

## What The Red Cross Relief Work Means To Suffering Of The World

Greatest Agency In Existence For Aiding Destitute, Starving Hungry.

The two most hackneyed, yet popular, topics of conversation are weather and health. The first inhabitants of the garden of Eden doubtless talked for hours at a time yesterday's sunshine, today's clouds and tomorrow's prospective changes in temperature. A minor illness probably constituted material for days of discussion by Adam and Eve.

From that day to this weather and health have vied with one another for first place among racing tongues. And apparently, notwithstanding the sage Mark Twain, who remarked that while people are all the time discussing the weather, they never do anything about it, the American people are at last doing something about weather. Strangely, they are doing it through the medium of health. They are learning to eat by thermometer, to build bodies adjusted to sudden climatic shifts. They are meeting the whims of storm and cold and heat with a defiance arising from a resistance built up by adequate exercise, regular habits, correct nutrition, and improved knowledge of how to take care of the human anatomy. It begins to look as if the age-old rivalry of weather and health as topics of conversation and focal points of human interest might be going to be settled in favor of health.

With winter just round the corner, it is well that we all take inventory of our stock of health. What do the shelves show as to the condition of our hearts, lungs, teeth, nerves, sinus regions? How do we sum up from head to toe? Are we ready to throw off colds, to shake a fist at pneumonia, to avoid diphtheria and typhoid and smallpox? What shape are we in collectively? Is the home town fortified against

the breaking out of epidemic? There's where the unceasing public work of the American Red Cross, in collaboration with other health agencies, has rung up its biggest score. Wherever you see the Red Cross of public health nursing, there you see leadership in the battle against disease.

Twenty-seven thousand nurses are on the rolls and available for instant service at the call of the Red Cross. They constitute an emergency reserve against widespread epidemics, against sudden wholesale disease of sickness occasioned by disaster. From this number are drawn nurses for the United States public health service. To this source the army and navy nursing corps look when in need of nurses of exacting standards. Right here the American Red Cross itself gets the personnel for teaching home hygiene and care of the sick, and for carrying on its public health nursing.

All over the land the Red Cross nurse has become a familiar figure to school children, to mothers, to town and country doctors who are grateful for her work. Fifteen hundred Red Cross nurses in the last twelve months imparted to 66,000 adults and children the principles of getting well and staying well. Eight hundred are giving support to the authorities in public health campaigns. Families are being shown how to care for the invalid and the aged. One nurse—or two—are becoming the nucleus of health campaigns and health progress throughout whole counties.

The Red Cross is telling the how, as well as the what of food. In one year, it told more than 160,000 children and nearly 11,000 adults how to select and prepare the fuel for human bodies, so that these bodies will be better able to withstand stress and strain and to carry forward exuberantly the tasks impos-

ed. The Red Cross goes everywhere. In cooperation with existing public health agencies—and as the forerunner of such agencies in localities not as yet having any—the nurse teaches care of self and others. Particularly in rural districts is the Red Cross nurse becoming the confident and consultant on matters of personal health, family nursing, home sanitation, and community health. Her hours are long. Her little car runs up a large mileage. In rain and in shine, she makes her daily rounds, on hard-surfaced highways and over mud roads. Quietly she is writing a saga of health progress comparable to the romantic story of the early trail-blazers.

It is at times of attack by influenza epidemics, by pellagra, malaria, typhoid and diphtheria, when the whole people are shaken with fear, torn by the loss of loved ones, panic-whipped by a sense of hopelessness—it is times like these that the 27,000 Red Cross nurses reveal themselves at their true value, as they emerge from their 27,000 places of comparative obscurity and mobilize for the fight for lives.

In addition to the nurses and nutritionists, there is yet another Red Cross service on behalf of life and health: Life saving and first aid. The battlefield extends both on land and on water.

With 25,000 accidents occurring in the home every year, with 24,000 other accidents resulting from the use of automobiles every twelve months, and with 8,000 drownings, adding to the annual toll, the clutching hand of humanity reaches out to the Red Cross for training to combat the common foe, to remove the hazard from swimming, to take from the everyday activities of humankind the element of fear.

What to do before the doctor comes? The Red Cross teaches the emergency measures—how to stop the flow of blood, how to conserve the victim's strength until medical attention arrives, how to anticipate and forestall unnecessary "after effects" due to improper immediate care. In 1929-30 the American Red

Cross issued more than 74,000 First Aid certificates and nearly 53,000 certificates in life saving. Since the establishment of the courses, more than 425,000 persons have been trained in first aid and more than 273,000 in life saving. And in their thousands of communities, these several hundred thousand constitute the chief reliance at time of accident. What numbers of men, women and children walk the earth today because the Red Cross prone pressure method of artificial respiration was expertly and successfully applied immediately following drowning, electrocution, or asphyxiation! What throngs of able-bodied being, reflecting upon the possible crippling or strength-sapping effects of delayed attention at time of accident, today sing praises to the wisdom of the American people that provided a means of teaching practical first aid.

To toughen the fiber of the people, to school the citizenship in matters of health, to prepare them for emergency, to guard them against drownings, is to cut in its incipency a very real form of national disaster. Moreover, the building of individual and community health is in itself a specific for victims of disaster; it enables them to resist disease which often threatens communities lifting their heads out of flood or fire or wind. It enables them to withstand a certain amount of exposure, to endure momentary hardships.

To create a physically sounder people, is to create a greater people. Health is a prime requisite of progress, a point of safety at times of economic depression. A strong, vibrant people—becoming ever stronger and more verile—is also a self-reliant people, a people capable of surpassing its own achievements, of upsetting its own records, of climbing a rung higher on the ladder of civilization.

Is there a Red Cross nurse in your county? Is your boy, perhaps, a Junior Red Crosser, learning to conserve his teeth, his eyes, his stamina for the weight of responsibility that will devolve upon him at maturity? Are you and your neighbor

equipped to stem a flow of blood, to apply the prone-pressure method of artificial resuscitation? Are the vitamins doing their job at your home?

Now is a good time to get better acquainted with the Red Cross—to see that you and your community are making the full use of your Red Cross opportunities. What do you know about your own Red Cross health program?

More than four million good Americans—headed by the president of the United States, who is himself the official head of the American Red Cross—are supporting health preparedness along with other forms of preparedness, by regularly enrolling for membership. This year, in accordance with long-standing custom, the Red Cross opens its roll books between Armistice day and Thanksgiving day. In doing so, it opens an opportunity to every man, woman and child to participate in the whole broad scope of Red Cross activities, to share in the happiness that the Red Cross brings to subscribe to the traditions and ideals that belong to this great and unique American institution.

If you have not already put the Red Cross button on your coat lapel, let me invite you to get in touch with your local chapter and join at once.

### Out of the Question.

Hector had never done a stroke of work in his life. As his private means were not very large, Grace invited her to marry him. "How in the world are we going to live?" she asked. "The question did not trouble Hector.

"Oh with your people!" he said, in a bored voice.

But Grace shook her head. "I'm afraid that idea is no good," she replied without more ado.

The monocle dropped with a tinkle out of Hector's eye, and a disconcerting look came over his face. "Why not?" he demanded.

Grace smiled sadly. "Because my people are still living with their people," she explained.—Answers.

## Cleveland Cloth Mill Village News

Several On the Sick List. Personalities of People Visiting About.

(Special to The Star) Nov. 14.—Mr. and Mrs. Jonas George and family of Spartanburg spent the evening with Mr. and Mrs. J. S. Ross and family.

Mr. and Mrs. H. W. Coker and family and Mrs. J. R. Brazell and daughters, Betty May, and Mary spent the week-end with relatives and friends at Greenville, S. C.

Mrs. J. M. Reynolds and daughter, Lillie, motored to Greenville, S. C. Friday.

Mrs. S. H. Wright and family and Mrs. Glenn Pool of McAdenville were the guests of Mrs. W. J. Cashion Sunday evening.

Mrs. J. W. Queen has returned home after staying by her father, Mr. W. T. Kuykendall's bedside for a week.

Mr. and Mrs. J. E. McGill and family attended the funeral of Mrs. McGill's father, Mr. W. T. Kuykendall of Greenville Monday. Mr. Kuykendall stayed with his daughter during the summer.

We are glad to report that Mrs. M. J. Reynolds is getting along nicely after being ill for some time.

Mrs. Ella Trammell, Miss Pearl Trammell and Mr. Dee Trammell spent the week-end with relatives and friends at Greenville, S. C.

### NEXT WEEK



WEBB THEATRE

Mr. and Mrs. Pridmore and daughter and Miss Gosnell of Greenville, S. C. visited Mr. and Mrs. H. L. Reynolds Sunday.

Mr. and Mrs. Brook Foster and family spent the week-end with their parents at Greenville, S. C.

Mr. and Mrs. J. W. Ensley and family motored to Kannapolis Sunday and reported a nice time.

Mr. and Mrs. J. K. Cobb and family of Kings Mountain were the guests of the Farr sisters during the week-end.

We are sorry to report that Mrs. V. G. Gilbert is very ill at this writing.

Miss Myrtle Williams attended the funeral of her grandfather, Mr. W. T. Kuykendall at Greenville, S. C. Monday.

Mrs. Boyce Crooker is very ill at this writing.

Mr. and Mrs. Oscar Bridges and family and Mr. and Mrs. V. G. Gilbert and family were the guests of their parents, Mr. and Mrs. George Gilbert Sunday.

We are glad to report that Mrs. Gaskett and daughter are improving after being ill for some time.

Mr. Oscar Bridges and daughter, Lessie, Mr. and Mrs. V. G. Gilbert and family and Miss Helen Broomfield of Charlotte motored to Newell Sunday afternoon and reported a nice time.

## Cosmetic Industry Evades Depression

\$207,461,839 Spent For Toilet Preparations In 1929, Census Bureau Reports.

Washington.—The wave of depression has not affected Milady beautiful, and manufacturers of perfumes, cosmetics and other toilet preparations did a loud office business in 1929 amounting to \$207,461,839, according to the bureau of the census.

The total was made up as follows: Perfumes, \$21,938,270; toilet waters, \$8,252,302; creams \$35,131,862; rouges \$12,500,649; dentifrices \$31,440,961; face powders \$22,979,822; talcum powders \$8,021,121; other toilet powders \$2,112,748; depilatories, \$1,502,821; hair tonics \$10,471,885; shampoos, \$5,536,616; hair dyes \$3,330,996; other toilet preparations \$44,242,186.

Last year there were 803 establishments engaged in the production of toilet preparations, an increase of 13.9 per cent over the 708 in 1927. The number employed by such establishments last year was 12,960, as against 10,463 in 1927, an increase of 23.9 per cent, while the total wages paid amount to \$15,543,329, an increase of 23.5 per cent, as compared with \$10,965,085.

## Close-Outs

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MEN'S \$2.00 WOOL MIXED SHIRTS

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MEN'S WOOL MIX SOCKS

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GIRLS' FLEECE LINED RAIN COATS

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BOYS' SLICKER RAIN COATS

\$1.98

MEN'S WOOL MIX PANTS

\$1.98

MEN'S \$5.00 PANTS

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MEN'S HATS ..... \$1.48 UP

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