

The Cleveland Star

SHELBY, N. C.

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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, DEC. 23, 1931

TWINKLES

Merry Christmas!

Just one more day and you'll have an entire year to do your Christmas shopping early.

The last Yule shopping rush about Shelby indicates that Santa will not wander about this section with an empty bag.

Maybe the yo-yo craze is coming back because it is more entertaining than twiddling your thumbs. And many people seem to have nothing else to do.

No truer statement ever came from Abe Martin, the rural philosopher, than this one: "You can hold up your end of the line, if you stay in your class."

The North Carolina representatives in Congress were right in supporting the war debt moratorium for the foreign countries. Now let them keep playing the game by putting their shoulders behind a similar moratorium for the Federal land banks and give the stricken farmer a breathing spell and an opportunity to get back on his feet.

FARM BOARDS AND COKER

A CONTRIBUTOR to a Charlotte newspaper said a mouthful the other day when he declared that in helping the cotton farmer the Cokers at Hartsville have done more than all the legislation, boards and commissions of all time put together. The day when a farmer in the Carolinas could make money out of the common grade of cotton is a part of the past. The Carolina cotton farmer can compete with other cotton sections, and compete successfully, only by growing a longer staple and a better variety. The Cokers have been emphasizing that for years.

A RATHER IMPORTANT FELLOW

A SENATOR the public has never heard so much about is in many respects the biggest man in Washington just now.

Offhand some may suggest that the reference is to Joe Robinson, or Arkansas, or Senator Fess or Senator Moses. It is neither of these.

This important personage, a key man to Senate action, is from Minnesota. Although he is not a party floor leader and holds no official honor of consequence, such as does Jack Garner, of Texas, Speaker of the House. His name is Henrik Shipstead. He is more powerful than anyone in Washington at the present Congress because he is neither a Democrat nor Republican. He was sent to the Senate by the Farmer-Labor Party of Minnesota.

In the house the Democrats have a slight margin of control that enables them to dictate the legislation there, but in the Senate nothing is sure. There are 48 Republicans and 47 Democrats—and Senator Shipstead. His one vote can do a lot of things. If on occasions he is inclined to vote with the Republicans, he can help them put over their program with 49 votes to 47 for the Democrats. But when he decides, if he should, to go with the 47 Democrats, then the vote would be 48-48. Seldom if ever has one man held such a balance of power within his hand; and, naturally, it is not surprising that he is being courted by both the elephant and the mule.

A DISAPPOINTMENT

IT IS SOMEWHAT disappointing to Shelby that there seems to be little hope of securing an appropriation of only \$85,000 for the muchly needed enlargement of the local post office. But as Senators Morrison and Bailey and Congressman Bulwinkle say, there is very little it seems to be done about it. There isn't any argument that Shelby does not need a larger post office. That is admitted and the Treasury department committee, which handles such matters, checked up and found out that larger quarters are needed. This committee, as is known, decided that \$85,000 would be sufficient to make the addition needed now. It would be, if it were not for an unforeseen development. An inspection revealed that in order to widen out the floor space and make the addition more properly would be needed at the rear of the building. The \$85,000 will take care of the cost of enlarging the office, but is not large enough to purchase the additional space required at the same time. And there you are. The commission, working jointly under the Postmaster General and the Treasury, says \$85,000 will do the work, and, due to a deficit, there is no hope of getting any more money out of the Treasury. So there you are, take your \$85,000 and do what you can. The appropriation is expected to be ratified this week or next and in due course of time along will come the \$85,000. But what will be done with it, there not being sufficient ground space to make the enlargement?

NOT A WISE MOVE

THE STAR IS INCLINED to doubt the wisdom of the Southern Conference athletic officials in ruling that hereafter football contests played by conference teams will not

be broadcast by radio.

The argument advanced to support the decision is generally known: the conference officials believe that the radio broadcast cuts down attendance at the games, or, in other words, keeps many cash customers away. From one angle that may be true, but for every fan, who ordinarily would go to see the game were it not for the broadcast, who stays at home and listens in how many others are enthused by former broadcasts to the extent that they will go to the game? Next to the newspapers, radio has done more than any one thing to make football the overwhelmingly popular sport it is. It works somewhat in this manner: In this home or that place of business is a man who has never been much of a football fan. He is not in the habit of taking in any of the big games. But some afternoon he twirls the dial on his radio and in comes an exciting play-by-play report of a good game. Before he realizes it he is listening and becomes enthused. Nine times out of ten he becomes what is termed football-minded by another Saturday he decides to take in a game.

There are still other angles. College sport must pay its own way to a certain extent. That is admitted. But what of the tax-payers who support public institutions of learning? They have radios in their homes and how must they feel when they cannot hear reports of games to which it is inconvenient for them to go? And what of the sick athletes, injured or crippled boys and girls who get their biggest kick out of such broadcasts?

Thinking it over we are far from being convinced that radio hurts attendance at games. Those who so contend cannot advance the figures to prove that attendance has dropped since the games were first broadcast; instead attendance has picked up. The move in a way reminds of certain athletic and sport officials who attempt to high-hat newspapers and never show their appreciation for newspaper publicity. Where in the heck would any sport be unless the newspapers played up sporting events as they play up nothing else? Newspaper ballyhoo, free ballyhoo, has made possible the great sport spectacles, and that ballyhoo has made financial successes of million-dollar prize fights, great money-making World Series, and football classics attended by thousands and thousands of cash customers. It is seldom nowadays that the wise sport promoter bites the hand—the newspaper—that is feeding him and his sport. And in turning thumbs down on radio broadcasts of gridiron battles a slap is being taken at the thing that ranks next to the newspaper in creating such a sport emphasis in America.

AN ARMISTICE—CHRISTMAS

(By Roy L. Smith in Kiwanis Magazine)

CHRISTMAS is an armistice!

For three hundred and sixty-four days we have been worrying, fighting, working, competing, struggling, grabbing, scolding. Our nerves are on edge, our brain is in a whirl, our soul is in an agony of discouragement because of the depression.

Then comes Christmas!

It may seem strange, but the banks are all closed. Over-drawn accounts can wait. The stock market is quiet. No ticker tape, no bedlam, no suicides. The courts are all adjourned. No one is suing, no one is trying to recover damages, no one is starting trouble. The store and markets are all closed. No one is trying to make money.

The board of directors is not meeting, the agitators are phone girls, for the most part, are working on half-time, not haranguing the crowd street-car motormen and tele- there are no "extras."

A new spirit has taken possession of the world.

For one brief day we stop in our mad race for power and give ourselves a chance to enjoy the great simplicities of life. The politician spends his day at home, the general manager takes dinner with his family and the corporation president impersonates a prancing horse with a shouting grandson upon his back.

For one brief day children come into their own. The whole household moves away from its usual adult-centered life and puts "a little child in their midst." Most of the problems of society, business and government would be quickly solved if the first question settled was the rights of the children.

For one brief day we wish our competitors well. Under the spell of Christmas warmth and kindness we forget our animosities, dismiss our grudges, soften our creeds, expand our sympathies and invite our souls. We discover that life's greatest joys come, not through getting but by giving—not through spending but by sharing.

And everywhere there is light!

From millions of little trees the sparkling ornaments transform somber surroundings into samples of fairyland. From millions of eyes, dull through trouble and burdens, a new light of happiness shines. Faces that have worn nothing but the mask of care are now lighted up with smiles of deep joy.

If some man from Mars should visit us on Christmas day he would not recognize us as the same people he saw last week in the working world. We are not the same people. Christmas has transformed us.

It is not the gifts that came to us that made the difference. Few of us are any richer on Christmas day than we were the day before, so far as our bank balance can declare.

Few of us are more famous, powerful or wiser because of Christmas—but we are happier. We have not been elected to office, exalted to power nor schooled in scientific formula because of Christmas.

For one brief day we laugh and live. We find the deep satisfactions that generosity, simplicity, faith and love can give. We feel our lives grow in interest and our confidence in the goodness of the universe deepens as the Christmas spirit takes possession of us.

After three hundred and sixty-four days of cynicism, anxiety and bitterness we come to Christmas and for one day we really live.

But Christmas is only a day.

When will we learn to make the armistice a permanent peace?

GOING FORWARD, HEADS UP

TOO MANY OF US are inclined to look at the seams and patches in life. When we do so it is not surprising that we get the blues.

North Carolina isn't broke, or near broke; the industry of the State hasn't folded up and quit; the whirl of machinery has not as yet been supplanted by a wall of despair, or cries of pessimism. Instead new machinery is going into action and payrolls are increasing again instead of decreasing.

If you're looking for something to be optimistic about, read this summary of North Carolina in the Manufacturers Record:

In recent weeks, a number of announcements have been made, including: A \$1,000,000 expansion program by the Champion Fibre Company of Canton; a new \$250,000 rayon and silk mill, a \$50,000 furniture expansion program and a \$100,000 hosiery mill for Burlington. A furniture plant in Mount Airy has recently doubled its capacity and last summer the same city announced a new cannery with 10,000 cans per day capacity. The McDowell Furniture Company of Marion has completed a \$20,000 addition to its plant. The Melrose Hosiery Mill at High Point has added a new unit and installed an additional hundred knitting machines. The Hudson Silk Hosiery Mill at Charlotte is adding to its plant and the Larkwood Hosiery Company of the same city recently announced an expansion program that will treble its capacity and involve an expenditure of nearly \$500,000. The Novelty Hosiery Mill at Hickory, and the Peerless, Pickett, Penn, Brown and Grace Hosiery Mills of Burlington have all recently expanded their plant capacities. In recent months a garment factory to manufacture pajamas and night gowns has been established in Greensboro and a shirt factory was organized in Rutherfordton. A rug plant in Salisbury was recently incorporated and a hosiery mill near Asheville has doubled its capacity. And so one may almost daily find evidence of a healthy expansion of industry in North Carolina.

By reference to the census figures, we find the value of manufacturing products in the state, counting only the plants having an output valued at \$5,000 or more, given as \$1,301,319,152, an increase of nearly \$147,000,000 over the 1927 value of \$1,154,647,000 or a net gain for the two-year period of 127 per cent. The number of plants increased from just under 3,000 to nearly 3,800 or by about 8000, an average of more than one a day including Sunday. The number of wage earners increased by 4,000, wages by \$1,500,000, cost of material used in the manufacturing process by \$54,000,000, and the number of horsepower by 93,000. Thus during the latest census period we find the state has kept up the industrial expansion which began in 1900. In that year all manufactured products were valued at only \$68,000,000. Since 1900, manufactured products of the state have increased by more than 1,430 per cent. North Carolina now ranks fourteenth among the states in total value of manufactured products.

Without exception, counties in North Carolina with the largest value of manufactured products are those in which tobacco manufacturing is paramount. Forsyth leads with products valued at \$205,000,000; Durham is second, with \$138,000,000 and Rockingham third with \$113,000,000.

Manufacturing output for the cities also emphasizes the influence of tobacco in pushing up the value of output. Winston-Salem leads, with manufactured products valued at \$291,000,000; Durham ranks second, with products valued at \$137,500,000. Charlotte is third with nearly \$58,000,000; High Point fourth with products valued at \$52,000,000; and Greensboro ranks fifth with nearly \$39,000,000.

The Bee Hive

"Bargain Center Of The County"

Takes This Opportunity To
Wish You A

Merry Christmas
And A
Happy New Year

We wish to thank you for your many kindnesses which have helped to make The Bee Hive a success in this our first year in Shelby.

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Hoyt Sparks
Edwin Harrill
W. D. Babington
D. C. Ledford
Jim Henderson

Miss Ida Abrams
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