

There is Only One YOU In



With keen appreciation that it is the mothers, housewives, sisters, and sweethearts in Forest City who do fully 90 per cent of the shopping, this message is courteously submitted as a thought on how each and every one can materially assist in the further development and growth of Forest City. Community growth hinges absolutely upon business development. There is only one "U" in community—and it is in proportion to YOUR loyalty and patronage to home affairs, home industries, home stores that our town will grow. If you do ALL of your shopping in Forest City there will be more jobs, better pay and increased values all along the line.

Your Home, your hopes of success for self, brother, sweetheart or husband pivot about this point of home-town loyalty. A river never rises higher than its source and so it is in community affairs. There can be no higher real estate values, wages, or bigger opportunities than is brought about through the volume of business which is the life of every community. Your Dollars spent at home make this volume and if we divide those dollars we weaken our own investments and hopes of increased values of our holdings just as much. No doubt you have already made your plans for an extensive fall and winter buying campaign. Why not look first in Forest City stores, see the new merchandise now on display; note the real values offered—whether it be apparel or food; necessities or luxuries. You will find prices just as low and quality just as high—more often higher—and home-town merchants a great deal more obliging.

It's Your Town---and Our Town---Let's Make it Grow!

You Will Please Bear in Mind

That while there has been some business depression, locally, on account of the cotton price, there are many things to make the outlook for 1927 bright and to give us confidence in our own great section. Many activities, dormant now in this winter season, but all practically assured, will mark the beginning of a great era of increased wealth, prosperity and growth for Forest City and Rutherford County. We have supreme faith in our town and county.

We might also add that the so-called dull seas on offers the supreme opportunity to the far-sighted investor. We have many offerings now that will net great results in 1927. Let's talk it over.

Cyclone Auction Co.

Forest City, N. C.