

# Formal Opening Of Blue Ridge Ice Cream Plant Tuesday

The opening of the new ice cream plant in Shelby, producers of the Blue Ridge brand of ice cream, already broadly and favorably known in this section through the operation of a parent plant in Rutherfordton, will take place Tuesday evening of this week.

The opening, will take the form of a reception, with music and refreshments, will occur between the hours 6 and 11 o'clock in the evening.

**Employ 25 People.**  
At that time the new plant, just completed, will be thrown open for public inspection. Visitors will be escorted through the building and shown the intricacies of ice cream manufacturing. The entire process of modern manufacture will be shown and explained in detail.

The event will be entertaining, interesting and instructive for those who take advantage of the opportunity.



**Mr. Robert Hord.**  
Bookkeeper of the Shelby Ice and Fuel Co., makers of Blue Ridge Ice Cream.

ity afforded; for the town generally the opening of the plant, and its formal inauguration, will mean another established industry, one that will employ 25 men and serve two counties.

It is the sort of enterprise that will materially hasten the putting of Shelby more extensively and intimately on the business map of the western part of the state, knitting the town's name into the economic fabric of the commonwealth.

The plant was actually completed the first of the year, and is a direct result of the coming to the city last August of J. L. and Leslie Taylor, father and son, from Rutherfordton.

**Taylor are Experienced**  
These two men, J. L. Taylor, senior



**Mr. J. L. Taylor**  
One of the owners of the Shelby Ice & Fuel Company, makers of Blue Ridge Ice Cream.

member of the firm, and Leslie L. Taylor, the junior and active partner, were induced to come here and look local field over with a view of settling here and extending their business, which had been established in Rutherfordton. They came, liked the outlook, and almost at once purchased the Shelby Ice and Fuel company, one of the larger enterprises of Shelby, and at once prepared to erect a new ice cream manufacturing plant.

Blue Ridge is the Brand.  
They had begun the manufacture of the Blue Ridge brand of ice cream in 1923. Eleven years prior to that date, or in 1912, they began manufacturing ice in Rutherfordton, and after ten years or more of this sort of endeavor, broadened their lines, and added the new ice cream plant.

They reasoned that ice cream was becoming more and more a popular food, and they looked into the future and prepared to cater to what they plainly saw was growing demand for this class of sweets. The new enterprise was a success from the start. They adopted the Blue Ridge brand a very happy selection of a name for this particular field, and prepared to serve two counties.

Then the proposition was made that they extend the field to Shelby. They have built here an entirely complete and every way modern plant, brick, two stories high, with five thousand square feet of floor space.

The location of the new building is just to the west of the Shelby Ice and fuel company's headquarters adjoining to the south the A. Blanton Grocery company's fine new home, and is immediately to the north of the new Coca-Cola plant, so that this new block is the nucleus of a new whole-

## Lake Lanier Dam Will be Rebuilt

Tryon.—Development officials of Lake Lanier, near here, which was partly swept away by the heavy floods water, are already turning to surveys and plans for rebuilding on what they termed a firmer basis.

An engineer of hydraulics has been engaged and work, it was announced, would begin as soon as possible. Plans for the rebuilding of the sections of the dam destroyed will be followed up by the execution of existing development projects for this locality.

The damage to the south, particularly in the region of Pacolet River valley of South Carolina was not as serious as was at first feared and the river was reported able to care for the overflow that swept down.

Train of the Southern Railway which were detained over the Carolina, Clinchfield and Ohio when the Southern trestle was partly destroyed, were expected to run on normal schedule by tomorrow at the latest.

The approximate damage to the Lake was said to total around \$50,000.

The break came in the dam when the center of the structure gave way after the waters had risen to overflow. The heavy rains and snows of the past two weeks were given as the cause of the occurrence.

## Hollis and Hopewell News Of Interest

(Special to The Star)

Quite a number of the students, are on the sick list. Hope they will soon be back in school.

Mr. Tarlton, went to Forrest City Friday on business.

On last Thursday evening the Withrowson Society conducted by the girls and Mrs. Tarlton entertained the boys. Many entertaining games were played. They also held some good contests. After the games and contests were over, the girls served supper. Everybody seemed to enjoy themselves.

Miss Mae and Viola Bridges gave a cotton picking Wednesday night.

Miss Carrie Lee Towery spent Wednesday night with Viola Bridges.

Mr. John Curtis is right sick with pneumonia. His many friends hope for him a speedy recovery.

Miss Viola Bridges spent the week-end with Myrtice Doty.

## Boys at Chapel Hill To Be In Yackey Yack

(Special to The Star)

The Cleveland County club held its meeting after the new year. Much successful business was transacted at this meeting.

The members decided that the club should have its picture in the Yackey Yack coming year. This is the first club from Cleveland to take this step. The club hopes it will be a successful example for the clubs to come.

Prof Collier Cobb, who is an old Cleveland county man, will address the club at its next meeting. Mr. Cobb is a leading professor of geology and has traveled in all parts of the world. The club is planning to make him proud of the county of his boyhood days.

## COLORED PEOPLE OFFER TREAT FOR MUSIC LOVERS

Under the direction of the colored supervision of the county schools, a community choral club has been organized for the benefit of the schools of the county. This singing body featuring the negro melodies, will give its first concert, Sunday afternoon, January 31, at 3 P. M. at the County Court House.

Admission will be free, but let each and every one come prepared to help liberally in this effort to help the county schools. Don't forget the date, Sunday, January 31, 3 P. M. at the County Court House.  
V. C. THOMAS  
Supervisor.

## Every Common Clay Brick Used In The Construction Of

### SHELBY ICE & FUEL COMPANY'S

Magnificent new Ice Cream plant was purchased from O. E. FORD CO. Considerably over 75 thousand common brick were required in the construction of this building, which is a credit to any town twice the size of Shelby.

Quality and price is the combination that always appeals to big business concerns, and when it comes to brick the Mt. Holly Common Brick and the Johnson City Face Brick cannot be equaled, in Price and Quality.

When in the Market for brick for any purpose, see

O. E. FORD COMPANY

## WE FURNISHED

Shop Work, Lime, Cement and Plaster for The New Building

Of The

SHELBY ICE & FUEL COMPANY

Congratulations On This New Shelby Enterprise.

## L. U. ARROWOOD

Shop Work, Lime, Cement, Flooring, Ceiling, Shingles, Plaster, Etc.

—PHONE 321—

## CONGRATULATIONS

WE ARE PROUD OF THIS NEW ENTERPRISE FOR SHELBY. MAY BLUE RIDGE ICE CREAM BECOME AS FAMOUS AS CLEVELAND COUNTY.

SOME OF THE MATERIAL IN THIS NEW BUILDING CAME FROM—

## Farmers Hardware Co.

—PHONE 97—

## Wanted---Poultry

We are in the market all the time for live poultry delivered at our plant.

Prices for this week CASH:

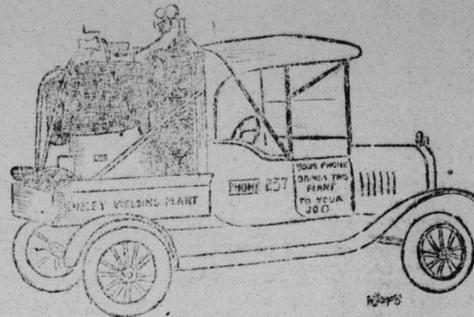
- Hens ..... 21c per lb.
- Broilers, up to 1 1-2 lbs. .... 28c per lb.
- Stags ..... 18c per lb.
- Turkeys ..... 28c per lb.
- Ducks ..... 20c per lb.

IDEAL ICE & FUEL COMPANY

—PHONE 250—

SHELBY, N. C.

Noted Fox Caught.  
Yorkville Enquirer.  
A correspondent from Grover, N. C., writes to the Yorkville Enquirer and tells of the catching of a fox on January 6, that for quite a while had ranged over a portion of upper York county, half of Cherokee county, and the lower side of Cleveland county, with catching the famous "McGill" N. C. In the races, according to the correspondent, were hounds belonging to S. A. Crisp, Conrad Hughes and Bill Tossner. The race continued over a period of nine hours and was attended by a large number of lovers of the chase. The fox was caught, and was of extra large size, beautifully marked with white tips and feet. The correspondent credits this pack with catching the famous "McGill" section, last February.



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PHONE 237

SHELBY WELDING PLANT

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## Z. J. THOMPSON

North Washington St., Phone 107.  
NEAR SEABOARD DEPOT

## Live Poultry WANTED

BEGINNING AT RUTHERFORDTON,  
TUESDAY, JANUARY 26th, 1926,

We will operate a live poultry car on the following schedule, paying cash at prices quoted below for all poultry brought to car:

Rutherfordton, Tuesday Jan. 26th, 1 P. M. to 5:30 P. M.

Rutherfordton, Wednesday, Jan 27th, 8 A. M. to 11 A. M.

Ellenboro, Wednesday Jan. 27th, 3 P. M. to 5:30 P. M.

Ellenboro, Thursday Jan. 28th, 8 A. M. to 12 o'clock noon.

Shelby, Friday Jan. 29th, 8 A. M. to 4 P. M.

—PRICES PAYING—

- Hens ..... 21c per lb.
- Roosters ..... 11c per lb.
- Broilers, up to 1 1-2 lbs. .... 25c per lb.
- Stags ..... 18c per lb.
- Turkeys ..... 28c per lb.
- Ducks ..... 20c per lb.
- Geese ..... 15c per lb.

SOUTHERN PRODUCE & COMMISSION CO.

Greensboro, N. C.

(Formerly of Hamlet, N. C.)

Car Will Be At S. A. L. Railway Freight Depot.

## GENERAL REPAIRING ON ANY MAKE OF AUTOMOBILE

Wrecker Service — Road Service

## THE SERVICE GARAGE

E. F. Spangler  
Phone 371. — Shelby, N. C.

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SHELBY, N. C.