

The Cleveland Star

SHELBY, N. C.
MONDAY - WEDNESDAY - FRIDAY

SUBSCRIPTION PRICE

By Mail, per year \$2.50
By Carrier, per year \$3.00

THE STAR PUBLISHING COMPANY, INC.

LEE S. WEATHERS President and Editor
S. ERNEST HOEY Secretary and Foreman
RENN DRUM News Editor
L. E. DALL Advertising Manager

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, cards of thanks and obituary notices, after one death notice has been published. This will be strictly adhered to.

WEDNESDAY, JULY 23, 1930

TWINKLES

It might not be a bad idea to mail that \$25 reward check to Otto Wood and tell him to keep going.

The Anti-Saloon League ought to be able to pick up a few tips from the weather man on dryness.

The mercury appears determined to establish more new records this year than the aviators—and the "tree sitters."

The latest club in New York has a strict ruling that no woman be admitted under any circumstances and the only drink stand is a soft drink bar. How long will it last?

The latest fad for men is a rubber necktie, which comes from France. Somehow that suggests the rope neckties of the old days when it was considered a far more serious crime to steal a horse than it is to steal an automobile these days.

Robert Quillen, the paragraph philosopher, does a pretty good job of expressing the prevailing attitude regarding morals, which seems to be too readily accepted by many, when he says "Modern sin is much like slipping your shoes off; it isn't vulgar if nobody sees you."

Could it be that the business depression results to an extent from an erroneous belief that many of the things we purchase are necessities or semi-necessities instead of luxuries and semi-luxuries? Nearly six and one-half million automobiles and trucks were manufactured in the world last year, eighty-five percent in the United States.

ELIMINATING MORE MEN.

ONE OF THE most widely discussed questions of modern times is that of debating the eventual result of the machine age, which in many instances appears to be eliminating man-power. Little by little, as scientists and mechanical engineers add to their discoveries, machines are being made and perfected which take the place of men, or, at least, require a smaller number of men to carry on operations than was required before the machine came in. The latest example is the "butcherless butcher shop."

One of the first shops of the type to make its appearance is in Brooklyn and the familiar figure of the meat cutter is missing. The meat is displayed already cut in standard sizes and weights, is sealed in sanitary transparent boxes, stamped as to quality and price, and bears the certification of the government inspectors. The meats are displayed in glass refrigerators and the clerks of white-uniformed girls. Deliveries are made to the "butchereries" from the packing houses by refrigerator trucks. Should the system go over with the public another familiar character of the old business world may soon be missing as the machine age with its coordination and economical ideas scores another triumph. What next?

WHY PERSHING WAS SENT

SENATOR McKELLAR of Tennessee tells an interesting World war incident, centering about President Wilson and General Pershing, which deals with a phase of the Wilson administration that has always been debated and discussed. Why, thousands have asked, did Wilson send Pershing to France instead of General Wood, or ex-President Roosevelt, or other military leaders who appeared to be better known at the time?

Many of those professing to be "on the inside have attempted to answer that question. Many have blamed Wilson, despite Pershing's good record in the war, for not sending some other general. But no explanation, we believe, has tended to clear up the matter as does the statement of Senator McKellar. The Tennessee man was one of those who wanted Roosevelt sent to France, and had planned to ask a major generalship for the ex-president. Hearing about it Wilson sent for McKellar and talked to him. The revelation of that talk shows that Wilson picked Pershing on his record, not his fame or popularity, and decided to stick to Pershing despite the criticism which followed the Pershing appointment. The Wilson statement to McKellar, according to the letter, follows:

"I am not a military man. I am a civilian. My life has not been spent along military lines and neither has yours.

"When I went into this war I called a conference of the expert men of the United States and asked them to recommend the man who could do this job in Europe effectively and well. They recommended General Pershing. I believe that their recommendation was good. I have appointed him to be in charge of American forces in France and I am going to the mat for him. I am going to stand by him until the end. I am not a military man and I am not going to put my civilian judgment up against the judgment of those military men in whom I have confidence. In like manner I have selected the naval officer to command the naval forces of the United States, and I am going to the mat for him. I am going to stand by him."

WATERMELON TIME NEAR.

WATERMELONS WILL be getting ripe soon in local patches," writes Miss Beatrice Cobb in her Morganton News-Herald in noting that recently one of the big syndicated editorial writers, Bruce Catton, devoted quite a bit of space to watermelons and roas'n'ears. Miss Cobb heralds what is truly one of the most enjoyable seasons of the year—watermelon and roas'n'ear time.

It is one season when the rural-dwellers and the small-town resident have it on their city brothers. Of course, as the Morganton editress says, the city dweller can have his melons and corn, but not such melons and corn as those on and near the farms have. The freshness and the flavor are missing from roas'n'ears which have been in a city store for days after being shipped in, and the same goes for the melons. But the rural man and the resident of the small town near the source of supply get melons and roas'n'ears at their best. Two delicacies hard to excel anywhere or anyhow.

In that connection it is noted that the Bureau of Home Economics of the United States Department of Agriculture is authority for the statement that "Refreshing, juicy, fine-flavored" watermelons have still another virtue for the consumer who is interested in food values. Beyond their delicious flavor and satisfying texture, watermelons have been found a rich source of vitamins A and C, and also contain lesser amounts of vitamins B and G. It was revealed that the guinea pigs used in making the tests not only waxed fat and or other military leaders who appeared to be better known at the letter, follows:

Very few of us, if any, need any encouragement to eat watermelons when and where we can get them, but it is good news for the melon farmer and the melon devotee to know that melons are not only delicious eating, but are, also, healthful.

Greatest Boom Seen Just Ahead

Next Ten Years in Industry and Finance Will be Greatest in All History

R. W. McNeel of Boston is one financial expert who sees no gloom ahead for business.

"We are on the threshold of the greatest boom that the country has ever known," he says. "The country faces a program of expansion, invention, scientific development, and the arising of new industries and new modes which promise to make the next 10 years in American industry and finance far greater than the last 10 years.

"The business leader who is pessimistic today has a vision that is too provincial, an outlook that is too limited, and a courage that is weak."

But what's to bring this new business boom into being? Mr. McNeel is ready with many suggestions—Television, new building construction,

natural gas and pipe line developments, frozen foods, dry ice, the airplane industry, film phonographs, heating radio, artificial ventilation, electrification of railroads, electric welding, electrically made steel, the use of glass brick, the use of chromium, copper, bronze, aluminum, rustless steels for building exterior, electric ships, humidified indoor air, central heating and cooling systems, central newspaper plants, and flashing newspaper pages by television across the country.

He enumerates a score of other suggestions, saying that the program of American expansion in the next decade will be "greater than anything that has ever been accomplished in any similar period in the life of the nation."

Slow Freight

Old Lady—"Where did those large rocks come from?"

Tired Guide—"The glaciers brought them down."

"But where are the glaciers?"
"They've gone back after more rocks."

Postal Service Men To Meet on Tuesday

Quarterly Meeting To Be Held At Palm Tree Methodist Church

On Tuesday, July 29th the quarterly meeting of the Cleveland county service council will be held at Palm Tree Methodist church one mile west of Lawndale. A sumptuous supper will be served promptly at 7 o'clock and the following program will be carried out following the feed.

Invocation—Rev. J. W. Fitzgerald, Pastor.

Song—"America"—First and Second Verses.

Address of Welcome, Mr. Charlie Rackard.

Response, Postmaster A. I. Jolley.

Music.

"Postal Playlet"—J. Talmage Gardner, C. H. Wells, H. Clay Cox, Jr., Gov. V. Hawkins, E. Cliff Carpenter, and Geo. Dover.

Music.

"Fifty Years Development in the Postal Service"—Postmaster S. S. Weir.

Answering inquiries previously assigned.

Music.

Address, Mr. John F. Schenck, Sr.

"Imparting Postal Knowledge Through Schools", I. E. Goforth.

Business, miscellaneous, adjournment.

Honors Even

Ephraim—"Whut yo' all doin' wif dat papah, Mose?"

Mose—"Ise writin' mah gal a lettah."

"Go 'way, niggah, yo kain't write."

"At's all right, Smoke, mah gal kain't read."

\$13.00

SHELBY, N. C.

To

WASHINGTON, D. C.

And Return

Friday, Aug. 1st,

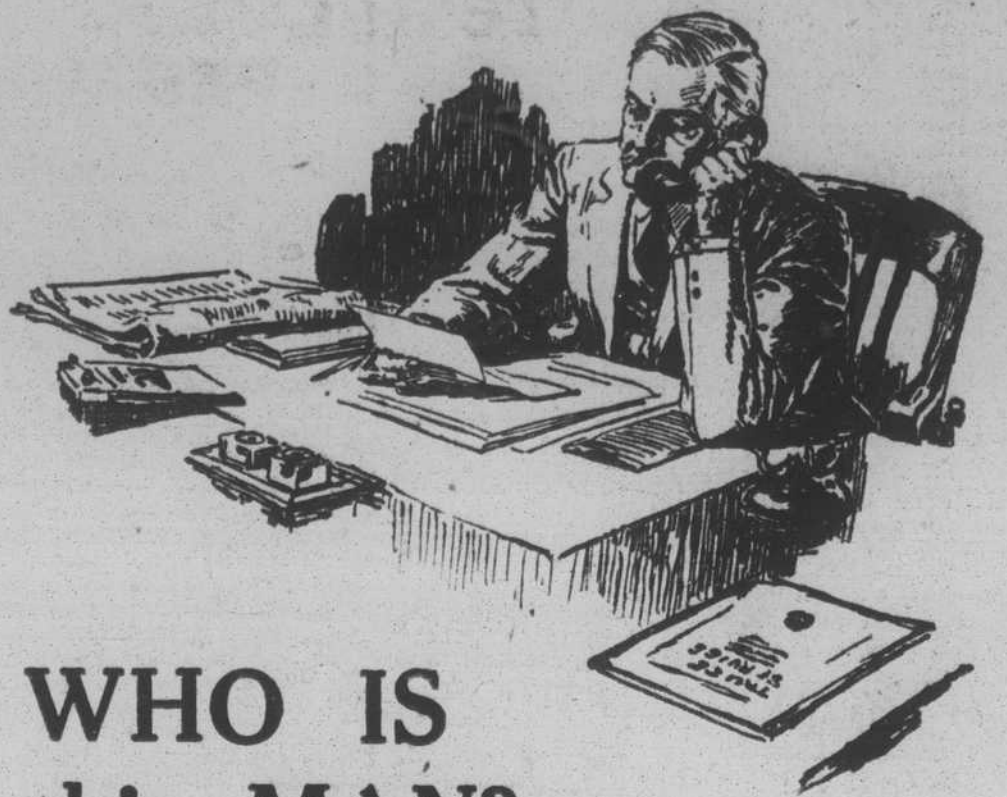
Via

Southern Railway System

Tickets on sale August 1st only. Limit five days.

Fine opportunity for week-end vacation.

ASK TICKET AGENT



WHO IS this MAN?

HE works with a clear mind and conscience. He knows no master other than himself. In prosperous times, he can take full advantage of his opportunities. In times of depression, he is relatively unaffected. He is ever armed against business or private adversity. HE IS THE MAN with a cash reserve; the man who has made regular, and easy, savings deposits, at this bank.

The First National Bank

SHELBY, N. C.

— RESOURCES OVER \$5,000,000 —

READ THE STAR. IT NOW GOES INTO 5,000 HOMES EVERY OTHER DAY. \$2.50 A YEAR BY MAIL. FOUR WEEKS FOR A QUARTER BY CARRIER BOY.

Another Sale At Rose's

8 A. M. SATURDAY JULY 26th 8 A. M.

Eight Ounce Optic
WATER GLASSES

Regular 3 for 10c Seller
6 For 10c

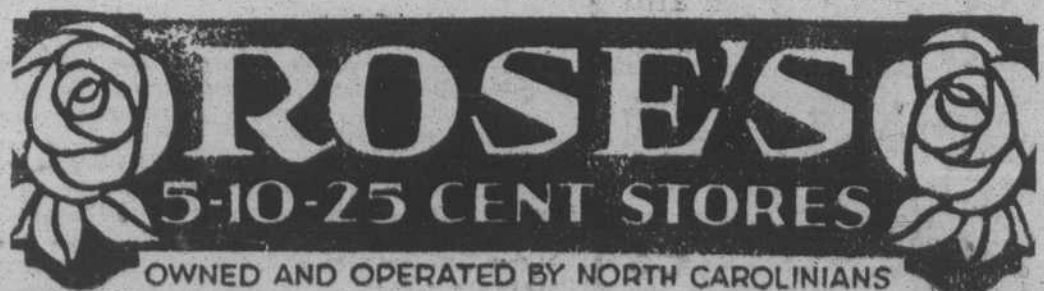
Fast Colors—Sizes 2 to 6
CHILDRENS DRESSES

Regular 25c Seller
19c

THE FOLLOWING ARTICLES ARE ON SALE ALL THE TIME:—

Boys Play Suits	49c	Ice Teas	5c
Ladies' Fancy Step-Ins	49c	Water Pitchers, Glass	19c
Rayon Taffeta Slips	98c	Water Pitchers, Aluminum	49c
Ladies' Chiffon Hose	98c	Tea Kettles, Aluminum	89c
Bay Rum, 12 oz.	25c	Golf Balls	10c
Brilliantine	10c	Golf Clubs	10c
Gillette Razor Blades	10c	Baseballs	10c

Store No. 15 At Shelby, N. C.



Manager In Charge W. H. McCracken

Das Beste was für Geld zu haben ist

—millions of people know that this means "the best money can buy." That's what millions of people say who use Budweiser Barley-Malt Syrup—because it is free from substitutes, adulterants, fillers, artificial flavors or coloring. Those who recognize the advantages of using a 100 per cent pure product are not satisfied with ordinary brands of lesser quality.

Aged 3 Months in the Making



Look for Tony's picture on the top of every can. A booklet giving recipes for good things to eat, will be sent to any address upon request.

Anheuser-Busch

Budweiser Barley-Malt Syrup

LIGHT OR DARK - RICH IN BODY - NOT BITTER

Distributors Carolina Fruit & Product Co. Shelby, N. C.

ANHEUSER-BUSCH - ST. LOUIS

Also Makers of Busch Extra Dry Ginger Ale