

# The BULL'S EYE

Editor and Manager  
WILL ROGERS



Another "Bull" Durham advertisement by Will Rogers, Ziegfeld Folies and screen star, and leading American humorist. More coming. Watch for them.

## A Miracle, A Truthful Ad

Did you ever read a truthful Ad. I mean one when you read it you would say, "That fellow really means what he says"? No you never did. You read where some Guy endorses an Overcoat, and to prove it he has one on, (or one they loaned him for the Picture). Now even if he did like it, what has that got to do with you. Peoples tastes are not alike. What difference does it make to anybody what some prominent Statesman, or Actor or Actress, or Movie Star wears. You are no kindergarden, you know what you wore last year and if it pleased you try it again. Now I dont smoke "Bull" Durham, I am not going to smoke "Bull" Durham, but if you did and you liked it, why dont let some Guys Picture and indorsement tout you off on something else. Now the only way I could ever be caught in a falsehood with this ad would be to smoke it myself.

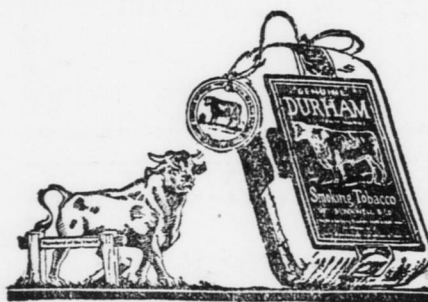
*Will Rogers*

P. S. There will be another piece here two weeks from now. Look for it.

### SIXTY-FIVE YEARS AGO!

In 1860 a blend of tobacco was born—"Bull" Durham. On quality alone it has won recognition wherever tobacco is known. It still offers the public this—more flavor, more enjoyment and a lot more money left at the end of a week's smoking.

**TWO BAGS for 15 cents**  
**100 cigarettes for 15 cents**



## "BULL" DURHAM

Guaranteed by  
*The American Tobacco Co.*  
INCORPORATED  
111 Fifth Avenue, New York City

### COURTNEY & HIGHTOWER

Funeral Directors and Embalmers.

East Avondale, N. C.

Located in Wells Bros. Store.

All Calls Responded to Promptly—Day or Night.

Hearse Service Rendered Promptly.

**TWO TO-NIGHT**  
for loss of appetite, bad breath, coated tongue, biliousness, Without gripping or nausea  
**CHAMBERLAIN'S TABLETS**  
Set your liver right—only 25c

## PROGRESS AND PROSPERITY IN RUTHERFORD COUNTY

(By J. C. Patton in Charlotte Observer)

Mr. J. C. Patton, editor of the "Made in Carolinas" section of The Charlotte Observer, was a recent visitor and was immensely impressed with the evidences of progress and prosperity in Rutherford county. Writing under the caption of "Industries of the Foothills," he says:

"Twenty years ago," as Clarence Kuester remarked while on a trip with the writer up in Rutherford county, "it was a day's trip from Kings Mountain or Shelby in a buggy over muddy roads to Rutherfordton or Forest City."

Nature's glorious foothills held all of their beauty of color and subtlety of charm, but the trouble was folks from other sections couldn't get there to enjoy them. Good roads form the key which has unlocked this great territory to the world and one may speed over hard surface roads from one town to another and find much to enjoy at every bend of the curve.

And while tourists from far and near are passing hourly through McDowell, Burke, Cleveland, Rutherford and other foothill counties, the hand of industry is also writing history in big letters.

Take Spindale, for instance. A few years ago it was merely a spot on the map. When Kuester and the writer climbed the steps of a monster office building in this town, which is the home of seven distinct big mill corporations under the direction of Kenneth Tanner, Elmore and others, it was to marvel indeed at the achievement in industry in this section. On almost every hill in sight the smokestacks of big mills were reared to

the heavens. Handsome school buildings, playgrounds, churches, neat and attractive homes of workers—all of these things spoke of the spending of millions in the erection of a great industrial Colossus of the Foothills.

And just a few miles away on a splendid paved road is the equally bustling town of Forest City, with its mills and factories, its paved streets, its fine schools and progressive people. Here we find an old friend, Hugh F. Little, in charge of Florence Mills, making cotton flannels and doing a big business. Then over the way a short space is Rutherfordton, with its additional factories and but a few miles distant is Henrietta and Caroleen, mill communities commemorative of the foresight and energy of the late S. B. Tanner; and still a little further, that magnificent mill village of Cliffside founded by that princely gentleman, the late Raleigh Haynes, and carried on today by his son, Charles Haynes and associates.

To many the foothill country holds greater charm than the imposing mountain regions, but in both, scenery unequalled even in Switzerland is not by any means the whole show. For industry has peopled these foothill counties with armies producing millions upon millions of yards and pounds of merchandise required by a world that must be fed and clothed.

It is not strange that western Carolina is richer than almost any like section in America when one sees the outstanding achievements of her captains of industry in the past few short decades.

### "IMPORTANCE OF CHEMISTRY"

(Continued From Page Three)

burning. Many a mill owner looks out the window and sees without knowing, his dividends go up the chimney. Chemistry meets these conditions by analyzing the fuel gases and regulating the draft. At \$2.25 a ton the fuel bill of the United States was over \$1,000,000,000 in 1910. Of that amount chemistry could easily have saved \$100,000,000.

A large pulp mill found itself with over 100,000 cords of peeled wood piled in its yard and this wood was beginning to rot. A few thousand gallons of sulphite liquor sprayed over the pile from a garden hose, killed the growing plants that were causing the wood to rot and thus saved the pile. The same mill was losing 23 per cent of its wood as bark waste. Laboratory trials proved that an excellent quality of paper could be made from this waste. As a result hundreds of dollars was saved.

In the old days of making paper the rags were piled in a heap, moistened and allowed to stand for weeks until fermentation softened them. Now they are boiled with lime for a few hours and are made soft so that they can be made into paper. They used to be bleached by the slow action of the sun and dew as they were spread upon the grass. They are now brought to a better color overnight by the use of a bleaching powder.

Many of our great industries are founded on minute chemical facts. Goodyear drops a bit of gum mixed with sulphur on a hot stove and the rubber industry results. The fact that silver salts blacken when exposed to light is responsible for a corporation with \$35,000,000 capital on which the earnings are over 20 per cent a year. Because the chemist learned that glycerine treated with nitric acid becomes explosive our army engineers are able to separate two continents. The patient study of uranium, one of the many hundreds of elements discovered by scientists, by Madam Marie Curie, has resulted in the discovery of radium.

Radium has and probably will play a leading part in the lives of men, but in my mind there is even a greater service which the chemist has given to the world, that thing which is dear to the heart of all of us—food. The words protein, carbohydrate and fat were taught to us by the chemist. In his ever patient manner he delved into the food problem and found that beans, peas, lean meat, almonds and eggs furnished the muscular tissue of animals. To this kind of food he gave the name proteins. He discovered that apples, bananas, dates, honey, molasses, potatoes and rice were rich in sugar and starch, so he named this group carbohydrates. There is still another class of foods such as olives, peanuts, fat meat, butter, bacon, cream and walnuts that

are rich in fat and are called fatty foods.

He goes further and tells us how much heat value each kind of food has. The amount of heat required to raise the temperature of one gram of water to 1 degree centigrade is called a calorie. One biscuit contains one hundred calories, two small pieces of bacon fifty calories and one piece of apple pie three hundred calories.

He goes further and tells us how many calories we should eat per day. For instance, writers, teachers, bookkeepers, shoemakers, tailors and physicians require from 2,200 to 2,800 calories per day. Carpenters, mail carriers, house workers and others, require 2,200 to 3,000 calories each day. Farmers, masons and blacksmiths require 3,500 calories per day.

Again were it not for the great achievements in chemistry all the fat women would have to remain fat and the lean ones pass all their precious days without ever knowing that there is a way to gain weight by the proper choice of food.

The work of chemists in making so many combinations of foods has greatly benefitted the housewife who is now able with only a small variety of foods to make a number of appetizing and delicious dishes.

Women through all ages have learned that to win the love of man she must feed him and I think the success of many homes is due to the fact that the wife with the aid of the chemist has chosen foods for the home in an intelligent manner, has served them attractively and in the proper combinations and proper caloric value to keep her family in a healthy and happy state.

The foundation of the world is based on the success of the home. The foundation of the home is based on chemistry, therefore upon this hypothesis the foundation of the world is based upon chemistry. Since this is true it behooves us as citizens to give to chemistry its proper chance to grow that it may in the ages to come serve man more advantageously.

### GOITRE REMOVED

Titusville Minister's Wife Saved An Operation, Wants Others To Know

Mrs. F. N. Baker, 18 W. Oak St., Titusville, Pa., says "Feel I am doing real missionary work when I tell how my goitre was removed with Sorbol-Quadruple, a stainless liniment. My eyes, heart and nerves were in a bad condition. Felt no ill effects from the treatment. Glad to tell or write my experience."

Sold by leading druggists or write Sorbol Company, Mechanicsburg, Ohio. Locally at Reinhardt Drug Co.

Now some scientist says it was the ape that descended from man, and the ape fundamentalists are letting out a roar.—Morgantown New Dominion.



## Confederate Memorial Coins

The first consignment of Confederate Memorial Half Dollars, minted by the United States Government as a "tribute to the valor of the Soldier of the South," which are to be simultaneously released throughout the nation on July 3rd, has been received by the Farmers Bank.

Citizens of Rutherford County now have the opportunity of making sure of obtaining some of these devoted Memorial coins on their national distribution July 3rd by immediately purchasing coin certificates at this bank, redeemable for the actual half dollars on July 3rd.

As less than two million of the Memorial coins are available to the entire South at this time, the Southern Bankers Committee, arranging details of their distribution has allocated only a limited number to each city and county in the various Southern states. Once these quotas are exhausted no further coins are obtainable.

The issuance of these commemorative coins by the National Government is an event of the greatest significance to the South. It is a gesture of friendliness on the part of the nation to which the South will spontaneously respond.

Not only do these coins have a high sentimental value through this national recognition of our Southern heroes, but they also possess an additional worth, since the modest premium at which the coins are sold goes to the completion of the great monument to the Confederacy being carved at Stone Mountain, Georgia.

## Farmers Bank and Trust Company

"A Roll of Honor Bank"  
"Where Banking is a Pleasure."

FOREST CITY CAROLEEN

Resources Over \$2,000,000.00

AN EXTRA MEASURE OF SAFETY  
AN EXTRA MEASURE OF SERVICE

