

The Cleveland Star

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Entered as second class matter January 1, 1905, 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, obituaries and notices, after one death notice has been published. This will be strictly adhered to.

FRIDAY, MAY 23, 1930

TWINKLES

The best farm relief sign Ye Twinkler can see in the offering is the blackberry crop.

The poet who wrote that line about "Men may come and men may go" must have had the husbands of the Hollywood movie stars in mind.

Here's hoping the highway patrolmen change that verse about the little pig going to market into severe sentences about the road-hog going to slaughter.

Irvin Cobb said North Carolina needed a press agent, but he cannot say that about the Methodist church so long as they have a publicity getter of the Cannon calibre.

The Greensboro News believes the outcome of the senatorial race is pure guess, and the Rocky Mount Telegram thanks Heaven that there is something pure about it.

Next week is the big week for several score boys and girls who will graduate from the Shelby high school, and judging by the attractiveness of the commencement program it is to be a big week for all Shelby.

The Charlotte Observer editorially commends Shelby upon leading the State in growth since 1920, being the "fastest growing town in North Carolina." Yessir, Colonel, we've almost grown up to the point that we want to wear buttons similar to those worn in Charlotte 10 or 15 years ago, buttons which proclaimed "Watch Charlotte Grow."

WEAR YOUR POPPY

WHEN WE OBSERVE MEMORIAL DAY this year it will be nearly a dozen years since the American armies fought their big battles in France and the lists of the dead and wounded were crowding the trans-Atlantic cables. We have not forgotten these great victories and the gallant men who died to make them possible. On Memorial Day we will pay tribute to them. We will hang out our flags, deck their graves with flowers and wear poppies on our coats in their honor.

But side by side with the men who died marched other men to whom fate dealt a different form of cruelty. Their lives were not taken but they were called upon to sacrifice the things that make life most worthwhile—health and strength. Instead of the honored sleep of a soldier's grave, their lot has been the suffering and mental anguish of years of sickness and poverty. When we pay our annual tribute to the memory of the dead let us also remember these living victims of the war and give them also the honor and the help which they deserve.

Honoring the dead and helping the living is happily linked in the memorial poppy sale of the American Legion Auxiliary, to be conducted in Shelby Saturday. By wearing one of the little red poppies which the Auxiliary women will sell we can pay an individual honor to the men who gave their lives for America in the war. Through the purchase of the flower we contribute to the relief of the disabled veterans and their families. Every penny of the money paid for poppies is used by the Legion and Auxiliary in making life brighter for the men, women and children who are still paying the price of our World War victory in suffering and hardship. The bulk of it will be expended by our own Legion men and Auxiliary women right here in our own city. We all should wear a poppy Saturday and we should pay for it with the biggest coin we can afford.

REPUBLICANS IN PRIMARY

REPORTS CONTINUE TO BOB UP with the information that many Cleveland county Republicans plan to, or, rather, hope to take part in the Democratic primary in June. The Star would take from no one the American privilege of voting, but it is not right that Republicans should participate in Democratic primaries, or that Democrats should participate in Republican primaries and private affairs. Neither is it commendable for a Democratic candidate to work Republicans into the primary to vote for him when he knows that they are not doing so with the best interests at heart of the Democratic party. A Democratic candidate who does so is not a man or woman his party should be proud of.

These reports have it that many Republicans in Cleveland county plan to let the Republican voters of other counties decide as to the Republican nominee for the U. S. Senate. They do not plan to vote in the Republican senatorial box for that would bar them from voting in any of the Democratic boxes. Instead, they hope, by not voting for one of their senatorial candidates, to participate in the Democratic voting for county, State, and senatorial nominees. Many Republican voters here, and elsewhere, would rather see Senator Simmons win the Democratic nomination than Mr. Bailey. They have a reason for that sentiment. Unintentionally or not, let that be as it may, Mr. Simmons aided in sending North Carolina into the Republican column in 1928. The Republicans cannot be blamed for desiring to show him some courtesy in return. But if they should help nominate him in June, will they vote for him in November against a Republican candidate? No.

In all fairness, the reports coming to The Star do not

indicate that any Democrat is attempting to bring Republicans into the Democratic primary. He would be a sorry Democrat should he do so. The movement seems to originate among the Republicans themselves; they are fond of stirring up as much turmoil as they can in the Democratic party.

Fair-minded Republicans of Cleveland county, we believe, will follow no such procedure. This week the executive committee of the Republican party named that party's county nominees to oppose the Democratic nominees in November. No Democrats tried to tell the Republicans what candidates to nominate. The Democrats left that to the Republicans as they should have done. It was a Republican affair—their business. So is the Democratic primary in June. Has a Republican any more right to go in the Democratic primary and say who the Democrats should nominate than a Democrat had of going to the Republicans and saying "you should nominate so-and-so?" Not at all.

Permit the two parties to nominate their own candidates. If a member of one party does not admire the nominee of the other party, let it be known in November. That is what the general election is for. This paper thinks very little of a Democrat who would meddle in Republican affairs, or a Republican who would meddle in Democratic affairs, and it thinks even less of a spineless, selfish Democrat who would urge Republicans to meddle with Democratic affairs, or a Republican who would invite a Democrat to come in and make trouble in his party.

BEATING BOOTLEG BY ADVERTISING ITS ILL EFFECTS

THE STAR IS READY AND WILLING to shake with Senator Henry Allen, of Kansas, on his excellent theory of enforcing prohibition in America—perhaps because his theory is similar to a view expressed some time ago by The Star.

Speaking to a national gathering of advertising men Senator Allen declared that he believed real prohibition would soon prevail if ten percent of the money now spent in the attempt to enforce prohibition were spent in advertising the ill effects of drinking bootleg liquor.

The view coincides with the statement made recently by this paper that wide newspaper publicity give "jake paralysis" and the opinion that sugar-head corn liquor brought on pellagra had done more to curb drinking than the combined efforts of all the prohibition enforcement officers and appropriations. We stick to that statement in elaborating upon Senator Allen's views.

"I believe," the Kansas Senator declared, "that ten percent of the sums which have been devoted to enforcement would have virtually 'cured' the drinking population by this time if spent in advertising."

Allen recalled signing four pledges by the time he was ten years old, although no alcohol was being sold in his Kansas neighborhood.

"I had been frightened into this act of self-preservation by the pictures I had been seeing in the textbooks of livers that had been affected by alcohol," he said. "I would like to see a liver today that had been operated on by some of this modern alcohol."

The Star does not recall the vast sum of money the American government spends each year in attempting to enforce prohibition. It is such a great sum that it staggers the imagination of the average citizen, yet how much has

this gigantic expenditure wrought in curing America of the strong drink habit?

If the American government would, as Senator Allen says, take ten percent of the annual appropriation for prohibition enforcement and use it in display advertising each week in the newspapers of the country, think how much good it would do.

Think of the hundreds who are poisoned by rotten whiskey in America each year? Of the hundreds who are now suffering with "jake paralysis"? Would it not be easier to cure the drinker by educating him to the danger of drink than by attempting to force him to cease drinking?

A cigarette advertising campaign by depicting how sweets tend to make one fat has scared thousands of Americans to such an extent that they not only have given up their sweets but have taken to cigarettes to avoid corpulence and that "future shadow." Would not consistent newspaper advertising, showing that many people are poisoned and many die from drinking bad and synthetic whiskey, have a tendency to decrease drinking? Would not cartoons portraying the pitiful condition of "jake paralysis" victims cause many to quit taking chances?

Patterson Brothers At Patterson, Ill

Geo. Patterson Better, But Hayne Patterson Still Very Ill Personals.

Patterson Springs, May 22.—We are very sorry to say that Mr. Hayne Patterson is seriously ill again at his home in Patterson Springs.

Misses Geneva Hendrick and Edith Allen spent several days with friends and relatives at Blacksburg last week.

We are indeed glad to see Mr. George Patterson able to be out again after a serious illness of about two weeks.

Miss Edith Allen had as her week-end guests of Misses Ruth and Gladys Dover of Blacksburg.

The many friends and relatives of Mrs. M. A. Bowen honored her with a birthday dinner Sunday. A large crowd was present and a delicious dinner was spread.

Messrs. Kenneth and Talmadge Mayhew returned home Sunday from Chapel Hill where Kenneth had helped Shelby to win the interesting baseball game.

Miss Willie Sue Borders was the spend the night guest of Miss Gladys Thrift Monday night.

Mr. and Mrs. Jack Palmer of Shelby were callers in the village Sunday afternoon.

The new Blakemore variety of strawberry is reported by J. F. Williams of Mt. Olive to be more prolific and vigorous than the Missionary variety.

Caswell county tobacco growers report a probable reduction of 15 percent in the tobacco acreage this year due to lack of plants and the campaign for more food and feed crops.

Would not, as Senator Allen says, a photo of a liver, repeated and repeated again in the newspapers, showing how bootleg liquor works upon the liver, bring many people to the conclusion that they could no longer endanger their health and their lives?

The mother by force prevents the small tot from running in the path of a speeding automobile. Yet when the tot grows up the mother is not always there to protect by force. What the mother has done is to educate the child to the danger, and in after years the child remembers the warning, because to him, or her, has been pictured the mangled form of some careless child struck by a speeding automobile. A prohibition officer cannot be at the side of every person just at the moment that person starts to take a drink, and, therefore, cannot step up and slap it out of the drinkers hand with the statement "that stuff may poison or paralyze you, and it is a violation of the law to drink, anyway." Why not put the warning, display the crossbones and skull, before the drinker each day in the newspapers and magazines he reads?

TELL THEM YOU SAW IT IN THE STAR!

Quality Service Stores

Specials For May 23rd & 24th

- BEACON LIGHT COFFEE, Per Lb. 29c
 - SUGAR, 18 POUNDS FOR 98c
 - COLUMBUS PACKING Breakfast Bacon, lb. . 37c
 - STALEY'S SYRUP, 5-Pound Can 39c
 - DUKE'S MAYONNAISE, 8-oz. jar 23c
 - PALMOLIVE SOAP, 3 10c Cakes for 25c
 - KRAUT, LARGE CAN 14c
 - BORDEN'S MILK, large can 10c
 - BORDEN'S MILK, small can 5c
 - COMO LILY FLOUR, Plain, 24-lb. bag 95c
 - ISAAC SHELBY FLOUR, 24-lb. bag, S. R. . 95c
 - EAGLE CORN MEAL, 10-lb. bag 33c
 - GREAT NORTHERN BEANS, 3 lbs. for 25c
 - BLUE KROSS TOILET TISSUE, 3 10c rolls . 23c
 - OLD MANSION COFFEE, Per Lb. 45c
 - BOST'S BREAD, 3 Loaves For 25c
 - VIRGINIA DARE CAKES, per lb. 24c
 - SUNSHINE SALTINES, 1-lb. pkg. for 22c
 - SUPER-SUDS, Per Package 9c
 - JERSEY CORN FLAKES, 3 10c pkgs. for 25c
 - GREEN BEANS, 3 Pounds for 29c
 - BANANAS, 3 Pounds for 25c
 - 2 LARGE HEADS LETTUCE 25c
 - CELERY, PER BUNCH 15c
- Q. S. S. Markets Feature Good Meats At Low Prices
All Q. S. S. STORES FEATURE CHERO COLA

List of Merchants of Quality and Service Stores

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| SHELBY
T. B. Mauney
Baber Grocery Company
C. H. Reinhardt
Keeter Brothers
R. B. Keeter
R. H. Champion
Moser Bros.
Jacksons Cash Grocery | CLIFFSIDE
Z. B. Hawkins
AVONDALE
C. F. Ward
J. D. Wells
MOORESBORO
D. C. Wright
ELLENBORO
J. L. Culbreth
T. P. Tisdale, Jr.
H. L. Green | W. C. Ellis
Spindale Grocery Company
Sparks & Farrell
Green Grocery Company
RUTHERFORDTON
K. E. Simpson
J. Cal Williams
Williams Brothers
C. E. Justice & Sons
T. L. Johnson
R. W. Sparks & Son
RUTH
E. H. Walker |
| GROVER
H. S. Keeter & Company
LATTIMORE
Hunt & Hewitt | FOREST CITY
J. W. Sanders
Jones Grocery Company | |



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AS BANKERS, we have at our fingertips vital information regarding all businesses and business tendencies. Our background or diversified experience enables us to analyze the most complex financial situation. That is why you are entirely safe in accepting our conservative investment recommendations. In dealing with our investment department, you will enjoy a new sense of security.

UNION TRUST CO.