

Cotton Industry Doubled Payrolls Under New Deal

After President Roosevelt had signed the National Industrial Recovery act, the cotton textile industry was the first to come forward with a definite proffer of cooperation. Operating under NRA code Number 1, the cotton manufacturers have today 145,000 more people on their payrolls than in March, 1933, and the payrolls themselves have been doubled in that time. The benefits of that development have spread in many directions.

Yet perhaps you will say, "Why is there all this interest in National Cotton week?" Because 12 million people—nearly 10 per cent of the nation's population, are employed in the growing, manufacturing and distribution of cotton; and anything that directly affects the livelihood and welfare of 12 million people naturally attracts widespread public attention.

27 Percent Grow Cotton
The observance of National Cotton week for the past three years has served to make the people of the United States conscious of the importance of cotton, both as an industry and as a factor in their everyday lives. It has helped to increase the sale of cotton fabrics which in turn has helped to improve conditions for not only the 12 millions souls just referred to but countless others whose well-being is largely dependent on the cotton industry's activities. It might be interesting to you to know that 27 per cent of the total farm population of the United States live on cotton producing farms.

National Cotton week is in no small part due to cotton fabrics gaining the limelight of fashion. That has not only helped the Cotton Industry but it has been a great impetus to trade, both for the wholesales and retailer, which affects still more people and puts more money into circulation. Approximately 12 percent of the country's retail business or roughly six billion dollars, is done in cotton goods.

Style At Low Cost
It is no exaggeration to say that fashion acceptance of cottons has been a great help to the social and business morale of the majority of women, because it has made it possible for them to dress attractively and fashionably in practical and inexpensive clothes. Cottons have "made the social register," so to speak, and are entirely correct for every possible occasion in warm weather, from the house frock donned in the morning, to gowns for the most formal occasions, and even for the most fashionable of weddings. Women have cause to be thankful, too, in torrid weather, for the cool comfort of crisp, washable cottons.

And in that score, men can also offer a vote of thanks. A man may sniff at fashion as something that only women worry about; but nothing under heaven could induce him to appear in public in something that "is not being done." But since cottons are "being done" for men's suits, he no longer need suffer the discomfort of a heavy suit in hot weather.

Cottons are also style leaders in home decoration. Many of the finest of modern drapery and upholstery fabrics are of cottons. Handmade new weaves of cotton produce effects formerly obtainable only with more expensive materials. Every housewife knows the important role that cottons play in the equipment of her household.

MRS. NEISLER WINS HONORS FOR GENEALOGICAL WORK

(Special to The Star.)
KINGS MOUNTAIN, May 13.—Mrs. C. E. Neisler of this city has won recognition for her work in genealogical and historical research and has been honored by being included in the list of leading genealogical and historical writers in the Handbook of American Genealogy of Chicago. Recognition in this field affords access to the extensive files of the National Clearing house for general genealogical information as well as professional contact with genealogists in 1,964 cities and 1,285 counties throughout the United States and in 28 foreign countries. Mrs. Neisler is to be congratulated upon this honor which she has merited.

Insull Nemesis



Joseph B. Keenan, Special U. S. Assistant Attorney General, pictured as he left the plane in which he flew to Chicago to aid in preparing government's case against Samuel Insull. On arrival he suggested that bail of \$200,000 for the former utilities czar "would not be too high."

Many New Cases Of Whooping Cough In Boiling Springs

New Epidemic Started; Mrs. Hamrick Hostess To Philsonian Book Club.

(Special to The Star.)
BOILING SPRINGS, May 13.—There seems to be almost another epidemic of whooping cough in this community. Quite a number of children have taken the disease in the past few weeks.

Butler Pruetie left Saturday for New York City. He will spend several weeks there.

Misses Mildred Goode of Cholly-beate Springs and Mable Goode of Marion arrived home Friday afternoon to spend the summer.

Mr. and Mrs. John Caah, Mrs. Bertha Hamrick and Mrs. D. J. Hamrick, sr., visited Mrs. Nevitt Kendrick in the Charlotte hospital the past week. Mrs. Kendrick, who was painfully injured in a car wreck several weeks ago is slowly improving.

Mrs. J. R. Greene spent the week in Spartanburg, S. C. with Mr. and Mrs. Arthur McClure.

L. H. Biggerstaff arrived home this week from Homestead, Fla., where he and Mrs. Biggerstaff have been spending the winter.

Mr. and Mrs. Blainey Rackley of Rutherford college faculty came by for a short visit with the Rev. and Mrs. J. L. Jenkins Tuesday. They were enroute to Columbia, S. C.

Mrs. J. Y. Hamrick was hostess to the members of the Philsonian book club, the college faculty and several other guests on Wednesday afternoon at 3:30 o'clock.

A program consisting of two articles taken from the Readers Digest and read by Miss Gertie Greene and Mrs. P. B. Hamrick was enjoyed.

Mrs. Hamrick was assisted by Mrs. G. M. Greene, Mrs. C. E. Hamrick and Misses Katherine and Miriam Hamrick in serving a salad course, coffee and candy.

The junior college commencement will begin Saturday evening at 8 o'clock with the annual alumni banquet.

Double Date EVENING WRAPS

SPRING MODELS SERVE INDOORS, TOO

By MARIE MAROT



MANY OF the new spring evening wraps would be new for house coats when their party days are over. This is especially so in the case of those coolie coats made of brocade of lame. These would be grand over lounging pajamas. The same goes for the new taffeta coats. Here are three models, all of which would be useful indoors as well as over evening frocks. First is a handsome coolie coat in heavy silver lame, with a design borrowed from antique Chinese brocade. The center coat is of taffeta in navy blue, with flattering collar and sleeves and two brilliant buttons at waist and throat. At the right way is a wrap in white clockwise pique that can be worn on either side. This would be nice to wear with dark frocks in the daytime.

When party days are over these coats will serve other purposes.

FOR EVERYBODY'S NEEDS



NATIONAL COTTON WEEK MAY 14-19

Cinderella Cotton Up From Kitchen To High Society

Tobe, fashion and merchandising counsellor of 545 Fifth avenue, New York, declares that it isn't news any more to say "Cottons are smart!" Rather, today, we merely declare "Cottons are!" He writes:

In a word, cottons are so definitely an integral part of the fashion picture, their sponsorship coming so authoritatively from three continents and many countries—Paris, New York, Hollywood—not to mention Mexico, Japan and many of the other peasant lands—that there is no longer any necessity of "educating" the fair public. The fashionable woman now is no more "cotton con-

scious" than she is "silk conscious." She buys a dress today because she likes it—not because the fabric derives from contented silk worms; or pedigreed cotton fields; or from great vats of wood pulp. For cotton has passed all the boundaries of time and place—from morn till midnight, in the kitchenette or on the dance floor, cotton plays its role with the same infinite chic (and with sometime!) as any of its fabric sisters. Therefore, we reiterate—no apologies for cotton!

Of course the reason for the frank acceptance of cotton is due solely to its own fascinating, myriad personality. When you look over the great cotton range, and find such stars as "seersucker organdie," "cravat cottons," "mation cottons," "alpaca cotton," "Cotton marquisette"—to name just a few—then the reasons are quite apparent, and the result is that the whole feminine world has taken up

this new-old love. Paris has been sponsoring cottons for a number of seasons, but each year that magic city's approach to cotton has grown more serious, and its touch more sure. When you find such sartorial artists as Schiaparelli, Chanel and Molyneux (the last with his new and very important light swagger coolie coats over dark frocks), treating cottons with the same fine distinction as silks—then, indeed, does cotton come into its own.

Henry Creed, the popular Paris tailor, now uses India madras very successfully as touches on tailored suits. For example, on a beige tailleur the revers are of the madras to match the blouse underneath. A brown suit has a waistcoat blouse of yellow, green and red plaid madras—very evidently inspired by the fashions of the nineteen hundreds. And we can add Vera Borea and several others of the young Paris houses, too.

FOR EVERYBODY'S NEEDS



NATIONAL COTTON WEEK MAY 14-19

National Cotton Week Cotton Is King AT COHEN'S ALL THIS WEEK

81x99 SEAMLESS SHEETS 69c

5-Piece Criss Cross And Priscilla Curtains 50c PAIR

Ladies' Cotton Beach SANDALS 50c PAIR

MEN'S & BOYS' WORK SHIRTS 2-Pockets, Triple Stitched 39c

36-in. Fast Color Cotton Prints 10c YARD

LADIES' PRINT AND VOILE DRESSES 87c Fast Colors

Punjab & Pepperell PRINTS 22c YARD

BOYS' OVERALLS 49c

Novelty Cotton Materials Piques, Suitings 29c YARD

Men's Cotton DRESS PANTS 1.49

New Voiles And Batistes 19c YARD

Curtain Materials Values to 25c Yard 10c YARD



We Grow Cotton . . . We Manufacture Cotton . . . LET'S WEAR COTTON

OFFERS THESE BARGAINS FOR NATIONAL COTTON WEEK

CAMPBELL'S

SHELBY, N. C.

Lovely Dresses

Extraordinary values offered just at the Season when Cotton Frocks are Most Desirable to Wear

Ladies' Flaxon and Voile Dresses	50c
Ladies' Print DRESSES	75c
LADIES' PRINT DRESSES	\$1.00
LADIES' PRINT PIQUE DRESSES	79c
LADIES' LINENE DRESSES	\$1.00
SEERSUCKER DRESSES	\$1.00
EYELET EMBROIDERY DRESSES	\$1.98

CHILDREN'S PRINT DRESSES— 25c 29c 50c
Job Lot Ladies' and Children's Dresses 25c



EXQUISITE COTTON MATERIALS FOR THOSE WHO PREFER TO MAKE THEIR OWN PRICES REDUCED FOR COTTON WEEK

4 Yds. LL. Sheeting, Yard	8c
500 lbs. Wide Sheeting, any width, from 2 to 10 yd. lengths, Pound	28c
Romper Cloth, Yard	8c
36 Inch Chambray, Yard	8c
Unfinished Pique, Yard	8c
36 inch Cretonnes, Yard	8c
Mosquito Net, Yard	6c

Fast Color 36 inch Prints, Yard	12 1/2c
80 SQUARE PRINTS, Yard	15c
Big Stock VOILES, ORGANDIES & FLAXONS, Yard—	15c 19c 25c
CURTAIN GOODS—	
10c 12 1/2c 15c	
Turkish Towels, Each	8c
Larger Size Turkish Towels	10c

— QUEEN CITY COACH LINES —
FOR ASHEVILLE, CHARLOTTE, WILMINGTON, POINTS:
FOR ASHEVILLE AND INTERMEDIATE POINTS:
LEAVE SHELBY for ASHEVILLE: 9:00 A. M.; 2:00 P. M.
FOR CHARLOTTE AND INTERMEDIATE POINTS:
LEAVE SHELBY for CHARLOTTE: 11:30 A. M.; 2:00 P. M.; 4:30 P. M.
FOR WILMINGTON AND INTERMEDIATE POINTS:
LEAVE SHELBY:—11:30 A. M.
FOR FAYETTEVILLE AND INTERMEDIATE POINTS:
LEAVE SHELBY: 11:30 A. M.; 2:00 P. M.
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