

The Cleveland Star

SHELBY, N. C.

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THE STAR PUBLISHING COMPANY, INC.

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Entered as second class matter January 1, 1906 at the postoffice at Shelby, North Carolina, under the Act of Congress March 3, 1879. 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 one death notice has been published. This will be strictly adhered to.

MONDAY, DEC. 24, 1928.

TWINKLES

Now that our own Reno has Paris going in the divorce business why shouldn't we get our dress styles there?

Some people seem unable to catch the Christmas spirit unless they get hold of it in liquid plural form.

The holidays will soon be over, but before becoming discouraged remember that the legislature next month should furnish some more fireworks.

A man committed suicide in Georgia and three women claiming to be his widows attended the funeral. Our idea is that all would not have been there had his will been read prior to the funeral.

Another Yuletide calamity howl: Only one influenza epidemic comes along at a time, but there are 18 million or so automobiles in America. Who could blame an undertaker for preferring an automobile to a "flu" epidemic?

Ye Twinkler's observations on Shelby business streets Saturday and today caused him to believe that no one read the "Shop Early" lines in The Star until they got hold of Friday's issue.

As we get it, city officials are going to let the people—some of them—have what they want for a time and see if they really want it. Speaking, of course, of firecrackers and other holiday fireworks.

Don't stop us if you've heard this one for we've pulled it before—but it will not be but 350-some days until Christmas after tomorrow. If you were too late in your shopping this year to pick up some of the bargains you wanted, just start out Wednesday and be sure you shop early for Christmas of 1928.

A CONSOLING THOUGHT?

A supporter of the state-wide long term school measure gets rather irritated at us because we say that Mr. O. Mull, considering the position he is in, more than likely made a good prediction when he foretold the defeat of the measure. As a consoling thought, if nothing more, to that supporter we would remind that Mr. Mull has at times erred slightly in his predictions—for instance that one just before the ballot battle last month.

MAY IT BE A MERRY ONE

THE STAR would write its 4,800 Christmas greeting cards all at one time, which means that the paper takes this opportunity of wishing a joyous Christmas season for the 4,800 homes into which the paper calls three times each week.

In some instances, quite a number of them, the influenza epidemic has served to "put a damper on" the Christmas gaiety, but generally speaking tomorrow will be a big Christmas day for Cleveland county people. Anyway, we wish it so.

SUPPOSE JUST A BIT

SOME OF THE papers, this one not included, have been making some rather sarcastic remarks about President-elect Hoover's tour of the Latin-American countries aboard a government ship and at government expense. With the routine of the Federal government far removed from a contact with our individual lives we seldom become critical as individuals of Federal expense unless it hits us directly in a tax of some kind. And for that matter, we suppose, we would feel it very little if Mr. Hoover should visit countries on both continents. Fact is, we are rather in accord with the good-will that should result from the tour.

But since we started out to draw upon the imagination, suppose such a tour was brought home to our own state? Just after his election suppose Governor-elect Max Gardner had secured a special train for himself and family, friends, and prospective cohorts when he gets into office, and had gone off on a trip, at the expense of the state government, visiting various states in the union, greeting other governors and making, so to speak, a good-will tour for North Carolina—would there be a howl on the part of many North Carolina citizens who are now railing against taxes and expenses? Well, it seems to us as if Governor-elect Gardner would have just as much right to make a good-will tour at the expense of the people electing him as would President-elect Hoover.

Are we right, or did our imagination run wild?

THANKING FOR THEM

FOR THOSE who this evening will receive a bit of Christmas cheer because Shelby citizens opened up their hearts to the fund for their more unfortunate fellow-citizens, The Star would thank those who contributed to the Christmas charity fund.

There are those—such always exist—who seem to think that The Star gets something out of the Christmas fund the paper raises each year for the poverty-stricken homes of the city. To that class we would say that the paper derives nothing more from its appeal than that feeling of having done its bit in extending a helping hand to those who have dealt with more harshly than with us. The paper does not

more, and asks no more, than do the representatives of the various civic clubs of Shelby who gladly tender their time to aid in investigating the various cases and distributing the needs among the needy after The Star makes the appeal for funds with which to work. Howbeit, there are always those who cannot comprehend any one or any organization doing anything for others when there is no material reward; their realization cannot cope with that feeling down in the inner person, a feeling material rewards will not produce.

But, such talk isn't becoming for such a season. And to close it we will say that the life of many a little tot has been and will this evening be brightened by the Christmas fund. And many a care-worn, overworked, troubled father and mother will face the new day with a new light in their eyes, within them tomorrow a renewed feeling that the Babe of Bethlehem did brighten the lives of those following Him, even while they linger on the earth He suffered in for their sake.

Unless you would care to intrude in one of the homes where the fund will be distributed this evening you will never know just how much your gift meant, how it brightened the lives of many traveling along a rough trail, but for them The Star again thanks the contributors to the fund just as gladly as it appealed for the fund. The spirit of the giver more than anything else is the Christmas spirit.

THE MODERN MIRACLE

(A Christmas Editorial By Bruce Catton.)

MIRACLES don't happen these days—not very often, anyhow. We put our faith in things that we can handle and understand and diagram. A matter-of-fact and skeptical age has stopped looking for marvels, and for that reason it doesn't see any.

But, for all that, we still have one miracle left, that even the most case-hardened of us can experience. Every year, when Christmas comes, each one of us can transform himself, for a space, from what he is into what he would like to be.

Christmas—though the glittering shop windows sometimes lead us to forget it—is more than a day on which we exchange gifts, eat hearty dinners and speak cordially to strangers. It is a celebration of the greatest miracle and the most beautiful story the world has ever known. And, as we celebrate it, we unconsciously absorb something of the reflection of that miracle and that story and become better men and women than we knew we were.

The world 20 centuries ago was not a very refined or civilized place. The southern fringes of Europe, Asia Minor and the north of Africa were under the dominion of Rome. Beyond, in all directions, stretched barbarism. The world's stock of hope was not large.

But into that world came something new—a hope and a promise. Before the eyes of those who would trouble to look there was raised a new vision; a vision that showed mankind proceeding along an ever-mounting road, that showed men, not as blind stragglers in a losing fight with a hostile creation, but as glorious sons of light rising to claim an everlasting heritage.

That vision is still with us. On Christmas day, as we re-read the old story of the little town, the star in the sky, the wondering shepherds, the devout wise men of the east and the caroling angels, we realize, once more, the full significance of it.

And that works a miracle within us. For the moment we are lifted out of our daily shells of caution, reserve, fear and suspicion. We get a glimpse of the deathless nobility of all human lives, and it transforms us. We can greet the strangers all about us as we are meant to greet them—as brothers. We forget to be jealous, resentful, suspicious, cold. We become what we have always wished we might become.

The transformation does not endure. A few days after Christmas we go back to our old ways, and the stranger in a crowd is merely someone to elbow out of the way and not an immortal spirit clothed in the miracle of human flesh. But some residue lingers in our hearts. Bit by bit, over long years and centuries, it builds up an assertion of faith, good will and hope.

So we may take courage. Each Christmas leaves us a little better than it found us. Each year, as the tiny lights blaze out on the little green trees, the race moves a little bit closer to the ideals for which we should strive.



Merry Christmas

To All Our Friends And Patrons:
A MERRY CHRISTMAS

It was a pleasure to serve you in 1928, and we look forward to the same pleasant relations during the New Year.

THE PIGGLY-WIGGLY
L. J. STILWELL, Owner.

— FOR JOB PRINTING —
AT COST CALL
THE STAR PUBLISHING CO.



The New CLEVELAND

EXTENDS TO YOU THE
THE FELICITATIONS OF
THE SEASON

With a fine new store and better facilities, we are entering the New Year better prepared to serve you efficiently than ever before. Make up your mind to take advantage of this splendidly equipped institution during 1929.

CLEVELAND DRUG STORE

New Charles Hotel.

Phone 65.



SEASON'S GREETINGS

It is a happy custom at this season of the year, for the wheels of commerce and industry to pause while we tune our hearts to the Christmas spirit of Good Will. Let us add ours to the many warm greetings you will receive. A Merry Christmas to You and Yours and a New Year Replete With Happiness and Success.

Wright-Baker Co.

107 N. LaFayette St. Shelby, N. C.



A. V. WRAY & 6 SONS

Greetings And Good Will

To Our Friends And Customers:

With Christmas here at last and the end of the year just around the corner, inventory time isn't far away. In "taking stock" our interest lies not so much in merchandise on hand or business done as in that greatest of all assets—good will.

To close the books without expressing to your our appreciation of your many courtesies to us and the business we have enjoyed from you during the year, would leave a debt unpaid.

We have been grateful indeed for your patronage and the confidence in us which you have thus expressed. It has been our earnest, sincere purpose to serve you the very best we could and to give you always the greatest possible values. The nearness with which we have approached that goal in 1928 determines the measure of our success.

As the old year draws to a close and 1929 begins, we pledge to you anew our continued loyalty to this ambition and our determination to serve you better than ever before, if we can, in 1929.

That the Christmas season may be a happy time for you as well as those whom you hold dear and that the Good Ship Prosperity may sail home to you in 1929, laden with a full cargo of those treasures of life which you desire, is our earnest wish. A merry Christmas! A Happy New Year!

“Get It At WRAY’S”