

## Courier Invaluable Advertising Medium

Forest City Merchants and Town Boosted Through Columns of The Courier Each Week—Indispensable Aid to Merchants in Planning Sales Campaigns.

By EARL HUNTLEY.

"The Forest City Courier as a factor in the upbuilding and growth of Forest City and the County and its Value to the Community."

One of the direct effects The Courier has had on the upbuilding of business in the town and county has been thru advertising. A merchant is putting on a sale; he runs an ad in The Courier and the buying public is informed of the event. Suppose he couldn't do this. He might distribute handbills. But experience has shown that handbills are more or less impractical. More often than not they are cast aside without being read. Here we find The Courier an important factor in putting over sales events. Successful sales mean better business. Better business means a growing town.

Then there is the routine advertising. The public is kept informed of the goods the merchant has on hand and the prices. This stimulates business. A milliner gets in a new line of hats; a hardware a shipment of aluminum; a car dealer puts some used cars on sale. There are people who want these things. But how

are they to know about them? An ad in The Courier tells them. The Courier serves as a valuable go-between the seller and the consumer to the mutual advantage of both.

In the building up of community spirit and co-operation, which is necessary for the growth of any town, again we find The Courier an indispensable factor. It stands four-square behind any movement that is good for Forest City. The Courier is the town and county's most effective booster. The recent "booster" edition is an example of some of the things The Courier has done and is doing to advertise the town and county.

Considering The Courier, not as newspaper, but as a business enterprise. It has a substantial payroll. This money is spent in Forest City and contributes materially to the upbuilding of the town.

The Courier has exerted a steady hand on business conditions locally in these recent times of stress. The part the newspaper plays in determining business conditions is all too frequently underestimated. To The Courier goes much of the credit for making Trade Day a success. Considerable business is brought in from the surrounding territory.

The Courier is a factor in bringing new business houses to Forest City and a factor in putting them across when they locate here. When the Surasky Stores decided to add this town to their chain, Mr. Surasky immediately hunted up The Courier and arranged for an eight page advertising supplement. Despite the cost of such a supplement, Mr. Surasky, an experienced merchandising man, knew it would pay him dividends. Thanks to its newspaper ally, Surasky's had a gala opening and the town has forged another link in the chain of progress.

So much for The Courier as a factor in upbuilding. Let us now consider the value of The Courier to the community.

First comes its value as a medium of distributing the news. It is "our" newspaper. It reflects the life of the community. It chronicles the births, deaths, and marriages, the doings of the neighbors, and the other things that make up our lives.

Suppose the American Legion or some organization is putting on a play to raise funds. The Courier is first to tell the story to its readers. A football game is to be played. Again The Courier. We depend on The Courier to keep us informed about those things.

The Courier enables Forest City people, who for some reason or other are temporarily away from home,

## AN ULTIMATE CONSUMER



This baby in a drought stricken section of West Virginia was one of the ultimate consumers of the foodstuffs given by the American Red Cross in the past year. More than 2,750,000 persons were fed by the organization.

to keep in touch with the home town. If you don't think this is a valuable and appreciated service, ask some of the boys and girls away at college. Or one of the boys in the Marines or Navy.

We think we would be justified in saying that The Courier is the best single force for progress, better business and civic betterment that we have. A weekly newspaper is the best force any small town can have. The Courier has attained an enviable position among the weeklies of the state. It is a credit to the community which it serves.

## ARMISTICE DAY PLANS COMPLETE

Celebration in Rutherfordton: On November 11th Promises To Be Biggest Ever Held There.

Rutherfordton, Oct. 26.—The parade here at 10:30 a. m. on Armistice Day will be a feature of the big celebration. The parade will begin forming at 10 o'clock and be led down Main Street at 10:30 o'clock, by one of the best brass bands in this section of the state. In the parade will be decorated cars, floats, etc. Every mill, firm and individual is invited to have a float in the parade, or a decorated car.

For the best float, \$25 in cash will be given; second best \$15; Best decorated car in the parade \$10, while \$5 will be given for the oldest car in the parade that will run.

Senator Cameron Morrison will deliver the principal address in the court house following the parade.

The Legion Auxiliary is preparing to give a free dinner to all men who served in the World War.

In the afternoon at 2 o'clock there will be a football game between Central High school and try-on. This will be followed by a colored boxing contest between Jack Cunningham, champion of Eastern North Carolina, who weighs 173 pounds, of High Point and Ambrose Taylor, of this county, champion of Western North Carolina. This fight will be to a knockout and is in charge of C. S. Royster and Dr. A. C. Duncan. The fight will take place at 3:30. Tennessee Mosely will fight a negro from Chesnee for 6 rounds. There will be a battle royal by local colored boys from Forest City and Rutherfordton.

Three aeroplanes will be here to give stunts and take up people. There will be string music all day, besides rides, shows and other numerous attractions. A Fiddlers' Convention is being planned for the night.

The committee is busy now work-

ing out all plans for the biggest Armistice celebration ever held in Rutherford county. There will be ample police protection and many free attractions.

Schools, clubs, Boy Scouts and other organizations are urged to take part in the parade.

Make your plans now to spend Armistice Day in Rutherfordton.

## North Carolina Negroes Support Farm Program

Negro farmers in North Carolina adopted the live-at-home program this year and gave whole-hearted support to the agricultural extension service in all of its plans.

"Not only did the Negro citizens of this State grow food and feed crops to the limit of their resources this year but they have been industrious in conserving these crops for use this winter," reports John W. Mitchell, district agent in charge of farm demonstration work with Negroes. "In visiting with the 16 local Negro farm agents throughout the State this year, I have been impressed with the efforts made by our colored farmers to follow the extension recommendations and to grow the food and feed supplies needed. We have secured a number of excellent records which tend to show the prog-

ess made. With so many of our colored farmers report having from 0 to 100 chickens in flocks prepared for the winter. Fall and winter gardens have been planted and it is no uncommon thing to find families which have canned from 250 to 300 quarts of material, says Mitchell. The grinding and cooking of sorghum for Soybean growing for hay increases this fall and there is a commendable activity in planting small grain and legumes for winter.

## To the People of Rutherford County

We appreciate your ginning. We will buy your cotton at the top of the market. We will buy your cotton seed or exchange with you. We keep plenty of meal and hulls for exchange.

Perfect ginning, prices right, and the right kind of service.

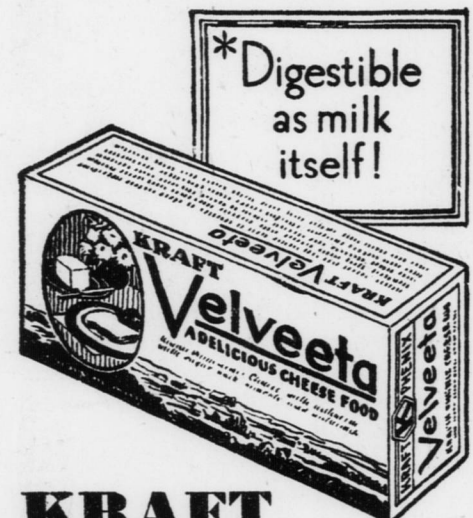
We certainly appreciate the flattering business that has come to us in past seasons, and if you will come to see us this year, we are sure that it will be mutually satisfactory to us both.

"WE SERVE WITH SATISFACTION"

## Forest City Feed & Fertilizer Co.

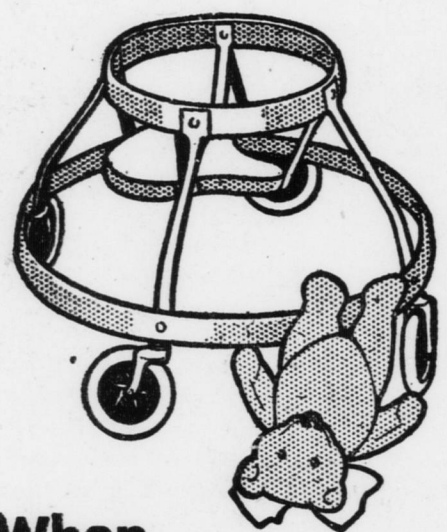
PHONE 132

FOREST CITY, N. C.



## KRAFT Velveeta

this delicious new cheese food melts, slices, spreads! How its full, rich cheese flavor blends with other foods! Meat, fish, eggs, vegetables. And it's as healthful—as digestible—as pure whole milk itself! Try it today—for cooking and sandwiches. Your grocer has it in the half pound package.



## When BABIES are Upset

BABY ills and ailments seem twice as serious at night. A sudden cry may mean colic. Or a sudden attack of diarrhea. How would you meet this emergency—tonight? Have you a bottle of Castoria ready?

For the protection of your wee one—for your own peace of mind—keep this old, reliable preparation always on hand. But don't keep it just for emergencies; let it be an everyday aid. It's gentle influence will ease and soothe the infant who cannot sleep. It's mild regulation will help an older child whose tongue is coated because of sluggish bowels. All druggists have Castoria.



## "Don't bring Ethel"

Do you know why she wasn't welcome? She herself didn't. Halitosis (bad breath), the social fault no one forgives, was the reason. Yet no one need have halitosis Gargling with Listerine instantly destroys mouth odors and checks infection. Use it daily. Lambert Pharmaceutical Company, St. Louis, Mo.

**LISTERINE** ends halitosis Kills 200,000,000 germs

## QUIET YOUR "NERVES"



### This Delightful Way

MRS. Alice Fischer (picture above) says she is "the happiest woman in the world."

"I often used to wish I was dead. Couldn't sleep; couldn't enjoy myself. It seems as though I had tried every nerve medicine made, but without any benefit until I tried Dr. Miles' Effervescent Nerveine Tablets. They certainly proved their worth for me. I am the happiest woman in the world and I don't mean maybe."

Mrs. Alice Fischer

If you are Nervous, Sleepless, Cranky, Blue, If you have Nervous Headache, Nervous Indigestion, take Dr. Miles' Effervescent Nerveine Tablets.



## Seasoned Experience

In the solution of business problems, nothing can take the place of experience. The banker's experience covers all branches of finance, and extends back through years of contact with new and complex situations. This bank is ever willing to give you the benefit of its time-seasoned judgment.

However large or small your business interests, you will find it of great advantage to do your commercial banking here.

## Union Trust Co.

CAPITAL AND SURPLUS THREE HUNDRED THOUSAND DOLLARS