

FOREST CITY COURIER

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

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C. E. ALCOCK... Editor and Owner
CLARENCE GRIFFIN... News Editor
MRS. C. E. ALCOCK... Society Editor
ARVAL ALCOCK... Asst. Manager

ADVERTISING RATES
Display, per column inch... 30c
Reading Notices, per line... 10c
Classified Column... 1c per word

SUBSCRIPTION RATES
Payable in Advance
One year... \$1.00
Six Months... .50
\$.50 per year outside of Rutherford County.

THURSDAY, JULY 31, 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.

FRED E. WEBB.

On receipt of the news of the death of Mr. Fred E. Webb The Courier was reminded of that portion of Scripture "Know ye not that this day a prince and mighty man has fallen in Israel?" In his going the town has lost a man of integrity and worth, and one whose place will be difficult to fill. He was truly a "prince and mighty man." His untimely death, in the bloom of life, the best of which was yet to be, is unexplainable. To his heartbroken widow and two fatherless children the loss is irreparable, and we can only recommend them to the Infinite Power that directs and shapes our destinies.

TRUE TO FORM.

A news dispatch from Goldsboro of July 17th, credits Congressman Geo. Pritchard, Senatorial nominee from the G. O. P. ranks, with the statement, "watch the Democrats and prevent them from stealing the election." At any rate, he is running true to form with his diabolical insinuations.—Lincoln County News.

Reminds us of the times when his associates imported Virginia negroes to elect a North Carolina governor.

ANOTHER PAPER QUILTS.

The Daily Record of Rock Hill, after a life of less than three months has suspended publication. It entered into competition with the Rock Hill Herald, though it would seem that any one who would stop and think would know that a town the size of Rock Hill is not large enough to support two dailies. The result was a heavy loss, facing an impossible task on the part of the promoters of the new enterprise.

Publishing a newspaper today is

an expensive and difficult proposition and the trend toward one-paper fields has been made compulsory because of operating expenses that have doubled and trebled in comparison to the costs some time ago.

The time has been, when a few cases of type and an old discarded press could bring a newspaper into existence. But that time has gone as is evidenced by the thousands of daily and weekly papers that within the past few years have either been merged or gone bankrupt, because it is impossible to make income and production costs meet.—Clinton (S. C.) Chronicle.

WILL YOU BE ONE?

The report on automobile accidents for the past year is out at last, and its figures are extremely depressing. No fewer than 31,000 people were killed in this country by automobiles, and more than 1,000,000 more were injured. This represents an increase of 10 per cent over the preceding year.

The dreadful significance of those figures is hard to assimilate until you study them a bit. For example: during the next hour there will be three Americans killed by automobiles, and 115 more will be hurt—many of them, crippled for life.

Who will those doomed people be—those who are to die or be crippled within the next 60 minutes? Well, one of them may be yourself. Or it may be that your car will be the instrument that strikes one of them down.—Charlotte News.

FARMERS RELIEVED (?)

A summing up of farm relief by the present and a previous administration is thus set forth by the Louisville Times (Dem.):

"The Federal Farm Board, child of the present administration, has relieved the farmer of any illusion he may have had as to its helpfulness.

"The tariff bill, for which the present administration is responsible, has relieved the farmer of his watch and chain, in cases in which he still had his watch and chain, and it will get his shirt and shoes.

"Improvement of credit facilities, altruistically promoted by a previous administration, had relieved the farmer, in many cases, of his farm or a valuable equity therein, before the Hoover administration began relieving him."

Another possible method of farm relief is suggested by the Times: "The farmer whose land is where a country club would like to establish a golf course, or where the president of a tariff-subsidized town plant, works, mill or factory would like to plant his surplus and create a reputation for baronial hospitality, may be relieved, by getting an offer which will cause him to say, under his breath, almost incredulously, in solitude, behind the barn, when pinching himself to see if he is awake: 'Th' gol darned fool!'"

FALSE IMPRESSIONS.

The advertising published of late by many city department stores has been arousing in the public mind a needless amount of fear over the future.

Many great organizations, it is true, are suffering, and must resort to every known method to move stock regardless of what effect such methods may have on public feeling. These larger systems are feeling the pinch more than the smaller, independently owned stores. The reason for this is almost obvious to every man familiar with business practice.

These large institutions are heavily financed. They are all burdened with large interest charges, sinking fund requirements and so forth. During good times this financing makes possible enormous profit on the actual capital invested. During hard times it causes losses that are difficult to carry.

Take for example the case of two farmers. One owns his farm outright. The other carries a large mortgage. Under present conditions the one who owns outright will get along passably well—his obligations are not greater than his earnings. But the one whose property is mortgaged faces serious difficulty. With present demoralized markets he finds it difficult to raise enough money to meet his interest requirements.

Large stores heavily financed with bond and stock issues of various kinds are in much the same position as the farmer with a heavy mortgage. Money must be raised in some manner, and the result is an exaggerated impression of the present unsatisfactory state of business.

We caution our readers not to become unduly alarmed. All business barometers, including the stock mar-

ket, point toward marked improvement for the coming months. America is sound.

A STATE LICENSE FOR AUTO DRIVERS.

For some time many observers of the increasing number of automobile accidents in the State each year have thought that a State license for drivers might help the situation.

W. G. Spruill, assistant commissioner of motor vehicles believes that at least 120 lives would be saved each year, and that ought to be worth something. Quoting this opinion The Salisbury Post says: "as matters now stand any man, drunk or sober, can climb into any motor car and go anywhere and do anything that appeals to him. If no accidents befalls any one, and all escape with their lives, good and well, but if not, then no recourse. We hope the legislature that convenes in January will give the state a sure enough law that can and will be enforced. The only way to curb this matter of reckless, death-dealing automobile driving is to check up on those who get at the driver's wheel. Those who are not capable, those who have a record, those who cannot be relied upon should not be allowed to drive and every one who drives should have a license that means something. North Carolina cannot longer play with this desperate situation. The only way to stop this disgraceful performance on the state highways is to stop it."

RETRENCHMENT TIME.

Even a casual observer of present-day affairs, both business and governmental, will agree that State Treasurer Nathan O'Berry, the wise veteran guardian of the State's treasury, is right in his comment to the effect that both persons and governments are spending too much on the non-essentials. This is the time of retrenchment and readjustments and there is no reason why the State, county and town officials should not acquiesce to the situation and set the example.

Among other things Capt. O'Berry says:

"When people are faced with ten cent cotton and 15 cent tobacco, they cannot pay taxes, and the counties can derive no income from land they bid in for taxes. So the counties have got to figure out ways and means to get along on less money. Of course consolidation of any activities that leave only three jobs where six grew before, will be opposed by the politicians and office holders. But when there is no money to pay the six, someone has got to go. And right now the people and the taxpayers should be considered first and the politicians last."

"I do not want to appear to be pessimistic, and in one way I think the present period we are going through and which is likely to last for a year or so yet, will eventually be one of the greater good and blessings we have ever had since it is going to teach us to separate essential from unessential activities, both at home and in government," Captain O'Berry said. "But I am thoroughly convinced that the state is spending too much money for non-essential activities and services, and that the majority of counties, cities and towns are doing the same thing." There is no disputing the fact that the State Treasurer is right and certainly he is in a position to speak with a knowledge of the facts.—Morganton News-Herald.

THE CITY'S POOR.

Almost every community, large or small, has its poor aid problem, although there seems to be less calls for aid in Forest City than in any place of its size in the state. However, before final adjustment—which seems just around the corner—there may develop more cases of need in this city. If need arises, how best solve the problem?

As civilized people we recognize a certain social obligation to those unfortunate individuals who have found it impossible to adjust their financial affairs to the needs of the times.

In short we agree that we cannot permit the poor to starve or even to suffer greatly because they are unable to earn a living.

But there are certain undeserving individuals who take advantage of the charity extended by the community as a whole. It is often found that people who are receiving poor aid refuse to work when they can get work, or they enjoy the luxury of a radio or an automobile while

getting help from the municipality.

One way to check such abuses is to establish a civic policy, namely, that all families including one or more men able to work must earn the poor aid they receive from the city. When the head of a family is out of work because of conditions over which he has no control, we, as civilized beings, cannot permit his children to starve or go undernourished. But we can find ways to make him earn the dole he receives.

Let him work it out on the streets, public buildings, or any other civic works that may be needed. This will represent a gain for us all at the same time we fulfill our civic obligations.

With unsatisfactory employment conditions this problem of poor aid is becoming acute. Can we not solve it in a good, common sense, and business-like manner?

CLEVELAND STAR WINS CUP.

At a meeting of the North Carolina Press Association, held last week in Blowing Rock, The Cleveland Star, Shelby's newsy tri-weekly, was awarded the Savory loving cup. This cup is given each year to the newspaper, outside of the daily class, who shows the most improvement in typography, make-up, appearance, etc. In awarding the cup to The Star the committee paid this enterprising newspaper a well deserved tribute. The Star is one of the most interesting, best edited and newest newspapers in the tri-weekly field. We congratulate you, Brother Weathers and Brother Drum, and extend our best wishes to you and your associates.

EFIRD'S ANNUAL PICNIC A MOST ENJOYABLE AFFAIR

An event eagerly anticipated each year is the annual picnic of the Efirde's Department Store. This year the management and force at large was also celebrating the fact of having won out over Shelby in the annual June sale,—that city having been designated as the opponent of the local store,—a feat of which the friends of the store are equally proud.

This year the event was held at beautiful Rainbow Lake, near Spartanburg, on Tuesday evening. A large crowd gathered at this beautiful resort and enjoyed a bountiful lunch, after which most of the visitors indulged in a swim in the lake. Mr. and Mrs. Fagan have been highly felicitated upon the success of the occasion. Every one present seemed bent upon making every one there have a good time. The force of the Efirde store at Spartanburg was invited to be present at this happy party and came in large numbers.

Invited guests were Mrs. P. D. Harrill, Sr., Miss Katherine Harrill, Mr. and Mrs. C. E. Alcock, Miss Mary Frye, Messrs. W. G. Magness, Robert Hamrick, "Dude" Frye, Durham Waters, H. W. Kiser, Carl Hill, Geo. Blackwell, H. P. and Billy Harrill, Robert Smith, Mr. and Mrs. Elmer Davis, Spindale, Miss Pearl Reece, Rutherfordton.

Those present of the Efirde's force were Mr. and Mrs. W. H. Fagan, Mrs. C. A. Ford, Mrs. Judge Harrill, Misses Fannie King, Maude Grose, Marie Hughes and Alda Freeman, Messrs. Chas. Whitlock and Melvin Waters. Of the extra sales force were: Misses Lula Allen, Annabelle Ware, Esther Champion, Messrs. V. G. Whitlock, Bud Freeman, J. C. Harrill and Chas. Ford.

Noted Quartet To Sing At Ellenboro

Ellenboro, July 28.—The Hendersonville quartet will be heard at Ellenboro Wednesday night, the occasion being revival services which are being held there.

The quartet sang at Shelby Sunday night in the Baptist church. A 40-minute program was given and about 1,000 people attended. The congregation of the Methodist church was dismissed so it could attend the Baptist services.

Mr. J. F. Womble and son, J. G. Womble, spent last week visiting friends in Winston-Salem, and Lexington and fishing at High Rock Lake.

How a girl hates to have all her girl friends admire the man she admires!

It is better to follow one good example than it is to set a dozen bad ones.

FOX THEATRES TO USE ONLY NEWSPAPER ADVERTISING FOR MOVIE HOUSES

New York, July 27.—After a careful survey of the field of motion picture advertising, the Fox theatres corporation, operating hundreds of movie houses between the Mississippi and the Atlantic seaboard, announced today it had instructed its house managers, without decreasing advertising appropriations, to drop all other forms of advertising and spend the money for newspaper space.

The Fox company has found newspapers the "logical medium to advertise current programs to the motion picture public," G. S. Yorke, director of advertising, declared. He listed six reasons for the decision:

Six Reasons.

"Flexibility. Frequently the theatres of this corporation must make quick changes in programs. These can always be advertised in newspaper columns.

"The newspaper columns also permit the best use of decorative advertising, which is so essential to the advertising of our theatres.

"Increased space is always available to us in newspaper columns. In using other mediums we have not always found additional space readily accessible on limited notice.

"Newspaper advertisements can be changed or corrected with greater dispatch, minimum cost and greatest convenience. "Except in rare cases theatrical advertisements in the newspapers do not have to compete with non-theatrical copy.

"Newspaper advertisements can be digested at the convenience of the reader."

Roxy Blazed Trail.

The decision to turn to newspapers exclusively to advertise its programs was based by the Fox company on the experience of the Roxy theatre, here.

"The Roxy, which holds the record of gross business, both in respect to specific weeks and to the whole period over which it has operated, has never used any other advertising medium than the newspapers," said Mr. Yorke. "The same is true for a number of our small houses."

The motion picture business, in its development from a fad to one of the leading industries of the country, owes much to the assistance of newspapers, he asserted.

DRUNKEN DRIVING.

Examples in abundance are available these days to demonstrate what drunken driving may mean. Liquor may have played its part in a number of fatal accidents in Rutherford county.

It appears that the practice is on the increase and for this reason we feel that the officers of the law should deal more vigorously with such offenses.

Regardless of what one's attitude may be toward liquor and prohibition, there is no intelligent person who wants his own life and the lives of the members of his family endangered by automobile drivers whose senses are muddled by liquor.

This is not offered as a criticism for the past but as a suggestion for the future. Examples are needed to teach people to stay out of cars when they want to drink.

SUCCESS.

Success cannot be measured by the enormity of one's wealth or the vastness of one's notoriety. Many of the world's greatest artists in the realm of letters, of music, and of painting ended their days in comparative poverty. Yet they have brought pleasure and new understanding to posterity, and therefore we call them successful.

Many others have amassed millions, but they did it at the price of love of family and at the cost of suffering and hardship to countless others. Therefore, the enlightened observer calls them failures.

Hence we say that the success of individuals, of communities and of institutions of all kinds is not a matter of statistics.

Success is achieved only when it brings greater happiness, more profound understanding, or more helpful knowledge and service to others.

Series Number 65

IS JUST BEGINNING

A great many are taking advantage of this splendid opportunity to save a portion of their earnings even if it be a small amount.

"Running Shares" can be taken any time. No regard for series dates. Any amount any day. Its a fine time to start your Savings Account for a better day is coming when business will revive and you will be thinking of a new home or extensive repairs on the old one.

Forest City Building & Loan Association