

# FOREST CITY COURIER

Published Every Thursday in the interest of Forest City and Rutherford County.

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THURSDAY, JULY 24, 1930.

## THE DEMOCRATIC TICKET— STATE, DISTRICT, COUNTY

(The following is the State and county Democratic ticket, which will be voted in the November election.)

**United States Congress.**  
Senate:—Josiah W. Bailey.  
House, (10th District)—Zebulon Weaver.

**State Corporation Comm.**  
George P. Pell.

**Solicitor.**  
18th Judicial District:—J. Will Pless, Jr., Marion.

**State Senate.**  
27th Senatorial District:—Peyton McSwain, Shelby; W. K. McLean, Tryon.

**House Representatives.**  
O. R. Coffield.

**Sheriff.**  
W. C. Hardin.

**Clerk of Superior Court.**  
M. O. Dickerson.

**Register of Deeds.**  
W. O. Geer.

**Treasurer.**  
Mrs. Minnie F. Blanton.

**County Commissioners.**  
J. P. Jones, Geo. H. Blanton, A. W. Deck.

**Board of Education.**  
J. T. Harris, W. W. Nanney, J. C. Hames.

**Coroner.**  
W. C. Hightower.

## DON'T USE SNAP JUDGMENT.

The Courier finds that there are quite a few in Forest City busying themselves making a fight against the sale of the power and water plants, going around with some inadequate figures to prove themselves in the right. This premature fight on what may be the best for the city and county at large, is very unfortunate at this time, inasmuch as this propaganda may influence a number of voters who will fail to be open to conviction when the facts in the case are given in full to the public which will be done just as soon as an accountant, thoroughly familiar with the subject, goes over the records and prepares a comparative statement. This statement will be published in this newspaper, and until that time, we would urge every thinking citizen to reserve judgment as to whether he is for or against the sale of the public utilities. If it is best for the city and county at large to sell these plants, let's vote to sell them. On the other hand, if it is not for the best, then vote down the sale. Every progressive and well-meaning citizen will want to do the thing that is best. We want our town and county to prosper and be in position to get any new enterprises which may come to this section. To do this, we must have a reasonable tax rate, adequate power, labor, and other essentials to offer the enterprises.

Let us repeat: Reserve your judgment as to the sale of the utilities plants until you have become familiar with the subject and in a proper position to decide which plan is best for the town and county.

## POWER COMPANY FACTOR IN DEVELOPING COMMUNITY.

Of the innumerable advantages that will accrue from the sale of the utilities plants in Rutherford's three towns, one will be the intangible value of the advertising campaign conducted by the Duke Power Company. This advertising can, and may, result in the securing of new industries for Forest City in event the sale is confirmed.

The Duke Power Company, of which the Southern Public Utilities Company is a subsidiary, spends nearly two million dollars annually in advertising Piedmont North Carolina in the nationally-circulated magazines and periodicals of the United States. This advertising is prepared by experts and placed in publications that reach the industrial heads of the world. Last year this advertising campaign brought inquiries from every state in the Union, every territory, six European nations, from every South American country and from Canada, and resulted in the placing of a number of new industries in North Carolina.

The Duke Power Company, in replying to inquiries, does not recommend any particular community. The requirements of the party making the inquiry are studied, and two or more localities which would be suitable for that particular industry are recommended. They refer the inquiries to the various civic organizations in the localities suggested, and follow up the correspondence and assist the localities in securing that industry.

One specific example is that of Mt. Airy. This progressive town's civic organizations, backed by the Duke Power Company, has succeeded in landing three huge new enterprises in recent months that will mean the addition of nearly a million dollars per year to the city's pay roll.

The Duke Power Company, operating in seventy communities in North and South Carolina, naturally gives preference to localities which they serve, when these localities present the advantages and resources the prospective manufacturer would require.

Rutherford county presents unexcelled opportunities for a dozen or more of the major industries of North Carolina. In event the proposed sale of the public utilities plant is consummated there is no doubt but that the Duke Power Company will shortly have a number of capitalists and industrialists from other sections in the county investigating its advantages.

## DEMOCRATS WILL WIN, SAYS EX-REPUBLICAN.

"I've voted the Republican ticket forty-seven years," said an old-timer last week, "but I guess I have voted by last one, even if I live to be one hundred years old." Pressed for his reason and his plans for future voting, he replied: "Well, I voted for Russell for Governor in '96 and it took the state ten years to overcome the results of his administration. The Republican party, me included, destroyed what the Democratic party had spent a generation in building up. The educational system of the state was demoralized; every vestige of public improvements which the people of the state had labored so long and hard to build were either stunted by lack of appropriations of a republican legislature, or where sufficient appropriations were made the old order was changed and the money was spent for nothing."

Continuing, this veteran ex-republican stated that he knew plans were being formulated for a hard fight this year, but predicted a greater Democratic majority in Rutherford county and North Carolina than has been seen in twenty years.

A well-read and informed man, he gave as his opinion that the present depression, brought about largely by the Smoot-Hawley tariff bill and the asinine inefficiency of the Federal Farm Board, would react favorably to the Democratic party in the November elections. He expressed his intention of entering the fold of Democracy, along with his four sons, after forty-seven years of aimless wandering, and vote the straight Democrat ticket this fall. "The present business depression has injured my section of the county" he said, "and my neighbors and I are disgusted, and this fall will see a substantial increase of Democratic votes in my precinct."

## FEWER ACRES— MORE PER ACRE.

The Federal Farm Board and the Department of Agriculture are united in urging farmers, particularly grain growers, to curtail production. This advice seems to advance what is obviously the only way out of present difficulties. Overproduction is the cause of demoralized markets.

But there is one difficulty. How can the individual farmer, with a heavy mortgage upon his land, with a family to raise according to modern living standards, hazard the loss of reduced production when he has no reason to believe that other farmers will follow the advice offered by the Farm Board. It is not logical for him to feel that all farmers will decline to observe this advice and that his own action in restricting production will accomplish nothing for him other than the loss of some of his land through mortgage foreclosure?

Here is where the human element enters into the problem. This is why it is not easy to get united action from American farmers looking toward restricted production.

The only way that anything can be accomplished is by working in harmony with normal human tendencies. Urge the farmer to reduce his own costs by planting fewer acres and getting higher production per acre. Advise the dairyman to cull the low producers, and increase his net profit by decreasing the part of his output which costs more than it returns.

Such advice may in the end result in reduced production, better markets, and a larger net profit for the individual farmer.

## NOT AN OLD FASHIONED DEPRESSION.

"I don't believe, in unreasoning retrenchment in my business affairs. I refuse to seek in every way to reduce all expenses, cut wages, and make no aggressive effort to get business just because conditions are not entirely satisfactory.

"If everybody did that where would this country be?"

In about these words one of Forest City's business leaders recently expressed what the editor feels to be an intelligent and far reaching outlook. This man recognizes that business throughout this country of ours responds directly to general public psychology. He also recognizes a moral obligation to contribute his part to the creation of more satisfactory conditions for all.

Business after all is regulated by public psychology. There is no essential difference between the United States of 1930 and 1929, except for the changed outlook among its citizens. The great physical wealth, the enormous productive capacity of the country, remains intact. But because of fear over the future countless numbers of business houses are operating at a loss.

Men are talking about the old depressions of '73 and '93 without recognizing the fundamental economic difference between our times and those days of the past.

One of the great and vital differences is the fundamental change in merchandising. In the old days the general merchant stocked his shelves with enough goods to last for six months or a year. He made one or two buying trips during the year at which times he ordered great loads of merchandise. When a depression set in the shelves of merchants contained enough of the necessities of life to cause general and almost complete industrial stagnation.

Today we have what is known as hand to mouth buying. The merchant stocks only for the few weeks ahead, because he has learned that it is good business to keep his stock turning rapidly and to keep his merchandise up to date.

As a result there are no great surplus stocks of merchandise piled up on store shelves throughout the country. It would only take a few weeks or months to exhaust everything that the merchant holds in storage. The obvious result is that depressions now must be short lived as compared with those of the past. It is only a few weeks before the merchant today finds it necessary to go to market, even though business may be bad. When he begins to buy goods he creates markets that start the wheels of industry moving. When industry becomes active the worker can buy, and so we have a cycle of prosperity.

Those who observe, study, and compare can see that only a few months lie between us and better times.

## AUCTION SALE OF THE FAIR GROUND PROPERTY JULY 31

Harrill and King Selling Agents—Will Also Sell Valuable Rutherford County Property Same Day.

Harrill and King, real estate dealers, will sell at auction on Thursday, July 31, some of the most valuable property in Rutherford County, also the Rutherford County Fair grounds, near Spindale. This real estate is the property of the old Rutherford County Bank and Trust Company, and is being sold by order of the liquidator, John D. Biggs.

This property includes the building formerly occupied by The Rutherford County Bank and Trust Company, and all the equipment. Located in the heart of the business section of Rutherford County, this building presents a fine opportunity for some investor, as it is the most valuable piece of property in the town. This property will be sold at eleven o'clock Thursday morning, July 31.

On the same day, at two o'clock, the Rutherford County Fair ground will be sold. This piece of property includes about five hundred acres of land, the race track and grand stand, the exhibition hall and the stock and poultry barns. In addition, some of the fair ground land along the highway has been subdivided into lots and small farms. Included with this property is also an eight room, two story building which will be sold.

## REPUBLICANS TO MEET.

Rutherford County, July 22.—A meeting of the Republican Executive committee of Rutherford county will be held in the office of Attorney Fred Hamrick, July 31, at 7:30 o'clock. Bronlow Jackson, Hon. Geo. M. Pritchard and Ralph Fisher are expected to attend.

## \$150 FOR MELONS.

Many Spanish-American War veterans probably will chuckle when they learn of the Senate's action in passing a bill to pay \$150 to Warren C. Vesta, of Tampa, Fla., for watermelons eaten by American soldiers stationed near his watermelon patch during the Spanish-American War.

Vesta claimed \$1,000 damages, but an official investigation resulted in a report that \$150 would cover the damages.

## Continuing Our Big SALE ON DRESSES

We want to clear out every dress in the shop by August 1st, in order to get ready for new fall merchandise.

Wonderful bargains. Dresses way below cost. Come in and see them.

\$16.50 Chiffons \$9.95 at  
\$12.50 Shantung \$4.95 at  
\$7.95 Silks \$3.95 at

We have a special lot of Straw Hats going at 50c

Also some \$4.95 Hats going at \$1.00

All unusual values. Come in and see.

FOREST CITY SHOPPE Just around the corner Forest City, N. C.

## SON IS SOUGHT AFTER 14 YEARS

Rutherford County, July 23.—Clarence Cochran, prosperous farmer, who lives about eight miles east of here, in the Westminster section, has asked the press to help him find his lost son, Werthren Cochran. Eighteen years ago Mrs. Cochran took her son, who was only four years old then, and left home. She has never been heard from since, nor has the son, who is the only heir to the large farm and savings of Mr. Cochran.

Mr. Cochran wishes to locate his son and will him what he has. He thinks that his wife is dead or he would have heard from her during these years. It is understood that their home life was not happy but as far as Mr. Cochran knows his wife never secured a divorce. It is possible that the son is living under another name, such as Peppers or Lawings, he said.

Mr. J. C. Crocker has purchased the bowling alley from Mr. Jim Washburn and is now in charge of his new enterprise. Bowling has become very popular in Forest City.

## THIEVES ENTER BOSTIC STORE TUESDAY NIGHT

Bostic, July 23.—Thieves entered the store of Mr. O. B. Biggerstaff here Tuesday night and took several pairs of shoes and a number of other articles, principally clothing. The thief, or thieves, entered by breaking out the glass in the front door and reaching inside and raising up the bar that secured the doors. No trace of the thieves have been found.

Miss Elizabeth McDowell, of Camden, S. C., was the guest last week of her sister, Mrs. H. L. Bradford.

Mr. Lawrence McDowell, Jr., of Tampa, Fla., spent last week with Master Billie Bradford.

Mr. and Mrs. I. J. Edelstein returned from Buffalo, N. Y., Tuesday. Mrs. Edelstein's mother came with them for a short visit.

Sergt. A. A. Price attended court in Marion, Monday.

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29x4.50  
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## Fletcher Auto Service

Care Broadway Garage, corner Broadway and Gray Sts. Forest City, N. C.

## FOREST CITY COURIER FINE JOB PRINTING 'PHONE 58



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