

# FOREST CITY COURIER

Published Every Thursday in the interest of Forest City and Rutherford County.

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**ADVERTISING RATES**  
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 Classified Column 1c per word

THURSDAY, MARCH 6, 1930

## FOREST CITY STUFF.

There was a time when the phrase "small town stuff" was used by people who cannot think well as an expression of contempt. But this attitude toward small communities is or should change.

Witness the big city of Chicago if you would acquire pride in Forest City, your home town. Its treasure is emptied by graft and its policemen, firemen, and other employees must work without pay. A gangland court sits daily in a Michigan avenue hotel handing out its conception of justice in a barbarous manner. The mayor was elected on a platform of "Make King George keep his snout out of Chicago." Its legitimate business must pay toll to racketeers. Men are shot down on its streets and the perpetrators of these crimes walk free.

Chicago is a little worse than most other American cities, but such things happen in all metropolitan centers. In every great city at least half of the tax payer's dollar goes into channels of graft. In every great city the criminal element is powerful and dominant over many public officials.

This is big city stuff. When we see what is really happening in this country of ours we may well feel proud that we live in a small town where people have enough intelligence to run their affairs with some show of decency.

## LEADERS NEEDED.

Everywhere there seems to be a struggle to find some worthy purpose to which one can dedicate his efforts and thoughts. Some people strive passionately to uplift the unfortunate inhabitants of far away places. Others seek to find ways of improving the community. And still others indulge in a large amount of idealistic talk that has no specific or practical application.

This human urge to find some issue or movement worthy of support leads to ridiculous performances at times, but it is essentially one of the best traits in human nature. The desire to make life something besides a narrow, self-seeking period of existence is not to be condemned only in its unintelligent expression.

In Forest City, as in all other communities, we have many people who would like to do something worth while in general social uplift and enlightenment. But unfortunately they do not always know what to do and so seek reforms that are of questionable value.

Herein lies the need of intelligent leadership. An individual or small group in a community or an institution can take advantage of this human desire to do something worth while and lead the mass of people in the direction of better living, higher culture, more intelligent citizenship.

In the main, thus, all communities are the same. There is the will to do something worth while for the town among the great mass of its citizens. But in the character of leadership they have there is a vital difference.

So wherever you may live you have unlimited opportunities to accomplish worth while things. If you have the requisite intelligence, the initiative, the ability to inspire others with your own ideals, you will find a large following pliable to your influence.

## ADVERTISING AND PROSPERITY.

No less an authority on the business situation than Roger Babson has made the assertion that advertising can be of enormous help to American business during the coming months.

The great problem in our country is sales. Whatever business stagnation we have is due to over-production, or rather under-consumption. Through intelligent advertising the merchant, the manufacturer, and the producer and seller in all lines, can stimulate public demand, put an end to this period of under-consumption, create demand that stimulates production and gives labor to those now unemployed. With the unemployed earning money and buying goods, we will have business activity and general prosperity growing like a rolling snow ball.

This advice is not only for the big industrial leaders in New York, Detroit and Chicago. It applies just as effectively to the merchant here in Forest City. The surest way to bring about hard times is to stop advertising, and stop selling. For the less that we sell the less we produce resulting in lowering the demand for labor.

Optimistic reports on the future outlook are coming from all quarters. Men who know, who have valuable reputations at stake, see no danger ahead if every business man keeps driving away at his business.

It is only good sense, therefore, for the business man to continue through the coming year as he has gone through the past year, placing perhaps a little more emphasis upon advertising and selling.

## LOCAL MARKETS.

Farm Relief, as a nation-wide issue, becomes a subject of widespread discussion now that Congress is in special session. Much is being published these days about improving farm marketing machinery, about stabilizing world prices in grain, and about stimulating demand and serving better the consuming public.

In the humble opinion of the editor, however, too little attention is paid to the subject of local markets for farm produce. The few studies that have been made on this subject are highly interesting and thought provoking.

R. Bruce Dunlap, county agricultural agent for Blair County, Pa., recently initiated some work that may prove to throw a great deal of light on this entire subject of agricultural distress. He induced the Department of Agriculture to lend assistance in a survey of the home market. Accordingly a study was made of the demands for agricultural produce in Altoona, Pa., and of the production of the surrounding country.

It was discovered quickly that only 8 per cent of the potatoes consumed in that city are produced in the surrounding territory, although the country thereabout is well suited to potato production. It was also found that another town could consume three times as many eggs as were produced in its tributary territory, although the country is well adapted to poultry raising.

These towns import potatoes and eggs from great distances meanwhile the farmers in the territory surrounding these communities are overproducing some commodities and exporting them to far away points. The cost of this great, and apparently unnecessary transportation of farm produce is really paid by the farmer.

Knowledge of these facts have given the editor of the Forest City Courier an idea. In brief it is this: Let's have a survey made of the local market for farm produce here in our county. This should be conducted in a committee consisting of many of the city's leading merchants, and representatives of our farmers' organizations.

Then let's give widespread publicity to the results of the survey, so that our farmers may know what they can market here locally without difficulty.

In time this would certainly prove to be extremely valuable to our farmers and it would likewise be of benefit to our Forest City merchants.

This is, of course, merely an idea. Perhaps it has defects. Anyway we would like to have expressions of opinion on this subject from the readers of The Courier.

Unless tenant farmers of Scotland county agree to plant and cultivate a good garden this year, they will not be advanced supplies by the merchants of the county.

## Joint Meeting Of Kiwanis Clubs

A joint meeting of the Forest City, Rutherford and Tryon Kiwanis Clubs will be held Tuesday night at the Columbus Hotel, Columbia, at 7 o'clock. All Forest City members are urged to meet at the local Kiwanis hall at 6 p. m., Tuesday evening, and go to Columbia in a body. No meeting will be held Monday evening here.

The regular weekly meeting of the Kiwanis club was held Monday evening. No business of importance was transacted at that time. A paper, by Mr. M. P. Bodie, cotton buyer, was read by him. The paper follows:

With middling upland cotton selling at 15c per pound, twenty-five dollars a bale or a third under what it was last year it is natural that those of us whose prosperity is largely dependent on the cotton crop should want to take stock and try in some measure to visualize what is in the future.

And with this in mind it might be well to know North Carolina's position in cotton production. In 1925 North Carolina produced 290 pounds of lint cotton per acre leading all other important cotton producing states and comparing with an average for the belt of 180 pounds again in 1928 she led all other states in pounds per acre and produced 238 pounds against an average of 154. In 1928 she led all other states producing 252 pounds against an average of 153. The figures are not available yet for 1929 but I have no doubt that the comparison will be as favorable for North Carolina as those of the past three years. The western area if considered alone would unquestionably make a still more favorable showing. The minimum cost to deliver cotton from the farmers in the west to the mills transportation and other necessary charges, including middlemen's profits, is about \$15.00 per bale. Here it is \$12.25.

With the highest production and the lowest handling cost of any other section it would seem that here if anywhere cotton could be produced profitably.

While there is no doubt need for diversification as Prof. Erwin explained to you last Monday night it is more particularly true of the farmers who has to contend with more uncertain climatic conditions and the boll weevil and consequent low yields than with us here.

In those countries where the boll weevil is a real menace the propaganda for diversification and limited cotton cultivation is quite as much to insure the farmer against loss of entire income from no production as against low price from over production, and it is possible that the business people and bankers may take it too seriously here and unduly handicap the cotton farmer by withholding credit from him at this critical time. There is not a burdensome surplus of cotton. The market is depressed due to stagnation in all lines of business. Cotton can be grown here more successfully and profitably than anywhere else in the United States. Have faith and do not be discouraged.

## TRUSTEE'S SALE OF LAND

Under and by virtue of the power of sale contained in that certain deed of trust dated August 17, 1927, made and executed by J. E. Grose and wife Carrie Grose, to B. T. Jones, Jr., trustee, and appearing of record in the office of the Register of Deeds for Rutherford County, in Book A-4, Page 46, default having been made in the payment of the indebtedness secured thereby, and the holders of same having requested the trustee named therein to sell the said property in accordance with the provisions of the said deed of trust, the undersigned will offer for sale to the highest bidder for cash at the courthouse door in Rutherford County, North Carolina, on **SATURDAY, APRIL 5th, 1930,** at about the hour of 12 o'clock, M., the following described real estate: Beginning on the N. W. corner and runs S. 100 feet to a stake; thence about E. 100 feet to a stake; thence about N. 100 feet to the street; thence with said street 100 feet to the beginning. There is a dwelling house on this lot. Also one cotton

## 1/4-MILLION-DOLLAR BROADCASTER:



Hugh Barrett Dobbs, better known to radio fans as "Dobbsie," was an unknown 4 1/2 years ago. Today he is the West's greatest radio personality. E. H. Saunders, an executive of the Shell Oil Company and one of the West's greatest visioners, was attracted by Dobbsie. The photo shows the result of this attraction. "Dobbsie" is signing a three-year contract at a yearly figure far exceeding the salary of the President of the United States. From now on Dobbsie will devote his entire time to the work of the Shell Company, conducting the Shell Happytime over the National Broadcasting Company's network of the Pacific Coast Stations. Dobbsie has now the distinction of being the highest paid radio personality in the radio world to-day. (Herbert Photos, N. Y.)

present, as there is some very important work to be done. Please be there promptly at 7:30 Friday evening, March 14th.

This the 5th day of March, 1930.  
 B. T. JONES, JR., Trustee.  
 C. O. RIDINGS, Attorney. 22-4t.

Mrs. Minnie C. Flack.  
 Worthy Matron.

## HENRIETTA SUNDAY SCHOOL INCREASING

Caroleen, Mar. 5.—Rev. J. A. Brock, pastor of the Caroleen and Henrietta Baptist churches, received 32 new members into the Henrietta Baptist church Sunday, 28 by baptism. The Sunday school increased fifty percent in number, there being 406 present last Sunday. The effects of the recent Stephens' revival is just now being felt, and it is expected that there will be a large increase in both membership and attendance.

## KNIGHTS OF PYTHIAS MEETING HERE MONDAY

The Knights of Pythias will hold a rally meeting at the Pythian hall here Monday night at 7 o'clock. A good speaker will be secured for the occasion. All Pythians and former Pythians are urged to be present, as this is an important meeting.

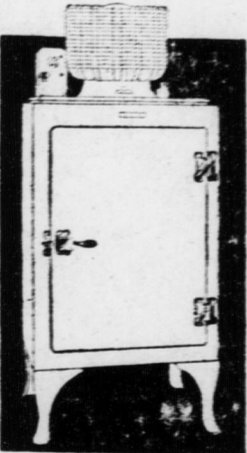
V. T. DAVIS,  
 Chancellor Commander.

## AREME CHAPTER O. E. S.

There will be a call meeting of Areme Chapter, No. 125 O. E. S. Forest City, to be held in the Masonic Hall on Friday evening, March 14th, at 7:30 o'clock for rehearsal for initiation. It is earnestly desired that all members of the order be

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Forest City, N. C.

## Epworth Leagues To Meet Friday

Spindale, Mar. 3.—Rutherford County Epworth League Association will hold its regular monthly meeting at Salem Methodist church Friday evening at 7:30 o'clock, according to an announcement made by the county president, Prof. R. W. Eaves.

The Salem Epworth League will have charge of the devotional program. Following the devotional exercises a business session will be held, which will be presided over by the county president, Prof. Eaves.

All leagues in the county are urged to have a good number of representatives present for this session.

Exactly 2,570 persons attended the eight live-at-home meetings held in Catawba county by the farm and home agent during the week ending February 15.

## SPECIAL This Week and Next



Style No. 269

A Lot of **New Spring and Summer Frocks**

In prints and solid colors in the very newest styles, just arrived, and we are going to run these dresses these two weeks (2 at the price of one) That is **2 for \$10.00**

These are originally \$10.00 dresses.

We also have a pretty line of

**Flat Crepe Prints** going at **\$5.95**

each "Amazing Values" Come in and look over some of our very newest dresses at **\$16.50**

Style and quality in every one.

We are going to be open every night until after nine and we invite all the ladies to come in and try on our dresses. You like 'em better when you try 'em on.

They are dresses that really fit.

**Make This Your Shopping Place. Ladies, We appreciate Your Trade.**

Bangkok Hats in all shades and styles just arrived. Hats from

**\$1.95 to \$5.95**

New line of Spring Coats with Capes and without. Very stylish and priced very reasonable.

**FOREST CITY SHOPPE**

Allamae Ellis. Jennie Davis