

Attend Benefit Shows-

Merchants Participating

The Stars illustrated have generously contributed their help towards Benefit Shows for local unemployment in the nation. In conjunction with this nation-wide drive, the merchants whose names appear below have been more than willing to donate their efforts to promote the Shelby campaign. Tickets for the Benefit Shows are on sale at their stores and at both the theatres.

Help Us Bring Back This Sign—



We Will Share With Our Customers!

10% REDUCTION ON LADIES'

APPAREL THIS WEEK

EFIRD'S DEPARTMENT STORE

— \$7 ARCH SUPPORT SLIPPERS —

Women's Brown Suede One-Strap
Women's Brown Suede Calf Oxfords
Women's Black Suede Spanish Arch
Sizes 3 1/2 to 8 — Widths A, B, C, D.

— A. V. WRAY & 6 SONS —

"THE BANK OF
PERSONAL
SERVICE"

Always stands ready to
back up the worthy
cause.

FIRST
NATIONAL
BANK

"WHEN THE CLOUDS
HAVE ROLLED
AWAY"

Begin a new regular savings
account and be prepared for
emergencies.

UNION TRUST CO.
Shelby, N. C.

Share Your Christmas Joy
With Friends by Giving
GIFTS FROM

Suttle's Drug
Store

— Phone 370 —

SAVING THROUGH
BUILDING AND LOAN
SHARES

is the choice of the wise
CLEVELAND BUILDING
& LOAN ASSOCIATION
J. L. Suttle, Sec.-Treas.

Compliments
Cohen Bros.

A Worthy
Cause!

— SEE THE BENEFIT SHOWS —

LET

ELECTRICITY

Give You The

BENEFITS

Of Modern Conveniences In
Your Home.

Southern Public

Utilities

COMPLIMENTS

J. C.
PENNEY
COMPANY

EMPHASIZE YOUR STYLE
SMARTNESS

by wearing
McNEELY FASHIONS

— J. C. McNEELY & CO. —

LET US FIX YOUR CAR UP FOR THE
WINTER— \$2.90
1—Check Motor, 2—Change Oil, 3—Spray
Springs, 4—Lubricate Chassis, 5—Vac-
uum Clean Upholstery, 6—Wash Car.

ANTI-FREEZE SOLUTIONS: Alcohol and Prestone.
All of the above done in one of the best equipped shops
in North Carolina.

Some very exceptional buys in used cars.
— ROGERS MOTORS — For Better Service —



FIRST PER-
formance
Wed. (Dec. 2nd)
Afternoon

WEBB THEATRE
2ND PER-
formance
Friday (Dec. 3rd)
AFTERNOON

CAROLINA THEATRE
BUY YOUR TICKETS NOW!

ADMISSION 25c
ON SALE IN SHELBY STORES AND AT THE THEATRES.

FOR OUR UNEMPLOYED

Wednesday And Friday

THE MAYOR'S APPEAL:

Realizing the great need of relief for our unemployed and other unfortunate ones—having observed and personally investigated many deserving cases—I hereby urge all of you who have the interest of our community at heart, to cooperate with the officials of the Central Welfare Committee in putting over the two Benefit Picture Shows at the Webb and Carolina theatres Wednesday and Friday afternoons this week. This is a great opportunity for you to do a good turn by your community. The price of your admission tickets to see these pictures will go a long way to do good for someone who needs your help.

Besides having consolation in knowing that you are doing your part toward a worthy cause, you will enjoy the special programs booked for those two days. The first picture will be shown at the Webb theatre Wednesday afternoon, December 2, beginning at one o'clock, and the second picture will be shown at the Carolina Friday afternoon, December 3, both pictures were selected by the Committee and the theatres for their appropriateness to the occasion and for their strong family audience appeal. Let us observe this opportunity to help our unemployed by attending these matinees. The entire proceeds from the shows will be handed by the Committee for Local Relief.

S. A. McMURRY, Mayor, City of Shelby.

HELP WANTED!

New REDUCTIONS at CINDERELLA'S

MID-SEASON SHOE SALE

CINDERELLA SLIPPER SHOPPE

Most Styles Reduced to \$1.97

— OUR BARBER WORK —

Is The Biggest Benefit We Know To
Your Personal Appearance
Try It!

— ZEB'S BARBER SHOP —
West Graham Street

Share The Benefits
Of Building &
Loan

Become a depositing member of the
thrifty Building and Loan plan.
It's a sound savings practice.

Join Our
November Series

Make Regular Savings Deposits
and Systematize Your Thrift.

Shelby Building
and
Loan Association

J. F. ROBERTS, Sec.-Treas.

THIS YEAR
Do Your Holiday Shopping
at WARD'S
See The Benefit Shows and
Help The Unemployed

We Count it a Privilege to
Advertise in This Worthy
Cause.

SEE THE SHOWS
Help Others to Help
Themselves

QUINN'S DRUG STORE

Let Us Tell You
THE BENEFITS

of Good
LIFE INSURANCE
CORNEVIN AND HOEY

Representing
KANSAS CITY LIFE
INSURANCE CO.

LET
STERCHI'S
HELP YOU SAVE
DOLLARS ON YOUR
FURNITURE NEEDS

Bed Room Suites
\$39.50 Up

Beautiful Cedar Chest
\$9.85 And Up

3 Piece Living Room Suites
\$49.50 And Up

— TERMS —

— See Us For Real Values —

— HOTEL CHARLES —

Shelby's Newest and Best

Share With Those Who Are
Less Fortunate Than You...
Attend the Benefit Shows
This Week

CHAS. A. HOEY
Real Estate and Insurance

