

AROUND OUR TOWN

—SHELBY SIDELIGHTS—

—BY RENN DRUM—

A MAN CAME in.
 THE STAR office.
 ONE DAY last week.
 AND BEGAN talking.
 OF THE trade-at-home.
 DISCUSSION TALKED lately.
 BY THIS paper.
 AND SHELBY merchants.
 HE WAS himself.
 A SHELBY business man.
 AND INTERESTED in.
 A HALF dozen firms.
 HERE IN Shelby.
 AND HE SAID:
 OF COURSE the customers.
 ARE SOMEWHAT to blame.
 FOR TRADING away.
 BUT WE merchants.
 ARE PARTLY responsible.
 IN NOT making.
 OUR STORES attractive.
 AT LEAST more attractive.
 THAN THEY now are.
 AND HE talked on.
 OF HOW window displays.
 COULD be improved.
 AND STREETS better lighted.
 AND STOCKS arranged better.
 AND A more courteous.
 PERSONAL CONTACT be made.
 WITH PROSPECTIVE customers.
 AND AS example.
 HE RELATED an incident.
 OF HOW he a merchant.
 TOOK HIS boy.
 TO a near-by city.
 AND WHILE in a store.
 A CLERK came up.
 AND ASKED the boy.
 WHAT HIS name was.
 AND HIS age.
 AND SEVERAL things.
 AND ADDED.
 COME DOWN some day.
 AND LET us.
 DRESS YOU up.
 AND NOW that boy.
 WANTS TO leave.
 HIS FATHER'S store.
 AND GO back.
 AND TRADE there.
 AND THEN the man.
 STATED THAT.
 IN HIS store here.
 NO ONE ever treated.
 ANYONE THAT nice.
 IN MAKING friends.
 AND CUSTOMERS.
 AND WHEN the man.
 HAD FINISHED talking.
 AND KICKING himself.
 WE WERE almost.
 READY TO believe.
 THE MERCHANTS themselves.
 COULD HELP matters.
 AND THAT if they tried.
 FOLKS WOULD better cooperate.

light and water department, had it that the city uses 400,000 gallons of water daily on an average. Now if the average is 400,000 daily what is the biggest water day, and what day of the week is the least quantity of water used?

Naturally somebody, from experience perhaps, will say that Saturday and the Saturday night baths will corner the biggest water supply of the week. And no doubt that estimate will be right.

But wouldn't it be interesting to know just how many gallons are used on Saturdays? Then judging the population of Shelby by the number of gallons used one might derive an idea as to how many Shelby folks still take their material baptism on Saturday night. Until Supt. Toms puts out the exact figures the column will estimate that 3,509 of the 8,854 and more people add to the total amount of water used on Saturday night.

The next high day might be estimated as Monday. The week-enders who face Recorder Mull on Monday morning, and those lucky enough not to face him, should be thirsty enough on Monday after the "two nights before" to put Monday in second place.

However, figuring on how much used each day will never reveal just how many Shelby people bathe regularly, if at all. So don't worry. The trouble is this: Many good bath tubs are living a life of idleness because their owners retain a bit of their boyhood and still hate to scrub their cars, and instead mix pleasure with necessity and golf the afternoon away at Cleveland. Then a bath. The hotel's water supply cannot be estimated upon as it is figured in a general quantity. So the secrets of the bathroom are safe.

Well, the old home town will get back to normal now that Shelby's collegiate set has returned to college. The older men who have been wondering where all the cloth came from that goes in balloon pants wonder no longer. They've figured it out that it was taken off sister's skirt to go on brother's trousers.

Whereupon the economical fathers might try a trick: Buy brother two pair of balloon street sweepers and cut one of the legs off one pair into two dresses for the boy's sister.

Cotton manufacturers shouldn't howl. What business they're losing since dresses have shortened they're getting back since pants have widened.

As was mentioned once before in the column: The silk hose manufacturer is the one profiting and the only one benefitting by the styles. Short skirts mean a run of better hosiery, and maybe a run in better hosiery, while balloon trousers do not mean that sock production must be curtailed. But a mistake has been made. Manufacturers of men's supporters are suffering just as much as the hose manufacturers are exulting. With these balloon trousers the boys instead of rolling their own just drop their own and supporters are a forgotten necessity.

Maybe the young folks are not learning anything at school, but they sure teach the old folks some things every time they come home. So if you're wondering if a college education pays figure out how much you've been learning from that boy or girl then balance it against the tuition and board. Add it up, draw your own conclusion and decide what you're going to do, then ask the boy or girl which suits them and you'll do just what they say.

15 rabs for the college boy. He may not make the football eleven, but he may cop the honor of having the widest balloons of any at the game, and the girl—well—

Fiddle War On



Here is "Uncle" J. J. Wilder, uncle of President Coolidge, who claims that he is a better fiddler than Melie Dunham, Henry Ford's favorite fiddler. Wilder hails from Plymouth, N.C.

A good question for the sheriffs council and the drug store league to debate would be that of how much water Shelby uses on Saturday nights.

Statistics issued recently by Superintendent Toms, of the municipal



WHY ALL RESOLUTIONS WERE OFF

STATE CAPITAL NEWS IN BRIEF

Second Mansion Reception—Big Tax Collections—700 More Miles of Paved Road This Year.

Raleigh, January 5.—The meeting of the North Carolina Judicial Conference, The New Years reception at the Governors' Mansion, induction into office of the new Associate Justice, W. J. Brogden, announcement of 1926 highway program, completion of the new Meredith College and happenings of minor import absorbed interest in the capital city during the last few days of the old year and the first four of the new. The extremely "cold snap" also contributed to the "gayety of the season" in more ways than one.

Judicial Conference
 The Judicial Conference created by act of the General Assembly of 1925 held its second meeting here during the week with Chief Justice W. P. Stacey presiding and a majority of the judge and lawyer members answering to call of the roll. Numerous changes in the rules of practice, judicial procedure and the judicial system generally were discussed, but final action was postponed to a future meeting scheduled for June of the present year. Both bench and bar expressed the wish to devise some means for the relief of the Supreme Court from appeals, abolition of the rotation of judges, restoration of the common law powers of judges in jury cases and an amendment to the State constitution to establish courts of jurisdiction concurrent with that of the Superior court. A special committee is to work out these recommendations and report to the next meeting of the Conference.

Second Mansion Reception
 Governor McLean held his second public reception at the Mansion on Friday evening that has occurred since he came into office nearly a year ago, and the first Mrs. McLean has been privileged to attend, she being ill at their home in Lumberton at the time her husband was inducted into office last January. The function on Friday evening was a brilliant affair in which many leading men and women of the State from distant towns and cities participated. The affair was entirely informal and the charming hostess succeeded admirably in making every one "feel at home."

New Associate Justice
 A "goodly number" of friends from his home town came over to witness the ceremonies attending the induction into office of Willis J. Brogden, Durham lawyer, as Associate Justice of the North Carolina Supreme Court on Friday. The ceremonies were held in the Supreme Court room with Governor McLean sitting by the court, Mr. Brogden was presented to the court by Hon. Jones Fuller of the Durham bar, the oath of office being administered by the Chief Justice. Retiring Justice Varner returns immediately to the practice of his profession in Lumberton.

700 More Miles of Road
 The State Highway Commission announces its purpose of starting on the construction of 700 miles of roads early in the new year, 200 to be hard surfaced and 500 miles of top soil, the program, when completed, to represent an expenditure of approximately \$12,000,000. Added to this will be hundreds of miles constructed through cooperation with counties that are taking advantage of the opportunity to secure the services of road experts by making loans to the State Highway Commission with the view to making important connections "while the going is good."

New Meredith Ready
 The New Meredith College is ready for the reception of students who have engaged rooms in the recently constructed edifice three miles west of Raleigh in which the spring term will be conducted. Heat and light, with other modern arrangements are in tact and the girls are likely to find their new surroundings in harmony with the spirit and progress of the times. The Carolina Power & Light Company promises to provide bus service between the College and the city proper.

Fame of State's Good Highways Encircles Globe
 The fame of North Carolina's good roads is encircling the globe. Two men, chance acquaintances, stood a few days ago in the tower of the Woolworth building in New York City. They had struck up a speaking acquaintance on board a northbound train en route from Dixie to Gotham. One of the men was Lawrence H. Wilkinson, prominent Charlotte business man, and the other was S. T. Gilmore, an Australian, representative of a big tobacco corporation, who had recently visited many parts of the United States on business.

Heavy Spenders
 North Carolina is a big spender according to figures compiled by the Federal census bureau which show that in 1924 the State spent \$5.79 for every man, woman and child, an increase of \$3.83 per capita over the expenditure a similar period seven years ago. Total expenditure for the year ended June 30, 1924, is estimated to have been \$15,745,898, or the third highest in the United States. However this same Federal agency finds that the "Old North State" sends fewer of its citizens to prison than any commonwealth except Mississippi, the commitments in 1923 being only 2,728.

Cotton Conference Delegates
 Twenty-three delegates to the cotton Conference in Atlanta January 5th were named by Governor McLean during the week, the more prominent ones being Commissioner of Agriculture William A. Graham, O. Max Gardner, president of the North Carolina Agricultural Society, and Dr. Collier Cobb, of the University of North Carolina. The purpose of the conference is to discuss national legislation relative to crop reporting by the Federal Department of Agriculture.

Increases in Cars
 The visit to Raleigh on Friday of W. B. Cole, slayer of W. W. Ormond in Rockingham last August, created a bit of interest here. He came for a conference with his attorneys touching the suit for \$150,000 damages brought against him by Rev. A. L. Ormond, father of the victim of Mr. Cole's wrath.

Opens Senate

Rabbi E. J. Jack (above) of Little Rock, Ark., who recently opened a Senate session in Washington as the first rabbi to ever open such a session.

The License Bureau estimates an increase of 162 per day in the purchase of automobiles during the past year, the record showing around 59,000 more cars than were in evidence this time last year, there being today 357,360 "on the wing."

A meeting of the Republican State Executive Committee is expected soon to select a successor to former Chairman John J. Parke.

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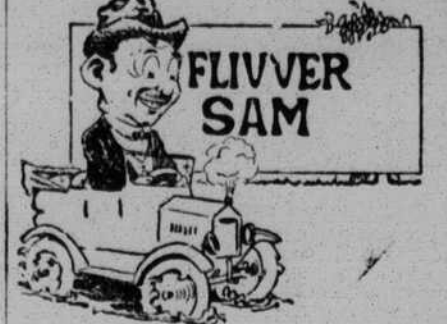
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The kind of mother who used to say her twelve-year-old daughter was six, so she could travel on half fare, now says she sixteen, so she can drive the car.

Motto for auto driver: "Live and let live."

A terrible automobile accident reported recently by T. W. Hamrick, was the breaking of a strand of beads in a man's car just the day before his wife returned from a visit.

Sign on Flivver: 100 per cent A Merry Car.

The fool driver was sure he could make it ahead of the train. He came within a yard of getting over a safety—a gave yard.

A Shelby man, Max Poston reports, tried to arrest a car-less driver and now bears the mark of a diamond tread and a vacuum tread tire on his leg.

The way of it, snaps Bill McCord the more rules; the more violators thereof.

Oh, Salesman, I hate to disturb Your calm that is greatly admired, But my flivver's out there on the curb, And the parking time's nearly expired.

Home is where the family and the automobile ain't.

Two things at least thieves will not steal—your character and the car you cannot get insurance on.

Motor Sense is the Sixth Sense. But, alas, thousands of people hold a driver's license and a marriage license who haven't a grain of it.

Epitaph.
 The roads were rough,
 The curves were sharp,
 And that is why
 He plays a harp.

"But we were only fifteen minutes getting here!" expostulated the passenger.

"I don't give a hang about that," snarled the taxi driver. "The meter says we've come twenty miles. Now, you fork over!"

"All right," assented the passenger, paying. "Now you get ready to come with me for driving 80 miles an hour. I'm a speed cop."

"Brother Johnson," said Parson White, "Ah'd lak to git yo' to come to ch'ch."

"Why, pahson," exclaimed Mr. Johnson, shocked, "dey ain't no need fo' me to come to ch'ch. Yo'all don converted me las' Augus'."—Louisville Courier-Journal.

One good-roads enthusiast allows as how the most dangerous curves are those sitting beside the driver.

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SEES RETAIL TRADE IN 1926 EXCEEDING VOLUME LAST YEAR

1925 Sales and Profits of Dry Goods and Variety Stores to Surpass 1924 by 5 percent

Chicago.—The first six months of 1926 should show business of about five per cent greater than the first half of this year, and the impetus of the improved trade during the last half of 1925 will be felt at least during the first six months of the new year, says Frank C. Cunningham president of Butler Bros., in an interview with a Woman's Wear representative.

The fact that unemployment is at a small figure and less than a year ago is perhaps the greatest element in the expectation that retail business next year should surpass 1925. Retail business, Mr. Cunningham adds is also being aided by the progress in the settlement of inter-allied debts which has been a most unsettling factor in the nation's trade, and also by the reduced taxes. Mr. Cunningham foresees a speedy agreement on the French debt.

The farmers generally are in proper position to buy their needs, he says, although the wheat areas are affected for the time being because wheat is relatively low. The scaling down of cotton, he says nevertheless has not thrown the cotton growers purchasing power out of balance.

Sees Fall in Price of Cotton
 Prices in 1926 will show little change from this year, Mr. Cunningham believes, except in the case of cotton goods prices which should show a fair reduction because of the unusual size of the cotton crop.

Mr. Cunningham, whose organization sells to 200,000 retailers through out the United States principally in the smaller towns, estimates that retail volume and profits in the general dry goods and variety stores for 1926 will surpass 1924 by about five per cent. He believes that 1925 will be equal to 1923 and possibly better.

Butler Bros. sales for 1925, he says with the December volume estimated should be more than 10 per cent greater than the 1924 sales. The 1925 profits of Butler Bros. are also expected to show a satisfactory increase over last year.

Discussing the many changes in the wholesale trade this year, Mr. Cunningham asserts that hand to mouth buying with is here to stay, has wrought a revolution in the retail business because it has changed the emphasis from buying to selling. He agrees that hand-to-mouth buying may be carried too far, but believes the general tendency is to buy four to six weeks supply instead of three months, with the retailer figuring it more important to turn his stock quickly than to place a large order to effect a small saving in price.

Two Principles Involved
 In the past 25 years, he says there have been two conspicuous successes in the retail field, namely the chain store and the modernized department store, which is radically different from that of 1900.

These stores have evolved two principles, says Mr. Cunningham, first that merchandise must flow in as fast as it flows out, second, there must be incessant selling activity.

The merchant of the "old school," who placed large orders to get a reduced price, he asserted, was unable to move his stock quickly, and he lacked the capital to buy the new things offered him later. The successful merchants now put the pressure on selling and use the same capital and same floor space, as before, to show half a dozen items instead of one.

Thus, he added, they are able to operate profitably in this period when distribution is in a state of flux and the weak retailer is being eliminated. The "new school" retailer considers a turnover of six times generally as fair and he considers less than four is poor merchandising.

Mr. Cunningham asserts that, while there are many factors exerting unfavorable influence on the jobbing business today, the sum total of the favorable elements is at least as great as the unfavorable.

One of the most important favorable elements, he says, is that many large stores which formerly bought direct from the mill are now placing their orders through jobbers because they are buying in smaller quantities.

"Learn to speak French as the French do," But don't in Pitty's name learn to speak English as Americans do.

Among those who approach the problem of distribution with little intelligence is the store.

Law, as you know, is will of the people. But only close observers show which people.

A hick town is one where people say, "What! Smith shot," instead of "Well, well; another killing."

He was a cashier and his wife had social aspirations. Puzzle: Find the cashier.

We aren't at the bottom yet. No show is as naughty as the advance notices indicate.

"How in the world did Neighbor Flopper happen to upset on a perfectly smooth and straight road?" asked Farmer Flint.

"I believe his Ford got scared at a load of hay," replied Farmer Flint, blegate.