

Falstaff's View Of New York

One of the most interesting newspaper columns in America is that which F. P. A. (Franklin Adams) has conducted for 28 years in the New York World under the title of The Conning Tower. Each year F. P. A. takes the month of July for his vacation. This year Jake Falstaff, Cleveland newspaperman, substituted for him during the month.

At the end of the month, Falstaff in his final column, entitled "Pippins and Cheese," had the following to say about the American metropolis:

I take my text today from the eighth verse of the seventh chapter of Ecclesiastes, wherein the preacher says:

Better is the end of a thing than the beginning thereof; and the patient in spirit is better than the proud in spirit.

By patience, O my beloved, you have come through a heat wave and a Pippins and Cheese wave. Relief from the heat wave arrived yesterday. Relief from the Pippins and Cheese wave was definitely promised for tomorrow.

Those who fled the city may now return. From those resorts where (in the words of the immortal Banff advertisement) the lithe leap at tennis, the languid tea on the terrace, they may return boldly, knowing that Adams is in his Tower, all's right with The World.

The theatres may open up again. Out of a wounded spirit I breathe the assertion that they really need not have taken the precaution which they deemed necessary. I usually sit in an aisle seat and lean outward. I always take along a towel to muffle the cracking of the peanut-shells. The mere fact that I come from Ohio does not necessarily prove that I do not know how to behave.

However tediously the month passed for you, it was big stuff for me.

These are things I shall remember out of it:

The discovery that subways don't bite.

The spectacle of a storm brewing over lower Manhattan, seen from the window of Ferd Reyher's tower in Brooklyn.

Ferd Reyher's twenty-eight-inch salad.

"The Green Pastures," which moved Hampden's "Cyrano de Bergerac" into second place in my catalog of theatrical thrills.

The week-end in Woodstock with Franklin and Beatrice Booth, and Hanson Booth, and Harvey Emrich.

Near Woodstock there is a place where the Titans who carved the decorations upon the surface of earth, having practiced their trade in all parts of the world, set their seal upon the finished job by laying down a miracle of pure form. It is as if six obedient beets from the Apocalypse had knelt down with their heads together.

In Woodstock there are artists who went there in search of a place where they did not need to be self-conscious. They are surrounded now by persons with whom self-consciousness is the principal satisfaction.

The list must continue: Bessie Smith singing blues in the Apollo Theatre in Harlem.

The luscious blonde subterfuge at the American Burlesque House.

The bear and steak in a certain political club downtown.

The cheese cake at Luchow's, which is a morsel utterly impossible of improvement.

The spaghetti at The Fat in Greenwich Village.

Monetta's.

The daily opening of the mail, which is an adventure like the discovery of a new country or the breaking of a new deck of cards.

(The five persons who sent threatening letters let it go at that—as writers of threatening letters usually do. The person who sent in a clipping of the Chaconne with "Aug. 11" written after, "Yet I am sure that I shall kiss you yet," will have to come to Cleveland to make good. Last year there were at least a dozen letters from Honest Miner; this year only two. Honest Miner writes splendid Rabelaisian letters. His strong point is knowing my weak points. He was wrong only once—when he picked me for an Anglophile. The persons who always send clippings of cute poems to column conductors with the request "Please reprint this in your column and oblige" did not ignore me. Most of the persons who sent in stamped and self-addressed envelopes with their verses got their manuscripts back; the rest will go to their graves certain that I stole the stamps. The dog lovers may rest assured that they put me in my place. The persons who sent in columns with the "Pippins and Cheese" marked out of the masthead may take solace in the fact that many other persons thought of the same thing. The persons who did not see their poems in print may take such comfort as they can from the fact that I had two dozen accepted poems left over when the column closed.)

On with the list: Lysistrata.

The afternoon on which I neglected my work to read Tiffany Trayer's "Thirteen Men," a fine job.

The spiritual indigestion I got from looking at the sky line from a roof in Brooklyn just before I undertook a day's work.

The tonic greetings of Mill Gross, en route to the Sunday room.

The visits with Rollin Kirby.

The poker party at the house of Henry B. Humphrey, Jr., where Ogden Nash composed a limerick about William Soskin.

The punning orgy which was started by Harvey Emrich when he told of the two South Americans in a restaurant who were having an altercation. The waiter, he said, asked them, "What are you Argentine about?"

The list will have to end short of its completion. After all, New York is New York. A month is a month.

I return now to two places—to Cleveland and to Chanticleer farmstead.

At Chanticleer, as at all other farms, the doings of cows and pigs and horses is as good gossip as the things which any clique of human beings know and tell about each other.

In Cleveland, as elsewhere, leg men tell rewrite men. "This joker was walking along with another pigeon when a couple of moujiks came up and put a rod on them."

If you're ever out our way, you must stop in and see us, too.

JAKE FALSTAFF.

This Era One of Competition

(Excerpts from The Business Week)

The Diamond Match company furnishes an interesting example of a merger—of peculiarly assorted businesses that was grown, not made. Because it had surplus lumber, the company established 40 lumber yards. This put it into the building supply business. Some of the lumber still left on its hands it started to make into toys and bee-hives. The latter sell better with other bee supplies, so now the company is in the apian business, too. Seeking to produce an income from one of its cleared lumber tracts, it planted prunes thereon, which puts it also into the fruit business.

Sugar cane waste can be made into rayon. It contains a higher percentage of cellulose than spruce—54.8 per cent as against 53 per cent in spruce. Hitherto the woody cane stalks, crushed and de-sugared, have been used as fuel. Lately a process for converting them into fine paper has been developed but the market for paper is already supplied as cheaply. But the rayon market is growing and in real need of raw materials. Here cane would not merely displace some other well-established source. The new process may become an important element in the battle between sugar cane and sugar beets.

Announcement that Air Ferries, Ltd. of San Francisco carried 11,378 passengers the first month was hailed by aircraft leaders as evidence of the popularity of air ferry service, establishment of which is pronounced one of the most significant recent aeronautical developments. Check of 30 days' operation across San Francisco Bay shows that 35 per cent of passengers had become habitual patrons, that 71 per cent were bound on business rather than pleasure, that 37 per cent chose the air ferry in preference to other transportation because they were in a hurry, and that 5,400 persons were carried who had

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FRIDAY, AUGUST 15TH, 1930.
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Atlanta, Ga. \$6.75
Chattanooga, Tenn. \$8.75
Birmingham, Ala. \$8.75
Mobile, Ala. \$21.75
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Wonderful Opportunity To Visit The Gulf Coast.
ASK TICKET AGENTS "TRAVEL BY TRAIN" SOUTHERN RAILWAY SYSTEM

never been up before. The Simmons company is making bedsteads of peanut shells, Zalmite, a new plastic material made up in furniture of all sorts is manufactured out of phenol, creosote, or even asphalt as its plastic element; peanut shells, old burlap, and other waste material as filler. Simmons can make Zalmite for five cents a pound and expects to cut that. It is strong, durable, resilient, takes a fine color and polish, and is expected to become a real competitor of steel and wood for furniture.

The Detroit Edison company is attempting to do with the electric range what Henry Ford did with the automobile—take it out of the luxury class and put it within reach of the multitude. Less than a month ago it placed on the market an electric stove priced at \$85, about one-third what an electric range used to cost. Already the company reports 70,000 unfilled orders, and the price has been reduced to \$75. Hitherto, the use of electricity has lagged because of high initial cost and high cost of operation, and because most electric stoves heat more slowly than gas ranges. So Detroit Edison engineers got busy. They discarded at once the idea that an electric range must resemble a gas range and set out to produce something new, something that would be simple to operate, quick to cook, handsome in appearance, and of such construction that it could be made at an attractive price. The new stove in no wise resembles any other cooking apparatus, but the oven comes up to 400 degrees in five minutes and uses much less current than electric stoves of the old type. As was to be expected, range manufacturers look with great disfavor upon Detroit Edison's manufacturing venture.

The Ford car junking plant in Detroit is apparently proving successful. Ford is reported in negotiation for an 80-acre site in Buffalo where he plans to erect the largest metal reduction plant in the East. It plans to go through, he will buy junked cars throughout the East, ship them to Buffalo, chiefly by water, and reduce them to usable metals in the electric furnaces to be installed in the new plant.

JULY IS HOTTEST MONTH ON RECORD
From July 4 To July 31 Not A Single Day Passed Without Temperature Of 100

Washington—July, 1930 passed into history with preliminary figures at the weather bureau indicating it was the hottest month ever recorded.

While reports from all of the weather stations have not been analyzed a compilation of temperatures registered at the large stations shows it was hotter for a longer time and over a larger area than in any previous period since temperature records were established.

From July 4 to July 30 not a single day passed without a temperature of 100 or hotter being officially registered at some place in the country. This was exclusive, weather bureau officials said, of such points as Phoenix and Yuma, Arizona, where 100 is a summer commonplace.

The coming of August brought no sign of relief from the crop-devastating and water supply menacing drought which also has set a record for duration and extent of territory affected.

The July hot spell was the worst the South ever experienced. Fort Smith, Ark., with 17 days of temperatures of 100 or higher, set the pace for the nation. Shreveport, La., with 12 days of century marks, was second and Little Rock, Ark., and Lincoln, Neb., tied for third with 11 days each.

Hits Scotch.

London—Reverberations of the stock market collapse have reached the Scotland moors. The smallest American representation in years has resulted in many of the moors and forests remaining unlet for the opening of the grouse shooting season.

U. S. Gunner's Error Fatal to Guardsman



Surfman Cleo Faulkingham (above), of the Plum Island Coast Guard Station, was with Boatswain's Mate Louis A. Pratt when the latter was killed by machine gun fire from a Coast Guard patrol boat from Base Y, Gloucester, Mass. The tragedy occurred in Ipswich Bay. The crew of the patrol boat evidently believed the surfboat containing Pratt and Faulkingham was a rum-runner.

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Cleveland Keeps Taxpayers "Wise"

Boost Given Publicity System of This County By S. C. Paper

Gaffney Ledger

The last issue of The Cleveland Star, Shelby, quotes Mr. A. E. Cline, chairman of the Cleveland commissioners and county auditor, as saying:

"There is nothing about the operation of the county government which the commissioners and other officials care for all citizens and taxpayers to know, and with that in view we are planning on publishing each month every item of expense the county has."

Continuing, The Star further quotes Mr. Cline as saying:

"We not only have no desire to keep anything secret, but think it far best for all concerned to know just what is going on."

Cleveland, according to The Ledger's recollection, is one county where reports on the handling of public funds have been published with greater regularity and consistency than many others. And there have been no scandals in connection with the spending of tax money in Cleveland county that The Ledger recalls.

Cherokee county taxpayers can

well give thought to this important question. It has been many years—something like a dozen—since any department of the county has published an official statement, with the exception of one published a few months ago by Former Treasurer Joe Hall at his own expense. In compliance with a law passed at the last session of the legislature and with a decision of the county commissioners under this law certain statements were posted on the bulletin board at the court house in July.

How many taxpayers have had the time and opportunity to examine and study these reports? How many will ever see them?

The legislative delegation is the agency that has the authority to order financial reports published. Cherokee county will nominate the senator and two representatives in the primary August 26. Will the people select men who believe as Mr. Cline of Shelby does?

Negro Benefactor

Mays Landing, N. J.—In his quarter of a century as owner of a candy store, John Underhill, negro, amassed \$100,000 from pennies spent by school children for candy. In his will he directed that the money be turned back to the children in the form of equipment to the high school gymnasium and improvements to the town park.

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CENTRAL CAFE
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Chevrolet again adds extra value to the Chevrolet Six! Those who prefer may now have any passenger model equipped with beautiful de luxe wire wheels—at no additional cost!

there is an unusually large number of spokes—for extra strength and durability!

A variety of attractive new colors

In addition to this de luxe wire wheel equipment, Chevrolet now makes available a wide choice of new color combinations on all models—colors that are rich and distinctive.

You are invited to come in—NOW—and attend the first showing of six-cylinder Chevrolet models with these striking new colors and wire wheels.

Designed especially for Chevrolet, these wheels incorporate many important features that have won favor on cars much higher in price.

The ornamental hub caps are unusually large, and are finished in sparkling chromium plate. The bolts that hold the wheel in place are located inside the hub—thus assuring a smarter, more clean-cut appearance. The spokes are short and sturdy—the wheel construction is extremely rugged. Moreover,

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Sport Roadster...\$555 Club Sedan...\$645 ROADSTER or PRAXTON Sedan Delivery...\$595 1 1/2 Ton Chassis...\$520
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Coupe...\$565 Sport Coupe...\$655 (6 wire wheels standard on Special Sedan) Roadster Delivery...\$440 Prices f. o. b. Phila. Mich. Special equipment extra (Pick-up box extra)

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GRANDMOTHER'S BREAD
16-oz. loaf, wrapped... 7c
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FLOUR 24-lb. bag 85c | 48-lb. bag \$1.65

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FLIT or DETHOL, Pint Can 59c

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THE GREAT ATLANTIC & PACIFIC TEA CO.