

Rutherford County Offers Unequaled Opportunities To Manufacturers and Others

FOREST CITY COURIER

12 Pages

FOREST CITY—"ONE OF THE TEN BEST PLANNED AND MOST BEAUTIFUL CITIES IN THE U. S. A." U. S. DEPARTMENT OF AGRICULTURE SURVEY.

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QUALITY SERVICE STORES OPEN IN COUNTY THIS WEEK

Formal Inauguration of System to Be Held Friday and Saturday—Local Unit Covers Two Counties.

Rutherford and Cleveland housewives, ever anxious to follow any program designed to offer better service, will be given the first opportunity Friday and Saturday to patronize one or more of the twenty-eight Quality Service Stores of the two counties. Plans calling for the organization were formulated here several months ago with the result that more than a score of independent grocery stores in Cleveland and Rutherford counties joined the Quality Service Group.

Encouraged over the success of similar organizations throughout five states, officials of the local group believe that local shoppers will find noteworthy economies through dealing with members of the newly formed organization.

A meeting of the officials and members of the Rutherford-Cleveland unit was held Tuesday evening in the court house in Rutherfordton at which time final plans for officially opening the chain this week-end was made. W. C. Ellis, of Spindale, the group president, presided at the meeting. An enthusiastic meeting was held, and indications point to a successful opening this week-end. The principal item of business of this meeting was the outlining of the first week's sale specials. An advertisement elsewhere in this week's issue gives a list of these specials, also the number and names of the stores comprising the chain.

The Rutherford-Cleveland organization will shortly become a member of the Quality Service Stores of America, Inc., a national organization perfected to control certain copyrights used in the group work.

Officers of the local group are W. C. Ellis, Spindale, president; K. E. Simpson, Rutherfordton, vice-president; R. B. Keeter, Shelby, secretary-treasurer; Charles Boice, Shelby; J. W. Sanders, Forest City; and J. Cal Williams, of Rutherfordton as directors.

"The object of the Q. S. S." says Mr. Ellis, "is to promote efficiency in buying, handling and selling of the products handled by these stores. To reduce costs and pass this saving on to the customer; to arrange suitable displays in windows and inside the stores; to run regular advertising in the newspapers, telling housekeepers of seasonable offerings, special price concessions, etc."

"The organization includes a large number of the oldest and best-known stores in the two counties, men who have spent years in catering to the housewives of the two counties and who know what our people want and how they want it."

"The name Quality Service," continued Mr. Ellis, "means just what it says: Prices must be fair and reasonable, but a low price means nothing if quality is sacrificed. Quality will be at all times maintained. The stores belonging to this group may be distinguished by their red painted fronts, and the large window sign of 'Q. S. S. a Neighborhood Store.'"

First to Form.

The first of the Quality Service groups was formed in Lynchburg four years ago, acting as an advertising display grocer group. Eighteen months later a similar organization was started in Roanoke and preliminary work got under way for a third group of this kind in Bluefield, W. Va.

Independent grocers were faced by rapid changes in the food distribution industry, and found in the policies of the new organization a method of advertising store arrangements and a certain uniformity which they regard with favor.

Officials of the organization pointed out that housewives throughout the states served by the Quality Service Stores are pleased with the efficient service rendered by the stores, the low prices and neatness of the stores and the store per-

State Primary Will Be Held Saturday, June 7; General Election in November

June 7 was the date set by Judge J. Crawford Biggs of Raleigh, state chairman of elections, for the next state primary. The general election will be held November 4. The naming of county boards of elections will be made at a meeting of the state board in Raleigh Saturday, March 29.

The county units will be composed of two Democrats and one Republican. The state body will follow recommendations made to them by the respective county chairman. All candidates for the primary must file their notices not later than April 26.

HEARSE COLLIDES WITH AUTOMOBILE

Ambulance Transporting Body of Gastonia Woman to Macon County Collides Near Ellenboro.

A hearse transporting the body of a Gastonia woman to Macon county for burial collided early Tuesday morning with a car near Ellenboro, resulting in damage to both vehicles. The ambulance belongs to Cline Company, undertakers of Gastonia, and was carrying the body of Mrs. McConnell, of Gastonia, to Bethel church on Sugar Fork River, in Macon county, for interment. When near Ellenboro the hearse collided with an Essex coach, in which Mrs. W. A. Harrill and another lady of Ellenboro were riding. The hearse left the highway and ran down an embankment, breaking the glass in the windows and doors. A fender was torn from the Essex coach.

In the hearse with the driver was a son of the deceased woman. All escaped uninjured.

The ambulance was brought to Forest City, and later in the day another ambulance from Gastonia arrived here to take the body on to Macon county.

Mr. and Mrs. H. O. Dean, of Erwin, Tenn., were the week-end guests of Mr. and Mrs. J. M. Burkholder. Mr. Dean attended the Shriners meeting in Charlotte while here.

sonnel, and have found it possible to make substantial savings through dealing with member stores of the Quality Service organization.

Stores Are Uniform.

Quality Service Stores of this group will be painted uniform in color and will be further identified by a "Quality Service" sign at the entrance. Full equipment of window price tags will be provided for display on regularly priced window displays on exclusive Quality Service Store merchandise. All windows of member stores will be in charge of a local representative.

Through the Quality Service idea member stores will be enabled to carry a complete advertising campaign from week to week. Local merchants who have been interested in organizing the Quality Service Stores here, point out that it was the purpose of the stores to offer economies which would be impossible where the independent grocery was concerned. It is explained, however, that each of the member stores would retain its individuality, offering its customers the benefits of charge accounts and personal service for which the independent grocer has been noted.

"The success of the Quality Service Stores is based upon two fundamentals of modern merchandising—better foods and decidedly better service to the public," a member of the organization said yesterday. "Adding these two salient points to the fact that the public is getting economic values they have seldom been offered before, one can see why the independent grocer identified as a Quality-Service Store is more than holding his own in the bitter competition marking today's food distribution field."

In Five States.

Quality Service Store organizations throughout the five states in which branch members are operating welcomed the independent grocers of Rutherford-Cleveland into the group, pointing out that the efficient service rendered by the stores, the low prices and neatness of the stores and the store per-

ed of two Democrats and one Republican. The state body will follow recommendations made to them by the respective county chairman. All candidates for the primary must file their notices not later than April 26.

J. R. Anderson, is the present chairman of the Rutherford county board of elections.

W. G. MAGNESS TO MOVE PLACE OF BUSINESS

Mr. W. G. Magness will move this week to the building on the corner of Main and Post office street, adjoining the Bradley Jewelry store. Dr. W. L. Stallings will also move his office and jewelry shop into the same building with Mr. Magness. Mr. Magness is at present located in the same block, next to the Southern Hardware Company.

NEW ENTERPRISE FOR FOREST CITY

Hewitt Auto Works Occupies Handsome New Building In Government Square.

One of the biggest improvements in Forest City in recent years is that which has taken place on Mill Street within the past few months. Sidewalks have been laid, the street paved and two white way posts are to be placed each side of the street in the next week or two. One of the biggest improvements in this section of the city, however, and one that is a handsome addition to Forest City, is the erection of the Harrill and King building, which has been occupied by Mr. M. H. Hewitt. This building has been leased by Mr. Hewitt for five years, with the privilege of ten, and he will conduct business in this new building under the name of Hewitt Auto Works, with the Hewitt Roller Works in connection.

This building, which is indeed a handsome structure, is practically fireproof. It has a roll top, steel truss roof, and is built of brick, with the front in white pressed brick. It has concrete floors with extra large windows made of steel sashes with factory ribbed glass. Mr. H. L. Hyder was the building contractor and has been highly complimented upon his good work in erecting this handsome building.

The first floor of this new building is in three sections. It has one large section where wrecked automobiles will be rebuilt as soon as the necessary equipment arrives, one small room which will be used for an office and a fairly large room for the roller covering shop. It has large windows all along each side which furnish plenty of light. This floor has a large roller bearing door that enters into the room used for repairing wrecked cars and through which these cars may be driven.

With a large sloping driveway, the basement also has a front entrance. At the foot of the driveway a place has been built for washing cars. A large sliding door leads into the basement, which has reinforced concrete floors and is absolutely fireproof. The basement will be used for storing cars, with a capacity of twenty-five cars. Mechanical work and greasing will also be done in the basement with the auto laundry just outside the door. Two of the city's best mechanics, Messrs. T. E. Byrd and Henry Miller, have rented space in the basement from Mr. Hewitt and will have charge of the automobile mechanical work.

Following the erection of the new building and the extensive paving in front of the postoffice, the town council changed the name of this street to Government Square.

Mr. Hewitt moved into his new building last Friday, and is now getting his new enterprise under full headway. He will have day and night repair work on all automobile repairing, storage, body and fender work, auto laundry, etc.

ROMINA THEATRE IS LEASED TO ROLAND G. HILL

New Company to Operate Five Theatres in State—Opens Monday, Feb. 3.

Mr. Roland G. Hill, of Lexington, N. C., has leased the Romina Theatre and a company is now being formed to take over the operation of this handsome show house, which will open to the public next Monday night, following extensive alterations. The house will be closed all this week while busy workmen put the finishing touches to the alterations the new management deems necessary to make the Romina one of the best as well as handsomest theatres in the state. The latest improved sound screen will be installed and other acoustical improvements made, new carpet will be placed in the foyer and aisles and on the stairs, the lobby will be improved and the front painted as part of the improvement program.

Mr. C. C. Whitacre, former manager of the O'Dowd Theatre at Florence, S. C., local manager of the theatre, arrived Monday and has been busy with the improvements on the Romina. Mr. Whitacre is an experienced theatre man, having been connected with different houses in his home town of Tampa, Fla., before going to Florence. He will move his family here as soon as suitable residence can be secured. Mr. Hugh M. Gibbs, chief projectionist, and who, by the way is one of the best in the state, will remain with the new management at the Romina.

Mr. Roland G. Hill, lessee of the Romina, is an experienced theatre man, having been in the business the past fifteen years. He operated extensively in South Carolina for several years before coming to this state. He now controls the following five theatres in this state:

The Playhouse at Statesville, The Lexington at Lexington, the Concord and Roxie theatres at Concord, and the Romina at Forest City.

Backed by this organization and his connection with the producing companies enables Mr. Hill to secure the best pictures made and he expects to have nothing but the best, according to his statement to the Courier. "My policy is to run three changes a week, giving the people of the entire county a chance to see the best pictures and will operate suitable to the community wants," stated Mr. Hill, who further stated that the theatre is to be a community proposition and will be open to the churches and schools and other organizations for a place to hold their entertainments. "We feel that we are public servants and are willing and anxious to cooperate with the public," said Mr. Hill in concluding the interview.

The price scale will be 10c for children at all times; 25c for balcony and 30c for lower floor for matinee; night prices will be balcony 30c and lower floor 40c. A slight increase will be made for road shows.

Time of shows: Open matinee at 1 p. m., and run continuously until 11 p. m., concluding five shows. The approximate time of beginning each program will be 1, 3, 5, 7 and 9 o'clock.

The Romina will open Monday night, February 3, at 7 o'clock under new management, at which time they promise a splendid program.

The Romina Theatre opened in January, 1929, and has enjoyed a wide popularity and a good business. The handsome structure was erected by Mr. Walter H. Haynes, of Cliffside, and is a credit to the town and county.

The former manager, Mr. C. M. Hughes, made a host of friends during his stay in this city.

The Courier feels sure that the public will back Mr. Hill in his desire to give a first class theatre which will be a credit to the city and county.

Mr. B. Arp Lowrance, of Charlotte, spent Saturday and Sunday here with his sister, Mrs. Chas. A. Ford.

Great Results From Stephens' Revival

All Expenses Incident to Campaign Now Raised—Large Number Attending Services Each Day

SALEM CHURCH NEAR COMPLETION

Completed Building Will Represent Investment of Approximately \$14,000—Locals and Personal of Bostic R-3.

Bostic, R-3, Jan. 27.—Mrs. Guy Dobbins spent the week-end with her parents, Mr. and Mrs. Amos Bridges, of Ellenboro.

Mrs. Elbert Dobbins visited her brother, J. B. Hamrick, near Bostic Saturday.

The young men of the community serenaded Mr. and Mrs. Buron Walker at their new home near Washburn's store, Saturday night.

Salem Church nears completion. It is a handsome edifice costing approximately \$14,000.00. It has fourteen Sunday school rooms, a spacious assembly room, pastor's study, kitchenette and modern auditorium. Electrically lighted, with a Latta-Martin water system it stands a memorial to the zeal of past and present members.

After treatment at the Rutherford hospital, Mrs. R. L. Wells continues indisposed at her home. Friends wish for her a speedy recovery.

Rev. and Mrs. C. H. Padgett visited the latter's sister, Mrs. R. L. Wells Monday night.

LATE NEWS FROM GOLDEN VALLEY

Mr. Mikey Toney Critically Ill—B. Y. P. U. Social Saturday Night—Local and Personal Items.

Bostic, R-3, Jan. 27.—Mr. W. A. Barnes has been in a bad condition for a long time. Has become more serious in the last few days we are sorry to note.

Mr. Mikey Toney is in a critical condition and the end is expected at any minute. We are sorry to note this as he is young and in the bloom of life and to know him is to love him.

The B. Y. P. U. of First Broad Baptist church gave a social at First Broad school house on Saturday night. Many games were played and several songs were sung. Every one seemed to enjoy the occasion very much. Among part of those that were there were as follows: Misses Malonia, Viola and Louise Gamble, Nannie and Mary Melton, Estelle Jones, Kittie Fortune, Vernia Houser, Merle, Lois and Ora Hunt, Ronnie Houser, Cleo and Faulder Towery. Mr. and Mrs. Paul Jones, Mr. and Mrs. Spencer Gamble, Messrs Charles Self, John Blankenship, Fay Gamble, D. Houser, Guy Melton, Ralph Rollins, Roosevelt Hunt, and Blaine Jones and others.

Mr. and Mrs. Letcher Rollins and Miss Hard were the dinner guests Sunday of Mrs. Rollins parents, Mr. and Mrs. Zeno Gamble.

Mr. Roosevelt Hunt was the guest on Thursday night of Messrs Berry and Ralph Rollins.

Miss Ora Hunt spent a night recently with Miss Mary Melton.

Mrs. Paul Jones spent part of last week with her mother, Mrs. Spratt, of Ellenboro.

Miss Mary Melton spent Saturday night with Misses Louise and Georgia Gamble.

The roads of this community are getting all most impassable in some places, we are hoping spring will soon get here and bring with her plenty of sunshine and dry weather.

Mr. and Mrs. J. F. Weathers left this week on a motor trip to Florida and Cuba.

Cliffside, Jan. 28.—One week of the Stephens tabernacle meeting has passed and it is now in full swing. On Sunday night, the tabernacle was filled to its capacity and there were at least 3,000 people present for the most excellent discourse that has yet been delivered. The immense crowd was inspiring to the speaker.

On Saturday night, the collection for the tabernacle and other current expenses "went over the top" with a sum amply sufficient to take care of every thing, and there will be no further collections taken up during the remainder of the meetings.

Rev. Stephens announced that in all of his experience of over twenty-two years in the evangelistic work, Cliffside is the first place where he had preached, that the tabernacle and all other current expenses were raised during the first week of the meetings; so we claim that as a noteworthy distinction for Cliffside—another "first" for our town.

At the meeting on Sunday night there were delegations and representatives from many places. Among the most prominent were Messrs. Wilson, Ralph Brawley, and Eugene Edmondson, wife and little girls from Mooresville, some eighty or ninety miles away. The testimonials of Messrs. Brawley and Edmondson before the immense audience, of what the Stephens tabernacle meetings had done for them in their town two years ago, was enough to convince anybody of the inestimable good of these meetings to any community. Mr. Edmondson's little daughter, only seven years old, sang from the platform: "I Need Jesus" in a very touching manner and appropriate, as it was the song she sang two years ago at the meeting in her town that touched her father's heart, and turned him to God.

On Friday night a large delegation from Alexander, was present at the meeting, and a large delegation from Rutherfordton, Ellenboro and other places were present on Tuesday night.

There were no services on Monday night, as that is rest night for the tabernacle, but there was held on that night at the Memorial building, and informal reception for the tabernacle choir, ushers, chairmen of the various committees, the prayer meeting captains, etc., and about 200 were present.

The meetings are having a telling effect for good already.

BOILING SPRINGS NEWS

Boiling Springs, Jan. 29.—Mr. and Mrs. Tom Greene and family visited Mrs. Greene's brother, Mr. Gary Moore, who is ill with pneumonia at the Rutherford Hospital, Sunday afternoon and reported that Mr. Moore was better.

Miss Ruth Morrow, daughter of Mr. and Mrs. M. L. Morrow, is sick at this writing.

Miss Esther Morrow gave a party last Saturday night in honor of Miss Alice Luckadoo, Mattie Whitesides, Messrs. James Webb and Worth Daniel, of Forest City. There was a large crowd present and all seemed to enjoy the occasion.

Mr. and Mrs. Yates Greene, who married recently, are spending a few days with Mr. Greene's sister, Mrs. Ralph McCraw and Mr. McCraw, of Gaffney.

HEAVY SNOW.

Snow began falling Wednesday morning getting under headway in the afternoon and Forest City awoke Thursday morning to view a blanket of "the beautiful" estimated to be 8 to 10 inches deep on the level. Traffic is having trouble and schools were closed until Monday.