

FOREST CITY COURIER

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THURSDAY, MARCH 20, 1930.

GOOD BUSINESS.

The energetic, enterprising businessman is not complaining about bad business. He has found the relief for hard times for himself. He knows that there is always some business that will go to the man who knows how to go after it. He knows that complaining accomplishes nothing. He knows that periods of depression must always come to an end. And he knows that to keep business going he must advertise.

CHIMNEY ROCK'S OPPORTUNITY.

The fire that swept through the walled-in street at Chimney Rock removed picturesque features, for the architecture of the street was unique, dating back from the original founding. The flames reached where the flood waters of 1916 failed, and the reconstructed town will undoubtedly be somewhat different from the old setting. But the towering cliffs on either side and the Rocky Broad that tumbles its way between, still remain and it is altogether possible that the new town of Chimney Rock will be more interesting than was the town of Esmeralda days.—Charlotte Observer.

ONE INSTITUTION THAT HELD ITS HEAD UP.

The building and loan associations of the State represented one agency that last year was able to hold its head aloft without showing the reflected shadows of the great stock market disaster. They came through the year with the record of having recorded an increase of nearly a million dollars in their assets. That speaks eloquently not only of the confidence which the public feel in these institutions, but also of the good sense of the people themselves in maintaining their connections with this savings agency instead of dissipating their fortunes in speculative orgies.

Any community is fortunate that has a live, wide-awake and well-managed building and loan association functioning in the business of home building in its midst. One of the reasons for Charlotte's supremacy in this line lies in the successful maintenance of its several building and loan associations over a long and unbrokenly successful past.—Charlotte News.

ALL STOCKHOLDERS.

We once heard of a city, similar in many respects to Forest City, that enjoys a widespread reputation for the efficiency of its local government. This town today is practically free from debt. It owns several valuable utilities, has up-to-date schools, well paved streets, other good institutions and a moderate tax rate.

"All quite wonderful, almost too good to be true, and how can it be done?" one naturally questions. The answer is not so difficult to find as one might imagine. The people of the town are all interested in its government. They regard themselves as stockholders in a corporation that must be efficiently operated for their own good.

One administration has been in power for many years. It has proved itself by virtue of the wisdom of its actions and the good sense with which it met every problem. An unofficial committee consisting of business leaders meets frequently, offers helpful advice, brings to the affairs of the municipality the advantage of business experience.

The spirit of partnership and factionalism has been eliminated. In its place there is the spirit of co-operation, similar to that which characterizes the internal affairs of

every great, successful corporation. Here are a few matters for local application. Perhaps we can emulate some of these general methods and policies that have meant so much elsewhere.

NOT BY SIZE.

Most Americans fall into the error of judging everything by mere size. We brag about our cities in terms of population figures, about buildings in height and square feet, about banks in size of deposits and resources.

In many respects we are a bit like the ancient Egyptians, whose taste in most things went to mere size. They built gigantic pyramids that are of interest even today because of their enormity, but the ancient Greeks left a far higher culture to the world because of their feeling for design and their highly developed sense of beauty.

Size after all is a poor standard by which to measure all values. A big building may be ugly and big city is not necessarily a desirable place in which to live.

Our aim for Forest City should be, not merely to find some way of increasing the population. It should include a program to make this a more attractive home town healthful city, a more pleasant home town for the vast majority of its citizens.

OFFICIAL PUBLICITY.

Representative Herbert of Richland county, is right in his opinion that publicity for all official business is the best safe-guard available for the interests of the public. But the information the taxpayer wants is how many dollars have been spent and for what by the various government departments, not what proportion of the millage assessed is allocated for certain purposes. Specification of the latter on tax receipts, as suggested by the Greenville News, is all right but does not go far enough.

Detailed reports of all expenditures by every agency handling public funds should be published at regular stated intervals.

These reports in themselves would prove a check on extravagant tendencies, and would afford opportunity for investigating without unreasonable delay any claims that seemed to warrant such action.

It is impossible to devise a system that will be absolutely perfect, but full publicity will certainly help.—Gaffney Ledger.

LET'S TRY SINGING A DIFFERENT TUNE.

Instead of thinking, talking and dreaming hard times, let's reverse the order of things and sing a different tune for a while and see what happens.

If a drive is on foot to raise funds for any worthy cause, about the first thing to be heard is, "Well, I don't believe you'll get much because you know times are so hard." If a person is approached to pay an account or an overdue bill, the common reply is, "Well, I tell you I just haven't got it. Money is so tight and I can't make any collections for myself and I've had so many other bills to pay lately." If an urgent call is made to pay the preacher his deserving and well earned salary, or to pay toward any church benevolences or charitable purpose, the same old tune is sung, "I've had so much to meet that I declare I actually haven't got any money to spare. I've just another payment on the car to meet; the final payment on the radio had to be paid last week or they said it would be taken out; I had to take my wife and children on a little week-end trip week before last, and before they could go they all claimed to need new coats, shoes or dresses; we've had quite a bit of entertaining of one kind and another that we had to do lately and you know how much that costs, so you see there's nothing left when it comes to giving away anything," and so forth and so on and so on ad infinitum.

Now isn't that the real secret of the whole trouble right there? Aren't we spending so much on ourselves trying to keep apace with the other fellow, so that there is really nothing left to pay our just and honest debts or to give to those less fortunate than ourselves?

If everybody in this community would pledge ourselves honor bound to quit talking hard times on every occasion, to quit spending all we make and more on our own pleasures and needless expenditures, and instead begin paying a little on our back debts, what a different community this would be and what a grand time we would all have together! Let's try it and see.—Brevard News.

Town Talk

A Few Facts About Forest City Interspersed With a Little Fun.

By TED ALCOCK.

A day that will linger long in memory was last Sunday. Old friendships were renewed and new friendships made. A beautiful day and a beautiful picture, as relatives of Martin Harrill gathered to honor his memory. May March 16, 1931, bring them together again.

Spring hats, spring coats, spring dresses, spring undies and spring house cleaning. Pity the poor married man.

"Why doesn't the town put fire plugs in the Wilkie development?" asks a resident of that beautiful suburb. Yes, why not? It is inside the city limits. Those homes are too pretty to take such a risk.

The bootleggers are becoming scarce and several loafers have gone to work. Maybe the bank failure wasn't such a terrible thing after all.

A job for the Kiwanians and other civic organizations: Let's have another knitting mill.

And that reminds me that when the ice of winter is gone the refrigerator ice is just around the corner.

Revival services start at the Presbyterian church March 30. The friendly little church with a former missionary to deliver the sermons. A good time to make a new start.

And how about the merchants stopping their talk of hard times. The people will be so scared by your talk it will take a derrick to pull a nickel from their pockets.

The crowds from all over the county that come to Forest City to do their shopping is proof enough that Forest City merchants handle the goods and handle them right.

If shells on the street can be used as evidence, oh boy, the crowds like our peanuts, too.

Where's the old fashioned drug store where a fellow could step in and buy a cigar, without having to buy his lady friends a drink and sandwich?

And the drug store sheik with his lily white hands, cigarette holder, balloon pants and perfumed hair. What can we do with him? Insect powder, please!

We're hoping for the best but we still have on our heavies.

Funeral Held For Mrs. Lillie McCraw

Henrietta, Mar. 18.—Mrs. Lillie McCraw, aged 29, died at her home here Monday after a brief illness. Funeral services were held at the Henrietta Baptist church Tuesday afternoon at 2 o'clock, with Rev. J. A. Brock, of Caroleen, and Rev. E. P. White in charge of the services. Interment was in the High Shoals cemetery.

Mrs. McCraw is survived by two small children, Virginia and Charles at home; one sister, Mrs. J. D. Ramsey, of Henrietta and four brothers, Carl Huntley, Mooresboro R-1, C. G. Huntley, Clyde and Glenn Huntley, of Henrietta.

FIFTY-ONE APPLY FOR POSITIONS AT ENKA

Rutherfordton, Mar. 18.—Misses Lorraine Dugger and Dorothy Gaston, representatives of the American Enka Corporation, of Enka, near Asheville, were in Rutherfordton last Friday and Saturday, interviewing prospective employees. A total of fifty-one people made applications during the two days. These applications will be considered by the officials of the plant, and all successful applicants notified of their acceptance.

Broadway electrical recorded phonograph records. New shipment just received. Newest hits and also sacred records. Only 35c each or three for one dollar. Stahl's Ten Cent Stores.

FARMERS URGED TO CUT COTTON, WHEAT ACREAGE

Prosperity of South Depends On 'Safe Farming Program', Expert Says.

Washington, Mar. 18.—Reduce cotton and wheat acreage, plant a home garden, and have a larger farm income is the advice the agriculture department and federal farm board is broadcasting to farmers.

"The south can never be permanently prosperous until it adopts the safe farming program." J. A. Evans of the agriculture department said Tuesday.

"Why raise five bushels of wheat when you can get more money for four bushels?" asked Chairman Legge of the farm board.

In the south the department urges cotton planters to raise enough food for the family, to increase livestock holdings and to put more land in pasture.

For the wheat area Legge suggests land be put in flax, which is imported in considerable quantity, or be left to pasture so it will be fertile for later use.

"Cotton acreage should be reduced from 46,000,000 to 40,000,000. These are minimum cuts," Legge said.

Evans said it would pay cotton growers to leave all land producing less than one-third of a bale an acre idle this year. He said unless the reduction was made there would be a repetition of the 1926 cotton glut.

"Southern farmers would save money raising their own foodstuffs and feed for their animals," Evans said. "Then some of the idle land could be put into pasture and they could replenish their stock of work animals and also a little pork." Evans said.

Get the latest and best Sunday papers at Stahl's Ten Cent Stores.

Largest and best assortment of fishing tackle in this section at Farmers Hardware Co.

Autos Kill 40 In N. C. In February

Raleigh, Mar. 18.—Forty persons were killed in automobile accidents in North Carolina in February, the motor vehicle bureau of the State Department of Revenue announced late Monday. This was an increase of seven over deaths in February, 1929.

January's toll was 58, and the first two months of 1930 are well ahead of a corresponding period in 1929 fatalities.

In February, the report showed 321 persons injured, making a total of 361 killed and injured in 223 accidents.

Three persons were the victims of

"hit-and-run" drivers and two of the 17 pedestrians killed were intoxicated, the department announced. Three motorists who met deaths were intoxicated, it was reported, and 20 persons injured had been drinking.

Speeding was listed as the cause of seven deaths and of injuries to 24 persons. Three persons were killed in crashes with railroad trains. More persons lost their lives on Sunday than any other day, 13, and a large majority of the accidents occurred in late afternoon or evening.

Weathers makes the price of Hardware. Farmers Hardware Co.

Notice

We have just received a large stock Shoes for the whole family. Will go on sale, Thursday, Friday and Saturday.

Watch for this big sale. All the shoes were bought so we can offer great bargains on every pair.

This sale offers you best opportunity to buy shoes at a big saving.

Forest City Trade Store

Formerly Forest City Salvage Co. Between Penders and Piggy Wigly

For Forest City Merchants Only

Being one of a series of chats with Forest City businessmen in which they are told how they can increase their volume of sales.

Making The Demand Equal The Supply

In olden days the merchant, who oftentimes was also a manufacturer, went from house to house peddling his wares. Then times changed, and methods changed, and the itinerant merchant disappeared.

In his place came the merchant of today—the merchant who is a

purchasing agent for his community. As a purchasing agent the merchant buys as he believes the people in his community will buy from him. Sometimes his sales are many, at other times they are few. Always, however, his supply is equal to the demand. But the demand, unhappily, all too often falls very, very far below the supply. Which means poor business.

Take your own case. You have, let us say, enough of the goods you handle to supply a goodly number of the people in Forest City who require these goods. Do they demand these goods in such great quantities as to make your supply inadequate? The odds are they don't.

THIS newspaper has joined small town newspapers all over the country in a nationwide campaign to convince national advertisers that they can best assist small town merchants by advertising in the local, home town newspapers of the small town merchants.

Still, you can't do as the merchant of old did and create a demand for your goods by peddling them from house to house. So you take advantage of the very best means available and advertise in your local home newspaper. Valuable as this is there's still another selling force—and that

is the advertising of the manufacturers whose goods you want to sell to Forest City buyers—which should also appear in your local, home newspaper.

And you can go far in getting this aid by talking about Forest City to the salesmen, through whom you buy your merchandise—by inoculating them with the thought that local demand can be created and directed chiefly through your local home newspaper—by making them see how necessary it is to your business welfare to have the advertising of their companies in your local newspaper.

You need the advertising aid of the manufacturers whose goods you stock—urge their salesmen to recommend your local home newspaper.

The Forest City Courier