

# FOREST CITY COURIER

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

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Classified Column 1c per word

THURSDAY, JULY 10, 1930.

## THE DEMOCRATIC TICKET—STATE, DISTRICT, COUNTY

(The following is the State and county Democratic ticket, which will be voted in the November election.)

- United States Congress.  
Senate:—Josiah W. Bailey.  
House (10th District)—Zebulon Weaver.
- State Corporation Comm.  
George P. Pell.
- Solicitor.  
18th Judicial District:—J. Will Pless, Jr., Marion.
- State Senate.  
27th Senatorial District: Peyton McSwain, Shelby; W. K. McLean, Tryon.
- House Representatives.  
O. R. Coffield.
- Sheriff.  
W. C. Hardin.
- Clerk of Superior Court.  
M. O. Dickerson.
- Register of Deeds.  
W. O. Geer.
- Treasurer.  
Mrs. Minnie F. Blanton.
- County Commissioners.  
J. P. Jones, Geo. H. Blanton, A. W. Deck.
- Board of Education.  
J. T. Harris, W. W. Nanney, J. C. Hames.
- Coroner.  
W. C. Hightower.

## EDITORIAL JOTTINGS.

Well, well, it seems for the first time since being in harness in Rutherford county, the editor will have something to shoot at in the coming November election. Heretofore, with no competition for the Democratic party, there seemed no need to pay much attention to politics. Now, can you believe it (?), the Republicans have actually shown their hand and seem to think that they are to give us a little competition. Well, all you "old blue hen's chickens," let's gird ourselves for the fight—if it could be called that. We must not even let a Republican think he can win an office in this grand old Democratic county. As a beginner, let all Democrats forget the recent primaries, whether your choice won or lost, and all unite against the common enemy. At the head of the editorial column will be found the Democratic nominees. All together, now, boys, for a united support of these good Democrats.

Isn't it about time the public was given some insight into the politics of the Rutherford Sun? A perusal of an editorial in that paper last week, entitled, "November Portents" wherein dire predictions are made as to the fate of certain Democrats in Rutherford county at the polls in November, leaves one very much in doubt as to the "independence" of this newspaper.

Come out from behind the bush, boys, and let us see your colors.

Some few heard the call for renewal of subscriptions, made in this column recently, but there are many others who have not as yet responded. One little dollar is a pitiful sum to pay for fifty-two weeks of local reading matter. Come on, some of you laggards, with that renewal.

Just how far would an "Independent" newspaper get in its support of the Republican party?

## THE STATE CONVENTION.

Anticipations that the State Democratic Convention would be marked by a gathering in harmonious accord and with insistent call for a reuniting of the party, met with full expectations, for harmony was the watchword and unity the universal call. Judge Varner, the key-note, paramounted this call as being directed to "all North Carolinians," and no references were made to the differences existing previous to the primaries of last month. Governor Gardner made a model address in all respects, refraining from the usual abuse of the opposition party and confining himself to recital of accomplishments of Democratic State administrations, backing the claims with the facts, and in that direction he delivered a talk that might be classed as one of practical service to the party. The general tenor of the speeches was along the line of a cementing of the State party for the purpose of presenting a solid front to the political enemy in the November election, Nominee Bailey coming out particularly strong along that line. It was not only one of the largest of conventions in the history of the State, but it was an assembly particularly noted for manifestation of enthusiasm on part of the delegates.—Charlotte Observer.

## ADVERTISING AND GOOD WILL.

A business leader from South America declares that advertising is a great force in the promotion of peace and international good will. Advertisements inserted by American manufacturers in South American publications tend to bring the two peoples closer together in understanding, he declares.

What he says is unquestionably true. International ill-will is often due to lack of knowledge and understanding. Advertising designed to create good will between individuals and industries will help to dispell the feeling. It enables the people of one country to see that the people of another want their business on a friendly basis, and that the citizens of the other nation are essentially the same as they are.

Thus advertising receives new recognition for playing a significant part in the business life of the world.

## A STATE OF MIND.

In this great country of ours nothing has been destroyed. We have here all the natural wealth that we possessed two years ago. Our factories are here, our people still have unsatisfied wants, our farms are well tilled, our normal interests and point of view has changed but little.

Still we have unemployment and a general feeling of uneasiness throughout the business world. This is partially due to the fact that great masses of people began to retrench several months ago. When consumers curtail buying and when industry restricts operations, then men are thrown out of work and a vicious cycle whirls us into a period of hard times. The more we all emphasize the condition the worse it is likely to become.

A united effort on the part of every individual in the country could quickly remove the cause of the trouble. If the business as usual idea began to dominate all thinking, it would not be long before our country would again be moving along on a plane of prosperity.

Individually we should make no drastic changes in our buying habits or business methods. We should strive to avoid any extreme decisions calling for retrenchment, and soon we would find the cause for our uneasiness over the future entirely removed.

## ADVERTISING INVESTMENT.

What determines the value of a business? Is a mere appraisal of real estate, stock, and physical equipment all that is needed to arrive at an accurate, market valuation?

The average business man will answer: "Absolutely not—good will is worth as much or more than the physical plant."

On this basis one can argue for the investment value of advertising. Money expended in printer's ink creates good will, prestige, business standing in the public eye. Money so invested, therefore, adds a substantial increase to the value of the business.

Literally millions of dollars have been paid for mere trade names, or in other words the accumulated value of consistent and continuous advertising. Still there are those who regard advertising as expense rather than investment.

## HUMAN NATURE.

There is a certain inherent meanness in human nature that furnishes us with some of our most distressing problems, collectively and individually.

In every normal person the seeds of envy are fertile. Some people by conscious effort prevent their development, but the vast majority, living as natural products of nature, permit them to flourish. And it is this spirit of envy that makes it impossible for men to work together in harmony, that prevents various groups and classes from pooling their resources, energy, and experiences for the betterment of every individual. "The trouble with this town is that everyone is afraid that the other fellow will make a little too much money," may be heard in thousands of communities. Herein lies much of our difficulty in Forest City and in every other community for that matter. Most of our community problems could be solved if the feeling of envy that dominates so much thinking were eliminated. One must make a conscious effort to overcome this attitude.

In every normal human being there is also a natural feeling of suspicion and distrust for others. That of course dates back into the early days of the race. When men lived by hunting, stealing, fighting, and violence in every form, suspicion was the only thing that made for self-preservation. The man who trusted his neighbor then did not long survive.

But those times have gone. We do make mistakes in our confidences and trusts, but the losses today that accrue from this source are much smaller than the intangible losses we suffer by harboring a suspicious attitude.

As previously stated these qualities are inherent in human nature. To overcome them and pave the way for more notable community achievement requires conscious effort on the part of every individual whose attitude counts in the progress of the city.

## OUR SCHOOL GRADUATES

Our high school and college graduates are now entering the world, seeking jobs that will enable them to fit into the general scheme of things. They go forth with much valuable training, with disciplined minds and ambitious souls that will eventually lead them well along the way of success. But for the present many of them are doomed to disappointment.

Those with college degrees may find men who employ workers singularly unimpressed with their sheepskin rolls. They will find everywhere a demand for practical experience and a willingness on the part of the new applicant to start at the bottom regardless of school and college training. They will find fierce competition for the good positions, and will encounter men who will resort to all manner of devices to gain the coveted positions. They will encounter struggle, in short, that demands much in the way of wit, of courage, and of perseverance.

We have no doubt as to the ultimate success of the majority of these fine, bright eyed youngsters who leave our schools of learning in such great numbers each year, but we warn them now that they will be disappointed if they expect to find success awaiting them with outstretched arms.

## BEGGARS AND PEDDLERS.

With general business conditions such as they are throughout the country, the beggar and peddler nuisance here in Rutherford County seems to be more troublesome than usual. Scarcely an hour passes that some individual with a tale of woe does not attempt to get a small donation to sell some worthless merchandise that we don't want to buy. It is sometimes hard to be short. People in need call forth sympathy, but it is the writer's impression that many kindly souls are being imposed upon by men and women who find a tale of woe more profitable than hard work.

There seems to be little reason for giving support to peddlers. We have everything we need available here at our local stores, and we know that the man behind the counter is also behind the merchandise we buy.

If it is charity we are called upon to offer, then let us give it to the deserving—to those who really need help. Unfortunately the people of this class are usually too proud to beg.

A little study will show that most

of our kindly intentions lead to nothing when they prompt us to help beggars. For begging is now and always has been a profitable business for those who know how to arouse sympathy.

## SPINDALE AMUSEMENT CO. TO OPERATE ROYAL THEATRE

Spindale, July 9.—The Spindale Amusement Company, which was recently incorporated, has purchased the Royal Theatre, at Spindale, and has changed the name to the Carolina Theatre. This company also operates the Carolina Theatres at Shelby and Charlotte. Mr. L. C. Sipe will be manager of the Carolina Theatre at Spindale. Mr. Sipe says that the best sound equipment that can be bought is now being installed. The admission prices will always be 10c and 30c and this theatre will follow the same policy as that of the Charlotte and Shelby theatres. Watch this paper for further announcements and date of opening.

## OAK GROVE NEWS

Bostic, R-1, July 7.—Rev. J. E. Hipp filled his regular appointment at Oak Grove Sunday.

The ladies aid society held their July meeting at the home of Mrs. J. E. Hipp Saturday afternoon.

Misses Ethel Tate, Alliea Randall and Estelle Greene spent Sunday with Miss Mozelle Jolley.

Mr. L. D. Wilkie, Miss Belle Wilkie, Mr. W. P. Wilkie and Mr. Nichols of near New Hope, attended preaching at Oak Grove Sunday.

The Oak Grove Epworth League held their regular monthly social Friday night.

Mr. and Mrs. D. E. Hawkins and little daughter, Marjorie, and Mr. M. E. Hawkins and family spent one day last week at Morganton.

Mr. and Mrs. Orel Wright and little son, Claude William, visited Mrs. J. M. Randall Sunday night.

Miss Mae Harrill spent a few days last week in Charlotte.

Mr. T. A. Biggerstaff and family, were visitors at Mr. J. M. Biggerstaff's, Sunday.

Mr. and Mrs. C. B. Harrill, Misses Leigh and Pauline Harrill and Evelyn Grayson were visitors at Mrs. Delia Randall's, Monday night.

Miss Susan Biggerstaff is in the Rutherford Hospital suffering with appendicitis.

Mr. Huston Biggerstaff who holds a position in Virginia spent the week end in this community.

Little Miss Naomi Jolley of Alexander spent last week at the home of her grandparents, Mr. and Mrs. W. A. Jolley.

## MISS LUCILE WRIGHT WEDS MR. R. G. BRIDGES

Ellenboro, July 7.—Handsomely engraved cards have been received here announcing the marriage of Miss Lucile Wright and Mr. Robert Glenn Bridges, both of Ellenboro. This announcement will center the interest of friends here and over the county. The bride is the accomplished and attractive daughter of Mr. and Mrs. M. Z. Wright of Ellenboro. She graduated from Boiling Springs College, and later from the Baptist Training school of Louisville, Ky. The groom is the son of Mrs. Sarah Bridges and a promising attorney. He graduated from Emory and Henry college, at Emory, Va. Both are popular and have hundreds of friends in the county.

## FAVORITE RECIPES OF A FAMOUS CHEF

As Told to Anne Baker by ROGER CRETAUX, Chef, The Roosevelt, New York City

**Savory Brussels Sprouts**—Cook one quart of Brussels sprouts in salted water until tender. Drain thoroughly, place in a hot dish and pour over them a sauce which is made as follows. Mix together one teaspoon mustard, three-fourths teaspoon salt, one teaspoon sugar, one-fourth teaspoon paprika, one well-beaten egg, one-half cup vinegar and two



Roger Cretaux

tablespoons salad oil. Cook in a double boiler until the mixture thickens. Then add one tablespoon melted butter, one-half teaspoon curry powder, one teaspoon minced parsley, and one-half teaspoon graded onion. Beat thoroughly and pour over the sprouts while both the sprouts and the sauce are still hot.

**Tomato Rarebit**—Heat one pint of canned tomatoes and add one teaspoon salt, one teaspoon sugar, one tablespoon chopped onion, one-eighth teaspoon pepper, and a dash of cayenne. Keep the tomatoes bubbling over the fire, adding gradually one-half pound of cheese cut into small pieces. Stir constantly until the cheese has melted and the mixture is smooth. Then add one teaspoon butter and one well-beaten egg, stirring all the while. Remove from the fire and serve immediately on slices of hot, buttered toast.

Subscribe to The Courier.

## A COOL PLACE FOR THE HOT DAYS

Visit our Fountain and keep cool. Every hot weather drink served. Curb service our specialty.

We carry a heavy line of patent medicines, rubber goods and stationery. Also carry the finest grades of perfumes and cosmetics.

Your patronage will be deeply appreciated.

Charles E. Hardin

Manager of Charles' Soda and Cigar Store.

## FOR YOUR HARDWARE NEEDS

VISIT Southern Hardware Incorporated

Next Door to Peoples Drug Store

We make best prices on— All Kinds Hardware

Pipe and Fittings of all sizes.

Now is the time to buy— Screens, Paints, Fishing Tackle, Ice Cream Freezers.

Visit us before you buy.



BIRTIE

## Beauty Shop

OUR REGULAR Permanent Wave \$10.00  
SPECIAL PERMANENT WAVE \$5.00

Avail yourself of this big special now.

Expert Operators— Genuine Supplies.

Phone 205

## Poultry Car

Rutherfordton Seaboard Depot.

Tuesday, July 15, 8 a. m. to 1 p. m.

Ellenboro Seaboard Depot.

Tuesday, July 15, 2 p. m. to 5 p. m.

Call office of County Agent, F. E. Patton, phone 116, Rutherfordton, Saturday morning for prices.

F. E. PATTON, County Agent

## WE MAY FIND IT DIFFICULT TO ATTAIN OUR AMBITION MANY TIMES.

Our plans are upset by unexpected happenings that throw us out of balance temporarily. Just such has been the case with us for the past months.

Now, since things have partly settled back to earth again, let's pick up the fragments, knit them together in a more compact form and TRY AGAIN.

A SAVINGS ACCOUNT WITH THE BUILDING & LOAN ASSOCIATION IS A GOOD PLACE TO START. NEW SERIES OPEN JULY 5TH.

Or use the newer plan if you like. Deposits made monthly in any amount you choose. Come in.

## Forest City Building & Loan Association