of opportunities in way of raw material, transportation, climate, etc., has been a great factor in this shift.

Mr. Lucas then entered into the part in which the Duke Power Company has played in this shift in recent years. The company conducts a systematic advertising campaign in nationally circulated magazines, setting forth the advantages of the piedmont section of North Carolina as a manufacturing and industrial center. Electric power is seldom mentioned in this advertising, and then only incidentally. Mr. Lucas stated that this advertising had resulted in inquiries from every state of the union, all of the territories, from South America, Canada and six countries in Europe. The Duke Power Company, in replying, does not attempt to recommend any specific community, but selects those communities thought to be best fitted for that particular enterprise, and

refers the company to civic organizations in those communities. Mt. Airy was given as a community that had recently benefitted from this campaign. Three new industries have been, or is being, located in that town.

Despite North Carolina's tremendous progress in the past thirty years, the people of the state should not get 'cocky,' said Mr. Lucas. There is yet room for expansion and still greater development. Of the sixteen major industries, North Carolina only produces enough to supply her need in three of them; textiles, tobacco and lumber. For the other thirteen the state annually spends millions of dollars out of North Carolina to supply them. He stated that North Carolina spent \$215,000,000 out of the state every year for milk and milk products; over ten million dollars for poultry products, while the farm population spends over \$61,000,000 in other states every year for feed and food products. "Needs point the way to opportunity," said Mr. Lucas, "and the greatest opportunity of today is the need of constructing packing plants to prepare and pack food and food products, and to develop the other thirteen major industries in North Carolina to the end that this immense amount of money spent each year out of North Carolina may be kept at home."

He touched briefly on the work of the Southern Public Utilities Company, told of their work and interest in North and South Carolina, and of their willingness to cooperate with any community in which they are interested. The company operates in seventy communities in North Carolina and South Carolina. The ideal of the company, said Mr. Lucas, is to render to its customers the very best service possible at lowest rates possible; and regards itself as an essential part of the community in which it operates, and is consistent in rendering its part in development and progress of community.

Speaking of the action of his company in offering to purchase the light and water systems of the three Rutherford county towns, Mr. Lucas said his company had not considered the actual value of the respective plants, but had bid on the possibilities of the plants. The same rates will apply in the three towns as apply in Winston-Salem, Greensboro and the other sixty-eight communities in which the Southern Public Utilities Company operates. Their rate is eight cents per kilowatt hour, up to twenty-five kilowatts, and decreasing on a sliding scale for amounts above that. The present rate is ten cents. The lighting rate will be reduced at least twenty percent under the present rates in the three towns. The rate for heating, cooking and refrigeration is four cents per kilowatt hour, up to fifty hours, a decrease in the present rate.

The ladies of Gilkey, under direction of Mrs. C. F. Cline, served the luncheon to forty guests, in the Gilkey Consolidated school building. Rev. J. W. Parker of Gilkey, asked the blessing. Dr. A. C. Duncan reported for the Boy Scout committee appointed at the last meeting, and the committee continued. Z. O. Jenkins, C. F. Cline and Dr. A. C. Duncan were appointed a committee to confer with the civic clubs in McDowell, Henderson and Polk counties in reference to those counties joining Rutherford in a fair this fall. The County Club went on record as sponsoring this move.

David Lindsay protested the revocation of the fishing license by the board of county commissioners. Remarks on this subject were heard from Ivy Cowan and Dr. L. B. Morse. It was brought out that the license had been revoked by the commissioners because they believed the county was not securing any aid from the state or federal government. Dr. Morse stated that the federal government was taking a great interest in the county, and had placed 190,000 fish in Lake Lure and 75,000 in Broad River and tributaries. A committee consisting of David Lindsay, R. R. Hunter and Dr. L. B. Morse was appointed to confer with the commissioners in regard to having the fishing license reinstated.

The speaker was introduced by attorney M. L. Edwards.

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"Don't worry if your job is small, And your rewards are few; Remember that the study oak, Was once a nut like you."

OBE ELLIS DIES IN BROOKLYN, N. Y.

World War Veteran, Native of Rutherford, Passes in Naval Hospital, in New York.

Mooresboro, R-1, July 21.—Mr. Obe Ellis, a native of Rutherford county, and World War veteran, died at the Naval Hospital, Brooklyn, N. Y., July 16, and was laid to rest in Cypress Hills National cemetery, Brooklyn, N. Y. He volunteered when war was declared and served over-seas during the war.

He leaves one brother, Kirk Ellis and two sisters, Mrs. Peggy Wilson, and Mrs. B. R. Turner, all of Spartanburg, S. C., and one brother V. Quince Ellis, of Brookford, N. C. He spent the most of his life at Cliffside until he returned from France. He has been making his home in Virginia for some time. It was a surprise to his acquaintances to hear of his death. He was about 35 years old.

The fine rains of the past week have greatly improved crops in this community.

The Sunday school at Goode's Creek is improving nicely.

Mrs. L. L. Scruggs and two sons, of Hollis, visited relatives in this community the latter part of last week.

Mr. Guy Scruggs and sisters, Misses Clara and Maybeth Scruggs visited their sister, Miss Irene Scruggs, at Boone summer school last week end. They were accompanied by Mr. Baxter White and reported a fine trip.

THEY WANT TO SEE BAILEY.

What does that part of the country other than the South, where the North Carolina political contest attracted much attention, think of Josiah W. Bailey, the Democratic nominee for the United States Senate? All reports so far indicate that the East and North expect an unusual personage when Simmons' successor reaches Washington and gets into action. The following interesting comment concerning the Tar Heel nominee appeared in the Boston Transcript:

"What's this? He is the equal of Senator Borah in both brain and plausibility, and the county will so discover before he becomes a second-term senator." This is fame thrust and the country's attention focused upon Josiah W. Bailey of North Carolina, nominated to succeed Furnifold M. Simmons because Mr. Simmons bolted Governor Smith. The tribute comes from John W. Hester of Durham, N. C., via the columns of the Baltimore Sun, who declares that he (Hester) probably is the most outspoken opponent of national prohibition in North Carolina, and that Mr. Bailey is its hottest supporter. If this eulogist is correct, Senator Bailey bids fair to go Senator Borah one better, for Borah is at heart a gentle soul, thinking in terms of measures and not of men, while Mr. Hester writes of Bailey:

"He is able, easily the equal with both tongue and pen, of any man in the South, and he cannot only answer his opponent but take his hide off as well." This is encouraging news for the senatorialists, who have found little in the dull talk of the Senate for the last year and a half to stir their blood. Tillman of South Carolina once punched the head of a colleague; Bailey's namesake of Texas—also the equal of Borah and much resembling him—assaulted a newspaper man in the Senate lobby; Heffin of Alabama shot a negro in the streets of Washington, and even Joe Robinson of Arkansas knocked down a fellow-player on Maryland golf course. But here is a man who, not content with such mild gymnastics, actually "takes the hide off 'em." We yearn for the assembling of the Seventy-second Congress.—Cleveland Star.

The corn crop in Onslow county will be increased by 200,000 bushels this season due to improved methods and the effort to decrease the shortage of 400,000 bushels existing last year.

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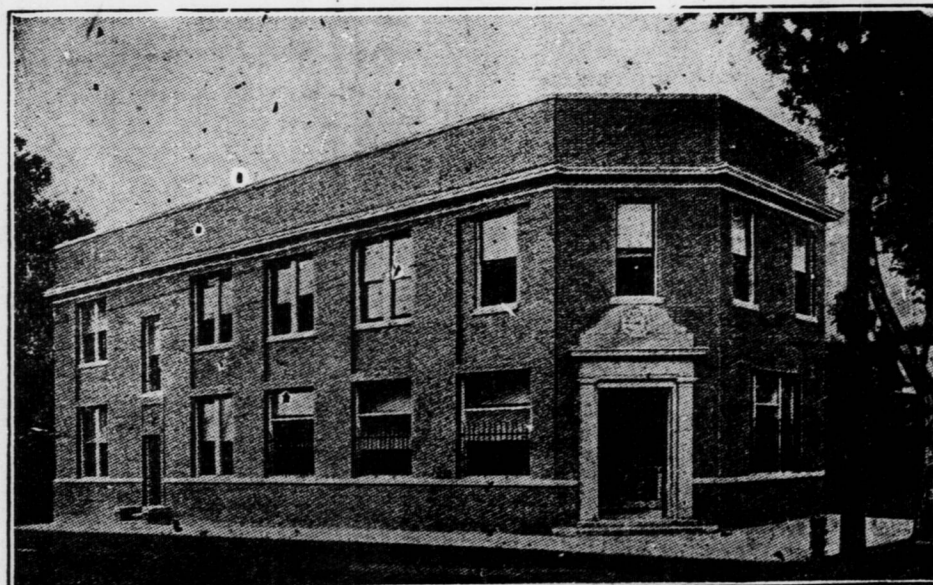
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