

**The Cleveland Star**

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We wish to call your attention to the fact that it is, and has been our custom to charge five cents per line for resolutions of respect, cards of thanks and obituary notices, after our death notice has been published. This will be strictly adhered to.

WEDNESDAY, JAN. 20, 1926.

A headline says that the senate almost came to a vote on the World Court. We've thought for sometime that the senate was the nearest approach to something we have in America not to be any thing definite.

**FOR FEEDSTUFF**

Again we get back to the often-repeated advice to Cleveland county farmers produce your own food and feedstuffs.

If such had been the case in Cleveland county since 1920 it is hard to tell what the farming wealth of the county would be today.

In connection with importing hay Eugene Ashcraft in the Monroe Enquirer offers an entertaining sidelight:

Would you believe it? Union county imports approximately on an average of \$200,000 worth of hay every year! We should be exporting more than this amount.

Five years hence I, or my successor, will write something like the following for the Enquirer.

"John Smith, who lives in the Eastern section of the county, reports that on his five-acre Kudzu patch he produced the present season 25 tons of fine hay. Since this has a market value of \$30 a ton, the crop is worth \$750, or \$150 an acre. Since Mr. Smith has a nice herd of Guernsey milkers he considers it more profitable to convert his hay into milk which he is selling at one of the Monroe creameries. Mr. Smith is setting 10 more acres to Kudzu, and his neighbors likewise are increasing acreage in this plant. Mrs. Smith is meeting with great success with her flock of white leghorns which number 500. The Smiths grow no cotton now as they find cows and chickens much more profitable. Their oldest son, William, is progressing well in the State college. He is taking a special course in agronomy."

**GOOD SALES TALK**

As the season of the year approaches when Shelby and surrounding section must need start advertising the advantages of the section to the hundreds of visitors expected during the spring and summer it is well that the industrial and natural growth of the town be used in the sales talk. Boosting your town in business parlance would be called sales talk.

Men who invest money in real estate, or play the future of a community or section, are not satisfied with knowing that it has the best year-round climate in Eastern America, or that the scenery is unsurpassed. There must be inviting accounts of industry and the natural trend upwards.

What could be a better selling sideline for resort property at Cleveland Springs and in Shelby than that an investment here would enhance in value even if there were no scenic and climatic advantages to assure growth.

A town that doubles its freight receipts in one year and also has the advantage of a close-by resort of Cleveland Springs magnitude may well look to the future with optimism.

But we must be advertised. And in the advertising add the industrial story. It is the most remarkable of all. Then, if you remember, this county has few peers in the Southland in agriculture.

**A REAL GROWTH**

A news story carried today's issue of this paper heralds an industrial growth for Shelby that almost staggers the imagination, especially when one considers the fact that the past year was not one of the best even industrially.

Total freight receipts at the two railway freight stations now run over one million dollars. Two years ago these self-

same columns heralded the half million dollar mark with a joy-- "Shelby was really going to be a city."

I took something like a half century, or more, for the town to advance to the half-million class. And it took only two years to go from the half million class unto the million class.

No better story can be related so briefly of the advance Shelby has made during the latter part of the first quarter of the 20th century.

Back in the days when the Dixon and Durham boys, A. C. Miller, Sheriff Dick Lackey and others played as barefoot boys over the town with a barroom almost every block, it is doubtful if there were any freight receipts at all, and little if there were.

That hasn't been so long ago. A half century isn't so much when you speak of towns. Yet some of those, who recall that far back, are still living today.

Wonder what they think of more than a million dollars in freight receipts in one year.

When you recall the present day fifty years hence, what will the total freight receipts be? Or will freight be carried through the air?

Anyway show us a town that boasts of a greater increase in freight receipts, which is industrial growth, during the past two years.

**AN ADVERTISING TAX**

If Shelby is to profit by the land boom which has struck Western Carolina and is destined to reach greater proportions this spring and summer, it should advertise to the outside world, our advantages in climate, water, citizenship, roads, school, churches, farming supremacy, etc., but the question naturally arises, how shall this money be raised. It is not radical or unconstitutional to levy a small tax for advertising purposes. Asheville has been doing it for many years. Burlington recently adopted this method and other towns are resorting to it as the fairest and best means. Certainly it is a fair and equitable system. Those who have most, pay most because they benefit most. Those who have little and benefit little, pay little or nothing. An advertising tax would certainly compel some to pay who have heretofore steadfastly held to their property and never put one ounce of energy or one dollar of money into the things which mean progress. Progress has come as result of the efforts of the far-seeing men of Shelby, ambitious for the future growth and development of our community, but it will come in a greater measure than ever before when our claims are properly placed before the outside world—a thing which has never been done before.

Now is the time to lay stress on Spring. Florida people coming to Western North Carolina this Spring in numbers. They have become rich there and will summer in Western Carolina. Shelby is somewhat on the rim of the mountain territory but the climate and water at the foothills will suit them better if they are only reminded through a systematic advertising campaign. What will Shelby do about it?

Chas. Williams Boosts Associated Charities

With Chas. Williams in charge of the program at the last meeting of the Kiwanis Club, an organized associated charities was launched which may terminate successfully. Mr. Williams handled his program well and offered something that has been needed and agitated for sometime here—an annual budget to care for all charity appeals that are deemed worthy. R. T. LeGrand made a report on the recent expenditure of over \$1,000, most of which was raised by the Kiwanis club to relieve people in distress in Shelby and vicinity.

I. C. Griffin followed with an outline of a proposed plan, modeled somewhat after the welfare work as it is carried on in Charlotte, this resulting in the appointment of a committee by President J. D. Lineberger to pass upon the matter. Messrs. LeGrand and Griffin have been very active in the recent charity work which was administered so well to the relief of both white and colored people in distress because of the pinch of winter and the recent period of unemployment.

A crowd of 20,000 fans may feel numerous, but as a rule the star half-back is performing for only one member of it.

When it comes to making people look smaller, a divorce suit holds all records.

**WOMEN'S HOSE**  
Women's Silk Hose in all wanted sizes and colors. A fine hose for ..... **\$1.00**



**4-STRING BROOMS**  
Best quality 4-string broom with substantial handles. This is a good value at only ..... **39c**

**WE WILL CONTINUE THROUGH THE MONTH OF JANUARY WITH OUR JANUARY CLEARANCE AND WHITE SALE**

OFFERING BIG REDUCTIONS IN ALL DEPARTMENTS—READ THIS AD, THEN VISIT THIS BARGAIN EVENT.



**READY-TO-WEAR REDUCTIONS**  
ALL WOMENS, MISSES AND CHILDRENS COATS REDUCED **1-3 OFF.**

This includes the latest models and fine fabrics. All sizes and colors to select from.

**WOMENS AND MISSES DRESSES \$5.00.**

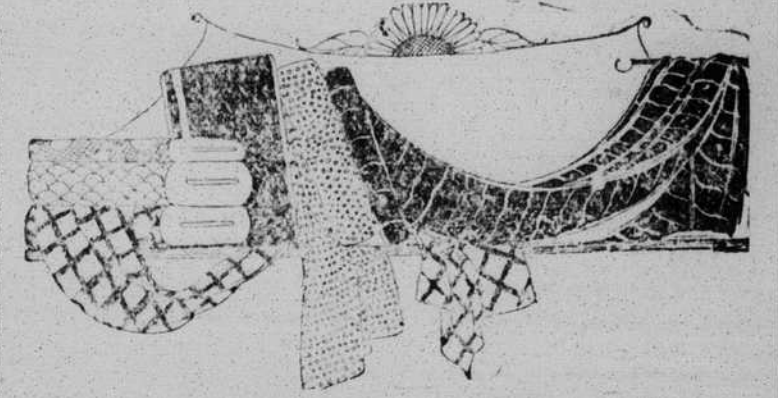
One rack of dresses in serges, twills, wool jerseys and sport flannel. Values up to \$9.95. **\$5.00** Special

**ONE LOT OF WOMENS DRESSES 1-3 OFF**

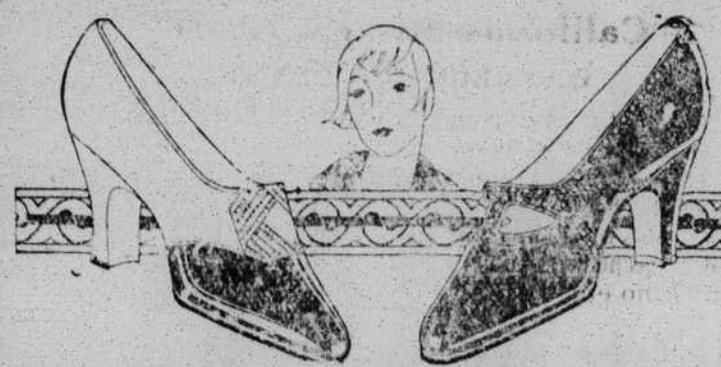
Consisting of the latest style Crepes, Crepe Satins and others. All wanted sizes.

**SWEATERS REDUCED**  
All Women's, Misses' and Children's Sweaters have been reduced to **20 PER CENT OFF**  
Now is the time to buy and save money. See our sweaters first.

**OUTING GOWNS**  
Womens Outing Gowns of good quality. Placed at a low price for quick clearance. Get these while they last. Only **\$1.00**



**WHITE GOODS SPECIALS**  
Dimity, 36 inches wide, yard ..... 15c  
S. C. Pillow cases, size 42x36, each .. 19c  
"LL" Unbleached Sheeting, yard .. 10c  
Mohawk Sheets, 81x90, each ..... **\$1.39**  
Kinkled Bed Spreads, 81x90, each **\$1.98**  
27-inch Outing, yard ..... 15c  
Longcloth, 27 inches wide, yard ..... 10c  
Table Covers, hemstitched, each .. **\$1.00**  
Nainsook, 32-in. wide, yard ..... 19c  
Turkish Bath Towels, each ..... 19c  
These are exceptionally good offers from our Piece Goods Department, as we are offering you the best for the money.



**WOMEN'S SLIPPERS**  
One big table of Women's Satin Slippers in all wanted sizes. Values to \$4.98. To close out special at your choice ..... **\$2.50**

**WOMEN'S OXFORDS**  
Another big table of Women's Oxfords, Values to \$4.98. A complete range of sizes. These will be placed at your choice, only ..... **\$2.50**

**MEN'S OXFORDS**  
Men's high grade Oxfords that originally sold for \$7.98. This is one of our Clearance Sale features. All sizes to select from. To close out at, your choice ..... **\$4.45**

**LOOK MEN!**

Here's Your Opportunity  
**1 LOT MEN'S SUITS \$10.00**

We are offering one lot of Men's Suits in Serges and Mixtures. Values to \$24.50. Sizes 35 to 44. **\$10.00** Special



**MEN'S AND BOY'S OVER-COATS 1-4 OFF**  
Many pretty selections of the highest grade fabrics. All sizes, all colors—1-4 OFF.

**SWEATERS 20 PER CENT OFF**  
Boy's and Men's Coat, Slipover and Sport Sweaters all to close out at the reduction of 20 PER CENT OFF.

**MEN'S UNION SUITS**  
Winter weight, Hanes seconds. Regular \$1.29 values. A limited amount of sizes to select from. Better hurry. **\$1.00** Only

**MEN'S HATS**  
GROUP 1—This group of Men's Hats, that range in price up to \$3.48 will be placed for quick sale at, your Choice ..... **\$1.50**

**MEN'S HATS**  
GROUP 2—This group consists of the highest quality hats. Standard brands. All colors, all sizes. Values to \$5.98. All to go at the low price of only ..... **\$3.25**

**FRENCH WALNUT BED ROOM SUITE**

Consisting of 4-Poster Bed, Dresser, Vanity, Wardrobe, Night Table, Bench, Chair and Rocker.

All 8 Pieces Complete for Only **\$252.50**

