

OUR PUBLIC SCHOOLS A BUSINESS ENTERPRISE—PEOPLE STOCKHOLDERS

Should Know Details Of The Business By Practical Experience—Should See The Plant In Operation And Demand Results Commensurate With Expenditure—Merely To Invite Public Into School Buildings Not Enough.

By Mrs. A. H. Reever, President National Congress of Parents and Teachers.

What do you know about your child's school? How is your child's home cooperating with it? Does your child have trained parents as well as trained teachers?

If the home can answer these three questions it will be taking its due part in Education Week.

We can have neither interest in nor a fair opinion of that of which we are totally ignorant. The great majority of people to-day know nothing whatever about the schools in which their children are sent to secure an education. Many parents do not know the name of the school their children attend or of the teachers in whose care they spend five hours of five days a week and whose influence upon their lives will never be effaced. They do not know whether the school plant is good or bad; the equipment modern or antiquated; the instructors

capable or inefficient. Having no knowledge, they lack appreciation of the professional skill of the teacher; never having seen a class in operation, they have not realized the tremendous advances made in recent years in methods and subject matter. Unaware of the demands made by this enlarged curriculum and by the over-crowded classes resulting from our rapidly increasing population and the inability of the educational supply to meet them, they content themselves with carrying on more or less efficiently that part of education lying within the physical limits of the home, and they leave to the system of public instruction of which America is so justly proud the task of administering the taxes they pay and of improving both the schools and the children who are sent to them.

Perhaps the greatest of the functions of Education Week is the demonstration of the schools to the people, by drawing into them the citizens of every community, whether

small or large, setting before them the processes of modern education, the equipment required to attain and maintain the highest degree of efficiency, and the justice of giving to every child, whether in city or country, equal educational advantages.

But merely to invite the public into the school building is not enough; there are those who will see and not perceive; who will hear and will not understand. In every school in the land there should be held in Education Week a mass meeting at which should be practically set forth the value of education; its effect upon the wage-earning capacity of young men and women; the possibilities offered by vocational training; the advantages of part-time schools. The representatives of the home and of the community should be informed in clear, nontechnical terms as to the qualifications of teachers and the importance of providing for them the best possible training; the recognition of ability and the payment of adequate salaries; the provision of suitable tools for their work and of proper conditions in which to live and labor.

Learn from the community what it wants the school to give its children; how the curriculum may be humanized and vitalized until education becomes a commodity worth any price because of its vital and fundamental value in the life of the home. At better public spirit, a higher social order, will result when we see completed the great American triangle: THE HOME—THE SCHOOL—THE COMMUNITY.

The public school is a business partnership in which the people are stockholders. They should know the details of that business in terms of practical experience, its application to the living conditions of every trade

and profession. Then these stockholders should see their plant in operation, demonstrating not results but processes, so that they may recognize the skill and effort which go to the production of the finished article, and they should have opportunity to ask questions and receive intelligent and intelligible answers in regard to this great investment of millions of their money.

Teach the community about its schools; how much it costs to run it, and how much better it might be made by increased expenditure. Wake up community pride and set it to work.

Teach the home what the school needs from it in loyal support, in friendly understanding, in healthy, well-trained scholars. Wake up parent pride and set it to work.

Learn from the community what it wants the school to give its children; how the curriculum may be humanized and vitalized until education becomes a commodity worth any price because of its vital and fundamental value in the life of the home.

At better public spirit, a higher social order, will result when we see completed the great American triangle: THE HOME—THE SCHOOL—THE COMMUNITY.

TRY STAR WANT ADS.

Ike's Brother-In-Law, Tells A Tale

Dear Star readers I will pen a few lines and express myself in regard to Sal, the most beloved wife of Ike. May be I know Sal as most of you do not. I know you all saw in the Cleveland Star dated October 16, 1925 where Ike went so far as to say that Sal, that most devoted wife of his, had spent all his substance in riotous living.

Now as I have said before, I know Sal as most of you do not. A few of you know that Ike and I married sisters and at this critical time I feel like it is my duty to come and stand by the side of my wife's oldest sister Sal. Now Sal tells me that Ike does not treat her as a husband should treat his companion.

Just a few words in regard to that licker business. Sal tells me that Ike and some other fellow gets up early in the morning and goes up to that still place and stays all day, comes home at night, calls up old Nero and goes out to get some fresh meat and stays out until everybody else has gone to bed and is asleep. He then gets up in the morning before anybody else gets up and goes back to that still place in the woods. Now you see good and well that Sal is not getting justice. She has all the fire wood and stove wood to cut, all the cows to water,

milk and feed and all the horses to water and feed, all the hogs to feed and the spring to go to, dishes to wash and all those 9 children to put to bed and nobody to help her. Now you all can see good and well that Sal is not getting justice. The other day some of them fellows from Shelby, N. C. that wear those big caps and brass buttons on their pants went up to Casar and decided to pay Ike a visit and in their conversation Ike was asked the question, if he ever traded any of that licker stuff and he answered no and his excuse was that they couldn't make enough for their own consumption.

I will relate a little incident in Ike's and Sal's life back in the summer one day when it was sure enough hot Ike was out in the wheat field slinging the blade with all his might and in his round he come across a bunch of bushes. As he got near to see the bushes something struck him on the ankle. He threw his blade westward and ran homeward, shouting at the top of his voice to Sal to bring that jug of life water and Sal like all other good wives would have done, brought the jug and Ike took on several good full doses. Then Sal asked him what the trouble was and he said that he had been bitten by one of those awful monsters of a reptile and as Ike grew worse he decided that (he) was soon going to have

to cross the great beyond. So he decided to make a will and dispose of his property.

He first willed his devoted Sal to one of those Casar Brothers but he does not make his name public for reasons not mentioned. Next, he willed his faithful old dog and his other belongings to his loyal friends and neighbors. But before he starts on his journey he decides that he wants that old snake killed so he telegrams for Captain McSwain and his company of soldiers to come and bring their galling guns and butcher knives so they came on the next train and marched to the wheat field and found a line around the bush that sheltered the awful monster. With every man, gun in hand and finger on trigger they kept easing up lest they should engage the deadly snake and the whole company be swept out of existence. When they got close enough to see the monster, what did they find? One of his neighbors old ducks had stolen her nest in the wheat field and was setting and when Ike got so near her striking with his blade she struck him on the ankle with her bill. Now Ike has got a case in the Casar Supreme court trying to redeem his property.

Summer girls who have been tanning their hide will now spend their time trying to hide their tan.

SHELBY'S WEEKLY CARTOON & BUSINESS REVIEW PAGE

Shelby's Oldest, Largest and Best Furniture and Undertaking Store
Where Quality Price and Service Are Unexcelled.
JNO. M. BEST FURNITURE CO.

IS YOUR HEALTH SAFE?
Often ill health is the direct result of antiquated, insanitary bath rooms and plumbing equipment. Let—
SHELBY PLUMBING CO.
Look Your Plumbing Over—Phone 490.

GOODYEAR TIRES AND TUBES
CABANISS & NORMAN GARAGE

THE POLICY OF THE
— PRINCESS THEATRE —
Is to please every one and to know that we are pleasing you is our greatest JOY.

CHERO-COLA BOTTLING WORKS
With our New Machinery we are going one step farther in producing quality.
Drink "Chero-Cola" and "Holcomb Special" Ginger Ale.

Those who want the best cigars smoke brands made by
REX CIGAR COMPANY, Shelby, N. C.
Call For
HAVA-REXA — SKILL — CHAMPAGNE

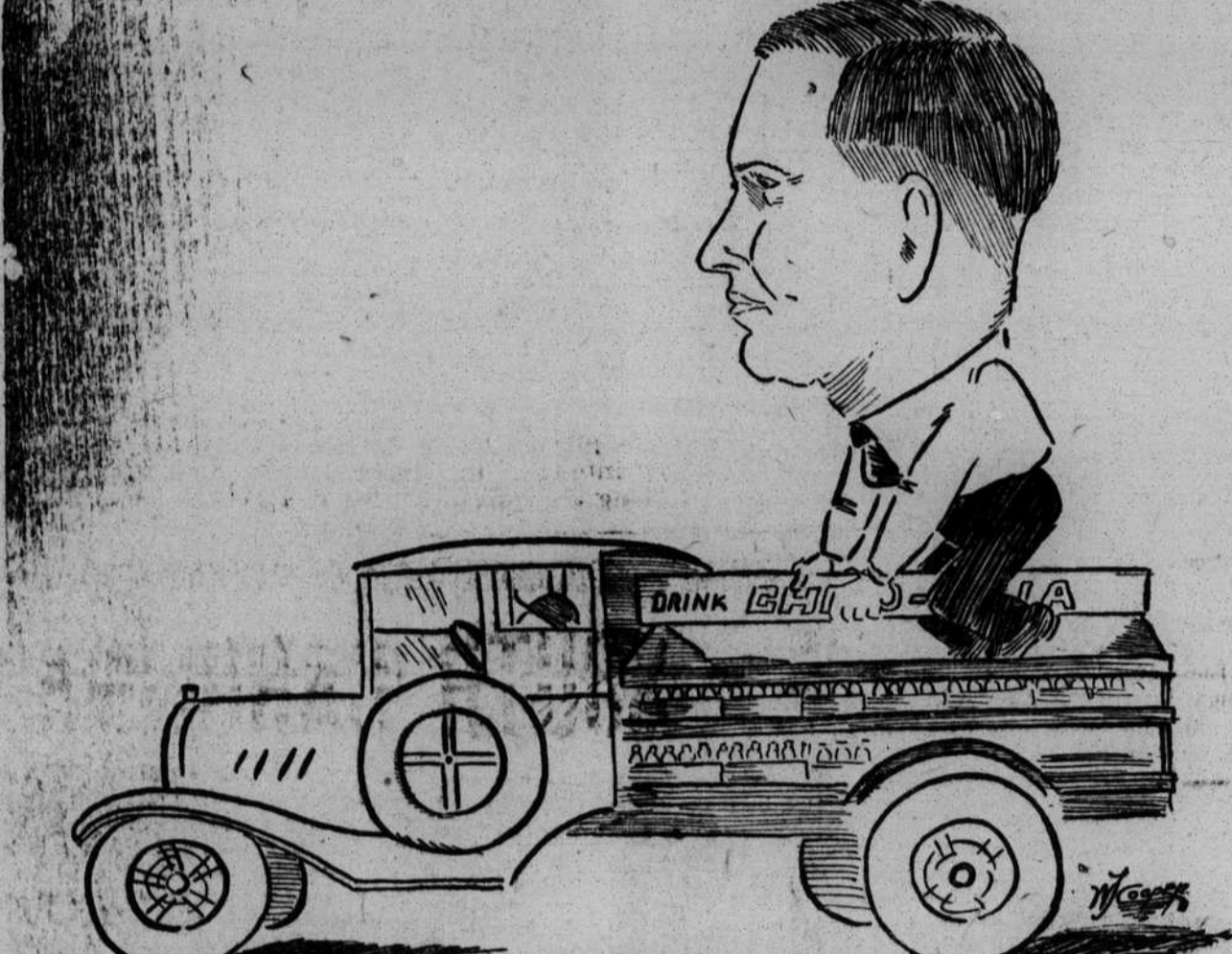
You want the Utmost Service, in Quality, and in Value when you purchase Drugs or kindred supplies.
That's What You Get Here
SUTTLE'S DRUG STORE, Phone 370

SHELBY SUPPLY CO.
MILL SUPPLIES & HARDWARE
We handle full line of Hardware and Mill Supplies. Your Business is Appreciated. We Strive to Satisfy. Telephone 121.

ICE — COAL — WOOD
Our 25 ton ice plant enables us to serve you in any quantity. If either hot or cold call 182.
SHELBY ICE & FUEL CO., Inc.
CARR MULL, Sec. & Treas.

— SEE —
O. E. FORD COMPANY
For Seed Oats, Fertilizers and Fertilizer Materials. Grain Drills and all other kinds of Farm Machinery.

MOORE & LEVERETT, Gen. Agents
Security Life and Trust Co.
A North Carolina Insurance Company That Keeps Your Money At Home.



"HOLCOMBE TWINS" HAVE DRINKS AND CANDY FOR HOBBY

Unless you come in contact with the Holcombe Twins in a business way you seldom see them, for their hobby is their business and they ride it every minute of the day. E. E. Holcombe, owner of the Chero Cola Bottling Works purchased this Shelby plant six years ago. He has associated with him his twin brother, E. Holcombe, and both are born workers. Watch them and see how business grows. Fair dealing and constant application to business will make their place one of the largest business houses in this section. You can't keep fellows like them down. They were both born in Haywood county. E. E. moved to Spartanburg where he served as conductor on the Interurban and flagman on the Southern railway. E. Holcombe was in the Navy on the transport Magnolia during the war and he crossed the sea every 30 days while Uncle Sam was shooting American soldiers across to take part in the world conflict.

DRINKS AND CANDIES GO OUT BY TRUCK LOADS

The Chero Cola Bottling Plant is equipped with the very latest machinery and is a model in sanitation. Its capacity is 6,000 cases of carbonated drinks a day. In addition to holding the franchise on Chero Cola in Cleveland and Rutherford counties, Holcombe's Special Strawberry, Peach, Orange, Grape and Ginger Ale are in big demand by the trade. A fleet of four trucks can be seen going out every day to the various dealers, loaded to capacity with these refreshing drinks that daily quench the thirst of thousands in the two counties.

Operating under the same name is a candy department and when the author of this article called this week he was astonished to find such a variety of fresh Candies, peanut Butter, Chewing Gums, Etc., which fit so well into the bottled drink line. A truck was leaving with a ton and a half of candy destined to the satisfied customers of the Chero Cola Bottling Works. These candies come in fresh every day and are immediately sent out to dealers who have an established trade on Holcombe brands.

Nine people are employed by this company. C. W. Humphries is the efficient plant foreman. E. Holcombe the brother is the popular and energetic sales manager. Mr. E. E. Holcombe married Miss Mary Bostic, a pretty Cleveland county girl who efficiently handles the business office.

Dealers Demand Chero Cola

AND HOLCOMBE SPECIALS IN BOTTLED DRINKS BECAUSE THEY ARE POPULAR WITH THE TRADE. ONLY THE PUREST INGREDIENTS ARE USED. CHERO COLA — HOLCOMBE'S SPECIAL STRAWBERRY, PEACH, ORANGE, GRAPE AND GINGER ALE.

CANDIES — CANDIES — CANDIES
Received fresh every day. From penny goods to box candies made by the leading manufacturers. There's quality in every bite.
Demand Holcombe Drinks and Candies of your dealer.

Chero Cola Bottling Works

WHOLESALE ONLY.
E. E. HOLCOMBE, Proprietor.

DR. B. M. JARRETT, Chiropractor
Palmer Graduate 1917. Palmer Post-Graduate 1922.
Over Woolworth's. Rooms 13 & 14, Head of Stairs.

IDEAL SERVICE STATION
SEIBERLING TIRES, GASOLINE, OILS AND ACCESSORIES — AUTO LAUNDRY
We Call For and Deliver Your Car.
GIVE US A TRIAL. PHONE 194.

DODGE BROTHERS MOTOR CARS & GRAHAM BROTHERS TRUCKS
CLEVELAND MOTOR CO.
SALES & SERVICE AGENCY
CARS STAND SUPPLIES & ACCESSORIES

—EVERYTHING IN DRUGS—
Nunnally's Candies, Waterman Fountain Pens, We appreciate your trade. Make Our Store Your Store.
CLEVELAND DRUG CO.

GOOD COAL — PURE ICE — DRY WOOD
IDEAL ICE & FUEL COMPANY
PHONE 250.

— TUXEDO —
THE FEED YOU NEED.
Hay, Flour Grain and Provisions.
CLEVELAND FEED CO.

Bost's Butterflake and Topnotch Bread
Born in Our New Bakery Every Day.
Pies, Cakes, Rolls.
BOST'S BAKERY, Phone 158

HUDSON-ESSEX
Best Car Values on American Market.
HOEY MOTOR COMPANY

CHIROPRACTOR
Robert L. Ramsaur
Palmer School Graduate. Webb Building, Second Floor.
Hours 10 to 12 A. M. 1:30 to 6 P. M.

SHELBY WELDING PLANT
Phone 237. E. N. Ledford, Prop. Res. Phone 224-W.
T. P. LAIL GARAGE
Auto Repairing and Greasing. Try Me For Service.

CAROLINA MOTOR INN
Gas, Oil, Tires and Accessories.
VULCANIZING—"That Stays Put." We Carry Compressed Air on Our Service Truck. Call 385.