

**FOREST CITY COURIER**

FOREST CITY, N. C.

PUBLISHED EVERY THURSDAY  
PRICE \$1.50 A YEAR IN ADVANCE

J. L. O. THOMPSON, EDITOR

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**Setting Ourselves Right**

We are not much to whine, complain or make excuses, and we do not like to be censured without all the facts being known.

Recently some complaint has been made about the paper not having any news in it and carrying so much advertising. One of the complainants was not a subscriber to the paper and we do not know that said person was ever any help to the paper, by turning in an item of news, even.

Now the situation is this—a newspaper has only one commodity to sell—white space—and only two classes of buyers—subscribers and advertisers. The advertiser buys space to reach the reader with his wares. We owe as much to the subscriber as we do to the advertiser, under ordinary circumstances.

But in this instance we have to take care of the advertiser, for he is our "bread and meat"—he pays the bills and keeps the paper going. There is practically no subscription money coming in. It all went to the former management, and we have to fill out these contracts for subscriptions. It now costs us \$1.34 per year to deliver this paper to each of our subscribers for one year, and that only takes care of the cost of our "patent innards", freight and postage and mailing, and does not cover the added cost of the type setting and printing on that part we handle in the Courier office. So you see our list of 2,200 subscribers is a liability and not an asset, and the deficit must be taken care of solely with advertising and this source of revenue is liable to be cut off at any minute. The dull season is liable to hit us at any time.

Our policy is to make hay while the sun shines. It takes money out of our pocket to set news, but we put money in our pocket when we set advertisements. Under these conditions what would you do, gentle reader? Now be fair in your answer.

News will keep while advertising won't.

The advertiser is paying his day now, but the subscriber will get his inning all right.

**Print Paper Troubles**

Come to the Star Office

The Cleveland Star of Shelby is in trouble. The paper barons have us all in their grasp. There has been much waste of paper in the past few years and the government has been most extravagant in this particular. We get oodles of stuff from various departments that does not interest us or our readers, and sometimes 3 or 4 multi-graphed letters on the same subject.

Our newspaper associations have called attention repeatedly to these wastes, and they have appeared before congress by delegation and asked for relief, offering feasible plans for same but Congress has not granted our plea. We sympathize with the Star and hope it will not have to miss an issue.

Below we quote the plaint of the Star: "The Cleveland Star is now having its print paper troubles. It has been running on a supply bought last Fall, but the supply will be exhausted in two weeks and none is in sight. Paper which cost us 6 cents last Fall is quoted today at 18 cents and shipments are slow. It would cost us \$54 an issue for white paper alone at this price, or practically 2c for each copy sent out, yet we receive from each subscriber a fraction less than two cents per copy at the present rate of \$2 per year. We hope to buy or borrow enough paper not to miss an issue but the situation looks bad and little relief is in sight."

**Ex-Service Men**

Fellow soldiers, your opportunity to renew your government insurance will pass forever and a day July 1. If you mean to renew it, you will have to act at once. All you have to do is to pay for two months—the one in which you let it drop and the present one. You know how much you were paying and where you sent it. If you have forgotten, ask at the post office or see me. I shall be glad to help any of you free of charge.

If you ever mean to carry insurance you can't afford to let this chance pass. I have talked with a number of insurance agents and they all say "no better and the cheapest on the market." The recommendation that I have for it is the fact that I am keeping up the largest amount I could get, \$10,000. Gov. Bickett says, "the ghost of lost opportunity will haunt you all your life if you miss your chance." What ever you do act at once!

B. L. Smith,  
Ex Capt. Inf. U. S. A.

Several articles have been received at this office lately, with no name attached to the communication. We positively will not publish anything without we know the author. If you are ashamed to sign your name—don't write. We will not divulge your name unless you wish us to. An article in verse, praising the Paige car has been received with no name. It extols the virtues of the car, and for that reason is purely advertising. If the author will let us know their name and send return postage, we will return it to them. The Paige people might be able to use it, and even pay for it—we can not do either. Will all of our correspondents please sign their articles. We must know who the authors of any communications are, if we publish them.

Mrs. T. J. York of Ruthefordton is spending some time with Mrs. R. W. Carswell of this city.

**For Sale At Once**

The J. B. Thorne farm of 126 acres, 50 to 60 in cultivation, 6 room dwelling, 4 room tenant house, large barn and other buildings, school joins farm, 2 public roads, large store building, telephone, daily mail, excellent pasture, also orchard, 1 mile from Clinchfield siding, 2 1/2 miles from Westminster school and station, 4 1/2 from Bostic, good land, plenty of wood and saw-timber. Terms given.

J. B. THORNE, JR.  
Lewiston, N. C.

**Forest City-Spartanburg  
Automobile Bus Line**

Southbound		Northbound	
Read Down	SCHEDULE	Read Up	
Leave		Arrive	P. M.
A. M.			
7.30	Forest City		5.45
8.15	Caroleen		5.15
8.30	Henrietta		5.00
8.50	Cliffside		4.50
9.50	Chesnee, S. C.		3.50
10.20	Mayo		3.20
10.35	Cherokee Springs		3.05
11.00	Spartanburg		2.30
A. M.	(Morgan Square)	P. M.	
Arrive		Leave	

This schedule is not guaranteed, but is approximately correct.

This bus makes the round trip every day in the year, rain or shine.

Parties above Forest City can come down on the Southern or Seaboard trains and make connection with the bus.

Parties coming up on bus make a connection at Forest City with the Southern train for Marion, and there make connection for all points east and west.

**Hamrick & Co.**

OPERATORS,  
Forest City, N. C.

**Stomach  
Out of Fix?**

Phone your grocer or druggist for a dozen bottles of this delicious digestant,—a glass with meals gives delightful relief, or no charge for the first dozen used.

**Shivar Ale**

PURE DIGESTIVE AROMATICS WITH SHIVAR MINERAL WATER AND GINGER

Nothing like it for renovating old tired stomachs, converting food into rich blood and sound flesh.

Shivar Ale retails at 15c per bottle, or \$1.75 per dozen. If your regular dealer cannot supply you, telephone—

**Coca Cola Bottling Co.**  
Distributors for Forest City

**New Blacksmith Shop**

I have opened up a first class Smithy and Repair shop near Ed Grose's Flour Mill, on Cherry Mountain street, where I am prepared to do a general line of iron and wood work.

Horse shoeing, tire shrinking by cold or hot process—wagon ironing, repair and make screen doors—in fact if it is made of iron or wood we can make it or mend it.

Your patronage solicited and satisfaction guaranteed.

**H. L. KANIPE.**

FOREST CITY, N. C.



**"The Coolest Place in Town"**

Is that said of **YOUR** store, **YOUR** restaurant, or **YOUR** theatre?

You know the difficulty in keeping trade in these days of hot sultry weather.

**Westinghouse  
ELECTRIC FANS**

will solve your problem and will make your establishment the coolest spot in town

We have a style of fan for every purpose and the right kind of fans for your establishment.

Stop in today and let us show you the type of Westinghouse fan that will make your store a pleasant place for your customers. Better do it NOW!

**TOWN OF FOREST CITY  
Mayor's Office**

**Fisherman's Luck**

J. C. Johnson, G. R. Waters, Roy Blanton and others, hied themselves away on a fishing trip Friday. They went up near Logans, where they cast their fly—and they say the fish bit good. They report a good time and an excellent catch. Among the lot of fish were 13 carp, which would average 5 pounds each, together with several suckers, cats and other kind. We did not see the fruits of the trip, and have only the word of one of the followers of Isaac Watson, and if the proverbial fisherman's luck was their portion, none of them will admit it.

**Kodak Finishing**

The Way it Should Be Done

BY EXPERT FINISHERS

Mail Orders Given Prompt and Careful Attention.

All work finished and ready for delivery within 48 hours from receipt of films at our studio

For Photographic work of the Better Class come to

**GILBERT'S STUDIO**

Successor to Gilbert & Hames

J. T. GILBERT, Mgr. CLIFFSIDE, N. C.

**WHAT IT COSTS TO OWN YOUR HOME**

The following illustrates the difference in cost of purchasing your own home by the straight mortgage plan and through the Forest City Building & Loan Association. If you purchase a home and need \$2,000 and must create a mortgage to complete your purchase, this example shows the difference between making a straight mortgage for a term of years or bringing your mortgage to the Building and Loan association.

The difference is your share of the profits. Read carefully and profit by the experience of others.

**Straight Mortgage Plan.**  
\$2,000.00 at 8 per cent

Interest .....	\$160 per year
Term .....	6 1/2 years
Interest .....	\$1040 in 6 1/2 years
Principal .....	\$2,000.—still owing.

**B. & L. PLAN**

20 shares—\$2000. at 6 per cent

Dues .....	\$5.00 per week
Interest .....	2.32 per week
Payments .....	7.32 per week
Term .....	(6 1/2 years) 335 weeks
Dues and interest .....	\$2,452.20
Principal, saved .....	2,000.00
Actual interest cost .....	452.20
Profits in 335 weeks .....	587.80
	1040.00

Does it not seem worth while? Do not the results show that it is worth a little self-denial?

You had the recent experience of the Liberty Bonds; it looked hard when you were told that you MUST take some; but now the strain is over, you have your bonds, they are paid for, and you feel none the worse off for it. It goes to prove that you CAN SAVE—that you are earning just a LITTLE MORE than you need to live on, and we are offering you the very best way to put this little saving to account.

**Forest City Building & Loan Association**

I. B. Covington, President.

W. J. Davis, Sec. and Tres.



You may have implicit confidence in this Bank, trust it with your funds, accept any advice from its officers.

It is an institution organized and run for the safety, the convenience, the advantage of its friends and customers.

Your account is invited here on the basis of a more friendly, helpful service than is customary in our lines.

