Cigarettes Turn The Corner As Big-4 Brands Advance Prices

Leaders among the independent

their code, so that safer profit mar-

increase marks the end of the con-

centrated drive that the Big-4

have encouraged such a move.

business from the Big-4, but that

the latter wil gain a larger portion

ing resulted in the launching of

is barely sufficient to cover the cost

higher labor costs under NRA. This

would mean that they are, for the

present, at least, disregarding the

Disposed Of In Brazil

In 1933.

started the program in 1931.

ducy activity. Ask druggist for Foley Pills-ake no other. Money back guarantee. 20103. Always at Cleveland Drug Store.

cost of raw tobacco.

conscious depression era, they say. The insiders' prediction is that a

cigarette sales have been retarded few of the cheaper brands will con-

gins can be enforced.

Observers believe that

Another Price Increase May Come fit, put the new prices into effect immediately. Chain stores, buying Later. End of Drive Against The Cheaper Brands. direct from the manufacturer, also

(From Business Week.) The long expected boost in whole many stores, thus playing havoc sale efgarette prices has material- with the little fellows.

ized. After 11 months at \$5.50 a retailers feel that at the new cost asand, lowest list price since the the retail price should be 14c per pay 86,10. Less their usual trade pack, 2 for 27c, and are bringing ints this comes to slightly less than 11c per package of 20. While the announcement of the

increase has relieved the tension in

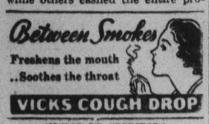
some quarters, elsewhere it is considered merely the forerunner of another increase to bring list prices somewhere within the \$6.75 to \$7.00 Gold) have been making on the range within the next few months. dimies, nickel-a-pack, and roll-your dependent dealers are not particularly pleased. They feel that the ership of the Little-4 (Paul Jones, manufacturers are disregarding the Wings, Twenty Grand, White Rolls) "psychological" relationship between monetary units and retail business in 1932 and early 1933. The neices and playing directly into the generals of the Big-4 have obvioushands of the chains. They argue ly been watching sales and governthe cigarette-smoking public has a ment reports on monthly output, fixed idea that a top of 25c should getting ready to move for higher buy 2 packs of any of the 4 leading prices just as soon as the figures

brands. Except during the penny-

whenever a transaction has been tinue to take a definite slice of eluttered up with penny change. Prior to the increase dealers in highly competitive locations were of the future increase in total cigfollowing the chains with popular arette sales. Alarm at the rapidity brands of 12c a pack, 2 for 23c, al- with which the dimles and nickelthought by the time one or two a pack brands were gaing a followpacks of paper matches were given away little gross profit was lelt. heavy advertising and promotional Those more advantageously located campaigns for the defending brands collected 13c each or 2 for 25c and and the results of these campaigns figured that they were doing pret- are expected to pile up as general ty well. Paying practically 11c a pack at the new price, they can't back to old favorites. jack up retail prices to give them proportionate margins without very little to say. They have let it breaking through the 25c barrier be known that the present increase and consequently feel that they must slice the profit to keep their of absorbing the processing tax and customers and sales volume. Those in direct competition with chain stores expect to fare even worse until enforcement of the mark-up increases the AAA is making in the. provisions of the retail codes and the hoped-for approval of the to-

Retailers in some of the larger DESTROY BIG LOT cities have still another grievance itaneously with the announcement of the increase, the cigarette manufacturers shipped important Almost 14,000,000 Sacks Of Surplus and children of Patterson Springs distributors a 2-week supply of cigarettes at the old price. A few of the distributors split with some of their better dealers, giving them a 1-week supply at the old price while others cashed the entire pro-

bacco retailers' code brings them



NOTICE TO CREDITORS Having this day qualified at administrators of the estate of M. M. Green, decased, notice is hereby given to all parties holding claims against said estate to were destroyed by burning and Nichols and described by burning and Nichols and described were destroyed by burning and Nichols and described were described with the described were present them properly proven to the understand of the the u astate will make immediate payment to competitors for those years.

This the 18th day of January, 1934.

This the 18th day of January, 1934.

Mrs. MITTIE GREEN, S. M. GREEN, came at the end of a good export grainistrators.

On Jan 196 year and the fastest 12 months of

By virtue of the deed of trust executdi the 18th day of October, 1856, by 3.
W. Silvers and wife, Mary Silvers, to me
as trustee to secure an indebtedness
therein provided for, and after detault
and demand. I will sell to the highest
sidder at the court house door in Shelby.
C. on:

Monday, February 19, 1984,
at 12 o'clock M. or within legal hourthe following described real estate:
Being lots Nos. 28, 26, 27 and 28 lying
on the routh side of the old Kings
Mountain road, and lots Nos. 10, 11 and 12;
property, as shown by plat No. 1 of the
R. E. Roberts property, recorded in plat
book No. 2, at page 32 of the register's
office for Cleveland county to which
plat rescrence is hereby made for location, identification and description of
caid lots.

This the 17th day.

id lots.
Terms of cale: Cash.
This the 17th day of January. 1934.
MRS. C. S. MULL, Trustee.
4t Jan 19c

COMMISSIONER'S RE-SALE

By virtue of a decree of the superior court of Cleveland county made in applical proceedings entitled, "Ina Morehead, executrix of the will of Ellen E. Martin, deceased, et al., "s. Floyd Bostic and wife, et al.," and by virtue of a further order directing a re-sale, said property having been sold and bids having been raised on the first three tracts and the proportions. The next bumper crop, raised on the first three tracts and the fourth and last tract, because of the proportions. The next bumper crop, in the normal cycle, will come up in July, 1935.

Brazilian coffee exports in 1933 does not be first three tracts and the proportions. The next bumper crop, in the normal cycle, will come up in July, 1935.

Brazilian coffee exports in 1933 does not be proportions. The next bumper crop, in the normal cycle, will come up in July, 1935.

Brazilian coffee exports in 1933 does not be proportions. The next bumper crop, in the normal cycle, will come up in July, 1935.

Brazilian coffee exports in 1933 does not be proportions. The next bumper crop, in the normal cycle, will come up in July, 1935.

Brazilian coffee exports in 1933 does not be proportions. The next bumper crop, if normal cycle, will come up in July, 1935.

Brazilian coffee exports in 1933 does not be proportions. The next bumper crop, if normal cycle, will come up in July, 1935.

Brazilian coffee exports in 1933 does not be proportions. The next bumper crop, if normal cycle, will come up in July, 1935.

Brazilian coffee exports in 1933 does not be proportions. The next bumper crop, if normal cycle, will come up in July, 1935.

Brazilian coffee exports in 1933 does not be proportions. The next bumper crop, if normal cycle, will come up in July, 1935.

Brazilian coffee exports in 1933 does not be proportions. The next bumper crop, in the normal cycle, will come up in July, 1935.

Brazilian coffee exports in 1933 does not be proportions. The next bumper crop, in the normal cycle, will come up in July, 1935.

Brazilian coffee exports

at 12 o'clock M the following described real estate, to-wit:

1. That 37 acres in No. 8 township, deeded Ellen E. Martin by Bynum E. Weathers, trustee, by deed recorded in book 4-F page 221 of the register's office of Cleveland county. N. C., the bidding on this tract to start at \$200.00.

2. That lot in the town of Mooresbord, N. C., being the second lot described in deed from R. H. Morehead and wife to M. G. Martin and wife, recorded in book JJ of deeds, page 38 in the register's office of Cleveland county. The bidding on this tract to start at \$25.00.

3. Those two lots deeded Ellen Martin by Flay Edwards and wife, by deed recorded in book AAA of deeds, page 27, of the register's office of Cleveland county. The bidding on this tract to start at \$25.00.

4. A tun-divided 1-4 interest in that lot deed Ellen E. Martin by F. S. Claims a scientist. But let's not be

Man can exist on earth alone, my and to study to the condition of the register's of the register's of the respective tracts, and all parties greated desiring to see the full meter to built and can secure a copy thereby calling at my office.

Terms of tale: 1-3 cash on day of sale lance by note bearing six percent interiors from date of asis. Privilege of any archaser to pay all cash.

This January 10th, 1934.

This January 10th, 1934.

Man can exist on earth alone, training naval off training naval off

OSEPH C. WHIRNANT.

To Grace President's Ball

THE CLEVELAND STAR



Two New York society beauties display the gorgeous creation they will wear at the forthcoming President's Ball to honor the skipper of the New Deal and aid his pet charity, the Warm Springs, Ga., infantile paralysis foundation. At left, Miss Flora Fairchild Tobin with a giant birthday cake candle; right, Miss Carol Barnes as "Miss Liberty."

Earl Community conditions enable smokers to get The manufacturers themselves have News In Brief very little to say. They have let it

Miss Runyan Improving From Appendicitis Operation. D. J. Moss Returns Home.

(Special to The Star.)

Earl, Jan. 24.-Friends of Miss Queen Runyan will be interested to know that she is improving nicely 000,000,000 in 1929 to \$49,000,000,- Betty. after undergoing an operation at 000 in 1932, a decline of 40 percent. the Lincolnton nospital last week for appendicitis.

Mr. and Mrs. Hayne Patterson were guests of Mr. and Mrs. O. F. Austell Sunday.

her sister, Mrs. Lois Harrill and Mr. Rio de Janeiro, Jan. 25.-After Harrill at Patterson Springs this three years of battling against week.

drowning in a sea of coffee berries, Miss Edna Moss had as her week-Brazil has "restored statistical end guests, Miss Nell Byers of parison, property income receded ents Mr. and Mrs. T. A. Lee. equilibrium" for its principal pro- Dravo, S. C., and Miss Louise Tur- but 30 per cent. duct, the Federal Coffee Control ner of Blacksburg, S. C.

Department has announced tresely. D. J. Moss returned home Sun-Benind the declaration is an epic day night after spending the weekthree-year fight, toughest of the end at the bedside of his mother. country's long struggle with over-production in which more than at the bedside of his mother. 28 per cent of the amount paid out in 1929. Income in mining fell 60 production, in which more than at the home of her daughter in \$200,000,000 were paid out to buy up Wilmington.

55 per cent in the four-year period. were destroyed by burning and Nichols and daughter, Coleen, visgovernment, electric light and powited Mr. and Mrs. Tom Roberts food and food products manufac-

ed home Saturday from Greens-The coffee department's statement boro where she has been taking a course in school.

Mr. and Mrs. R. L. Nichols and coffee destruction since Brazil daughter, Doris, spent Sunday at Asheville visiting Mr. Hervy Nich-

that the 1933-34 crop, a bumper one non and Mrs. Jerry Runyan visitof almost 30,000,000 sacks, is well in ed Miss Queen Runyan at the Linhand, and the new crop coming up colnton hospital Saturday.

1931, when the coffee-wheat swap Bulwinkle Named

Washington, Jan. 25.-Represendistrict was notified yesterday by ment. Speaker Rainey of his appointment as a member of the board of visitors to the U. S. Naval academy. about 29,000,000 sacks out of the This si an honor that the speaker bestows annually. Duties include making regular visits to the acade-Man can exist on earth alone, my and to study the work done in claims a scientist. But let's not be training naval officers and report-



PHONE 130

years. The study was made in re-kept running. sponse to a senate resolution. Announcing the outstanding dis-

Incomes Of People Of This Coun-

try Dropped From 81 Billions

'29 To 49 Billions.

Washington, Jan. 25 .- The na-

the bureau of foreign and domestic

study of American incomes ever

percent and manufacturing about

Least affected by the downward

ed, will contain more than 200

tables giving details of the form of

finance committee today.

of the bureau, revealed that in the and when the officer finally found with relatives. flush year of 1929 the national in- Moreland, the negro was pinned come distributed to individuals was \$2,000,000,000 less than that produced. This amount was retained by corporate and indivdual enter-

In the following years, however, the amount distributed exceeded the amount produced. Accumiated surpluses and assets were tapped in excess of income produced to the extent of \$16,600,6000,000 in 1932.

Bryson City, with \$30,000 capital Herb, and the best part of it is ney P, Hood reports. Preferred On Annapolis Board claims were \$222.64 and unsecured deposits and credits were \$109,-527.90, all of which were settled in tative A. L. Bulwinkle of the tenth full and without a stock assess-

> A cynic is a guy who looks at a beautiful sunset and thinks of the necktie his wife gave him for Christ-

> > LUTZ-AUSTELL **FUNERAL** HOME 322 West Marion Street PHONE

Fallston News Of Current Week

Mrs. Bridges Improves. T. A. Lee Leaves For New York. Stroups And Bracketts in Miami.

(Special to The Star.)

Fallston, Jan. 25.-Mrs. W. G. Bridges has improved greatly after having been taken to the Lincolnton hospital Wednesday for an op-

The Women's Auxiliary of Friendship M. P. church held its monthly meeting with Mrs. Fields Toney Monday. A well planned program was carried out, after which grape juice and cake were served to each member. The next meeting will be at the home of Mrs. H. F. Fogle-

Mr. T. A. Lee left Monday morning for New York where he will buy the spring goods for the Stamey Co. Mr. and Mrs. Ernest Wright and

son, Cecil, spent Sunday afternoon with Mr. and Mrs. Curtis Sweezy of Shelby. Mr. and Mrs. Vance Royster and family visited Mr. and Mrs. Jessie

Wright Sunday afternoon.

Mr. W. B. Sparks of Charlotte. and daughter, Mrs. Richard Riviere of Shelby were the dinner guests Monday of Mr. and Mrs. A. R.

Sparks and family. Mr. and Mrs. A. K. Harris of Shelby spent Sunday afternoon with

family. Miss Charline Hendrick of Beams Mill community spent the week-Mr. Martin.

Mr. and Mrs. Clem Martin and Saturday night Mr. and Mrs. Fields Toney and son Billy; Mr. and Mis. Clem Hoyle and children and Mrs.

Mr. and Mrs. Charlie Stroup and Mr. and Mrs. J. W. Brackett of Belwood left Thursday for Miami, Fla., where they will visit friends there.

Miss Pauline Lackey of Shelby spent the week-end with Mr. and tional income dropped from \$81,- Mrs. Ray Wilson and daughter

There was a large crowd from our community to attend the singing convention at Belwood Sunday ommerce reported to the senate afternoon. In the most detailed and complete

Mr. R. A. Lackey is visiting his friends in Tennessee this week. Miss Thelma Hoyle arrived compiled, which required more than a year of intensive research, the Tuesday to spend several days with F. T. Johnson, Misses Lucille John-Miss Mary Sue Austell is visiting bureau found that wages have suf- her parents Mr. and Mrs. E. A. fered the most severely in the de- Hoyle.

Miss Annabell Lee returned to Wages have fallen off 60 per cent her work in Mars Hill College Sunand salaries 40 per cent. In com- day after having visited her par-

The decline has been worst in the Meets Napoleon Then

Chicago .- John Morehead met Na- last week. poleon. Then he met his Waterloo. Napoleon, trend were incomes in the field of horse. more than just "a" horse because er and gas, communications anud Policeman Carl Pittle has trained accepted a position as librarian in him to do things beyond the ken the Shelby high school. of an ordinary horse. The full report, yet to be print-

Moreland, a negro, was fleeing from a store in which there had Forest City to Darlington, S. C. just been an attempted holdup. Pit- for the week end. payment and the industrial sources the saw him, dismounted and call-

Napoleon left alone by his mas- mains quite ill. coveries, Willard L. Thorp, director While Pittle ran, the horse ran also this week in ter, took matters in his own hoofs. against a wall by th ehorse.

and Napoleon" under the heading with Mr. and Mrs. C. C. Goode at of "Arresting Officers."

In Love Suit



Whether or not she has that amount whether or not she has that amount of money. Miss Ruth de Camp (above) of Mount Holly, N. J., is defendant in a \$50,000 suit brought by Mrs. Helen Williams, who charges alienation of her estranged husband's affections. Miss de Camp, who is 18, inherited \$25,000 from her grandmother two years ago.

Boiling Springs Mr. and Mrs. Henry Dixon and News Of Interest

Boiling Springs, Jan. 24 .- Mrs. end with Mrs. Warren Martin and C. E. Hamrick delightfully enterfamily had as their dinner guests special guests Wednesday after-

A brief business session was held, Mrs. B. M. Jarrett resigned as a member of the club. Her resignation was accepted. The various com mittees were appointed for the new year. An interesting program was rendered. Two articles from the Readers Digest were read by Miss Gertrude Greene and Mrs. J. L. Jenkins. Miss Mary Lee rendered two vocal solos.

The hostess served a most delectable salad course, candy, nuts and ice cream in which the color note of green was emphasized.

The following outside of the personnel of the club were present: Mesdames Rush Hamrick and Earl Hamrick of Shelby, Mrs. Ladd Hamrick of Kings Mountain, Mrs son, Mary Lee, Mary Ables, Rosalie McMurty, Mrs. George Bell, Mrs. Maxwell Pangle, Mrs. L. M. Rilch and Miss Etta Curtis all of the Boiling Springs college, Miss Martha Hamrick, Mrs. O. E. Lee, Mrs. Alverose Greene and Mrs. J. D. Huggins and Miss Sara Lee Ham-

Waterloo ter, Mrs. Charlie Saunders of Scot-The Rev. W. E. Goode and daugh land Neck, visited relatives here

Mrs. Bufie Hamrick is spending in this. case, is a some time in Kings Mountain with

He is, however, something Mr. and Mrs. Forrest Hamrick. Miss Mary Sue Thompson has

> Mr. Charles R. Hamrick accompanied Mr. Raymond Lindsey of

Mrs. Almedia Hamrick has been days. She has had measles but re-

Mrs. Jennings Hunt is spending Spartanburg, S. C.

Mrs. Dean White and two children, Mrs. W. E. White and Mrs. The police blotter listed "Pittle Travis White spent Wednesday

FAR OR NEAR THEY PRAISE VIM

All Agree That This Medicine Has is one's worst enemy, and the one Qualities Not Found in Other Tonic Laxatives.

every word spoken is one of praise.



(MR. J. Z. MITCHEN)

thing that causes more sickness than any other common ailment, In the City and in the Country, we suggest that you follow the adin fact most everywhere one goes vice of Mr. Mitchen, who lives on they hear someone mention Vim Route No. 1, just a short ways from Shelby, N. C. Mr. Mitchen says he would not be without Vim Herb and-well read his own statement as given by him a few days ago. He says, "Constipation had upset my entire system. My stomach was in a very bad shape, often vomited up food right after eating, headaches nearly drove me crazy. The poison had upset my kidneys-would get up at all hours of the night-simply unable to sleep or rest. Of course I tried about everything in the way of medicine, but it was Vim Hero that did the work for me. Its quict action regulated the bowels, kid-

tonic laxative." A special representative is now at the Cleveland Drug Store daily to It you have that run down feel- explain the merits of Vim Herbing, suffer from constipation, which it's guaranteed.

neys and liver, carried off the poi-

sons and has put me in a fine

shape; eat just what I want, no

sign of stomach trouble, sizep

sound, and I for one cannot say

enough in praise of this great

U. S. Treasury Notes Are Over-subscribed

Billion Dollar Federal Issues Go Over Top On First Day, Morgenthau Says.

Washington, Jan. 25 .- A big oversubscription of the treasury's billion dollar financing offering was announced yesterday by Secretary Morgenthau.

"I am delighted," Morgenthau said, as he told reporters of the result of the government's start on its task of borrowing \$10,000,000,000 tist association were hosts to before June 30.

The secretary said preliminary tion at a supper served at Boile figures showed \$2,500,000,000 in Springs junior college. After subscriptions from the \$50.000. supper, an inspirational progr 000 note issue, or five times the was rendered in the reception in offer. The \$500,000,000 certificate with the visiting pastors evidence issue fared less well, but subscriptions approximated \$1,000,000,000. than had been manifested in a Morgenthau explained these fig- time. ures were received by the treasury up to 4 o'clock. He ordered the books closed after one day's subscriptions but said that offers mail- by the college, after which the ed before midnight would be con- sembly adjourned to the recept sidering in allotting the securities hall to witness a short play.

cent interest, will be dated January 29, and mature March 15, 1935. The certificates bear 1 1-2 cent. will be dated January 29, and mature September 15.

Current Economics

changing economic picture has gram about the school at their brought the virtual replacement of dividual churches. textbooks by daily newspapers in Patrons of the schools were the teaching of banking and couraged by the enthusiastic investment, Prof. Raymond Rodg- sponse to the program evidenced tained the members of the Phil- ers of the New York university the guests. Their outlook for the sonian book club andl several school of commerce said yesterday, ture is brighter. It is hoped to "Textbooks on barking and in- through this new cooperation, Bo

vestment, written as recently as ing Springs college will advalast September, are now hopelessly even farther than it has in out of date," he said.

Pastors Evidence New Cooperation For Institution

"Brighter Days Ahead For Boilin Springs" Seems To Be Theme Of Pastors' Assembly.

On Monday night, January 22, pastors of the Kings Mountain Ra pastors of the Sandy Run associ more enthusiasm for the institu

In addition to the pastors, the were a number of laymen ladies present. Supper was serv The note issue pays 2 1-2 per play, written by Mrs. John Wacast set forth some of the features the Boiling Springs institution. er the inspiring drama, seve pastors and trustees made sh addresses, pledging their supp for the institution.

A committee composed of M John Wacaster, Rev. Rush Pade Taught By Press Mrs. Holly Ledford, G. V. Hawki and W. G. Camp has been appoin New York, Jan. 25.—The rapidly ed to aid pastors in giving a p

USE

Colloidal Phosphate

GUARANTEED ANALYSIS

Phosphate Total 20% and over Bone Phosphate Lime _____ 50% U. S. Bureau Mines and Chemistry Analysis Silican Dioxide (Clay) _____ 19.97 Alumnia _____ 11.45 Ferric Oxide (Iron) _____ 3.91 Calcium (Lime) _____ 30.89 Magnesia _____.55 Phosphoric Acid _____ 23.48 Postassium Oxide (Potash) ______.47 Carbon Dioxide Iodine _______36 Sulphur ______.14 Chlorine luorine ___ Chronium Oxide _____ 0.28

Practically 80% Plant Food THE TEST BELOW PROVES IT IS AVAILABLE.

Exact copy of letter received from Mr. C. B. Williams. Head Agronomy Dept. N. C. State College of Agriculture Engineering.

Bynum & Staten. 130 East Park Ave., Charlotte, N. C.

Dear Sir:

We have just received your letter of Jan. 24. I am giving you below the results of our findings on the Experiment Station Farm here secured in an experiment comparing the value of Colloidal phosphate and superphosphate as sources of phosphoric acid for cotton during the years 1929-32.

Rate per acre Yield of Seed Cotton Per Acre-Li Source of 1929 1930 1931 1932 Aver. and analysis Phosphoric Acid Superphosphate 1220 780 1470 750 1055 800 lbs. 10-4-4 1130 800 1310 800 1010 Colloidal phosphate 1150 850 1500 1070 1143 The analysis of the suerphosphate and the Colloidal

phosphate which were used in this experiment were as

Superphosphate—16.49% available phosphoric acid. Colloidal phosphate-23.53% TOTAL phosphoric acid.

On plat 1 there was used 80 pounds per acre of available phosphoric acid from superphosphate and on plat 2 there was used 80 pounds of total phosphoric acid from Colloidal phosphate, while on plat 3 there was used 160 pounds per acre of total phosphoric acid from Colloidal phosphate. You will note that plat 3 has received during this 4-year period twice as much phosphoric acid as have plats 1 and 2. On all three plats, there were applied yearly 32 pounds each of nitrogen and potash.

Very truly yours, (Signed) C. B. Williams, Head Agronomy Dept.

You can readily see from plat 2 that there was more than 100 pounds less weight used per acre. What would have been the results if equal weights had been used? It's much cheaper and better than superphospate according to test. We can refer you to 82 farmers in Cleveland county who used it under cotton and corn last spring, 1933.

- For Sale By -

D. A. Beam Co., Shelby - Victor Gin Co., Kings Mountain — J. L. Herndon, Grover — Farmers Supply Co. Cherryville - Wayne McClurd, Crouse, N. C. - Farm. ars Supply Co., Lincolnton, N. C. - Hayne-Patterson, Patterson Springs - J. L. Hamrick & Sons, Ellenboro N. C. - Geo. Blanton, Forest City, N. C. - H. H. Walk er, Rutherfordton, N. C. — O. E. Ford, Shelby, N. C. Newton Oil and Fertilizer Co., Newton, N. C.

E. A. Green, Tocane, N. C.