

# The Cleveland Star

SHELBY, N. C.  
MONDAY — WEDNESDAY — FRIDAY  
THE STAR PUBLISHING COMPANY, INC.

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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.

MONDAY, DEC. 24, 1934

## TWINKLES

The secret is out. Santa Claus is our Uncle Sam.

The less a man knows, the longer it takes him to tell it.

Good resolutions must find quick employment or spoil.

After Christmas will be exchange season at the stores.

## SURVIVAL OF THE MARRIED MAN

Prof. Edwin S. Burrell of the school of social and economic research of the Massachusetts Institute of Technology sets up the following inducements to matrimony:

- Fewer married men commit suicide.
- Fewer married men go insane.
- Fewer married men succumb to premature death.
- Fewer married men end their lives in poorhouses.

Those, says the professor, are the facts, but he might have stated them more briefly. He might merely have said "Married men can take it."

## ANNIVERSARY OF EDUCATION

A great nation-wide celebration is in prospect for 1935, the three hundredth anniversary of the American high school. Exercises will be held and history recalled when the new year rolls around.

Three hundred years ago the first American high school, the Boston Latin school was founded. It was established in 1635, only 15 short years after the landing of the Pilgrims. From a small beginning with one instructor and a handful of students, has grown the splendid service now provided for more than six million young Americans by 26,000 public and private high schools. These high schools are developing the most precious resource of our nation, the latent intelligence of our young people.

Supt. B. L. Smith of the Shelby public school system is also doing some research work in preparing the history of public school education in North Carolina, which will also be the occasion of a review in 1937 of the progress that has been made during the last century in our own state. These anniversaries should serve to stimulate interest in education and show the struggle, yet forward steps that have been made. The economic and social progress is directly traceable to our progress in education in North Carolina and for this reason, North Carolina, still backward in education, should command the support and sympathy of all forces within our state.

## CHEER OF THE SEASON

Throngs of shoppers have been on the streets and in the stores for the past week and the Christmas buying will culminate tonight in a blaze of glory. Faces are more cheerful, words are more encouraging and spending has been freer than for four years. The spirit and attitude of the people has been different. There is something about the Christmas season that is different from any other part of the year. Those who have more than a bare subsistence, want to bring cheer and joy to others. The season is a friendly period of the year when absent ones come back home, separated families get together and the "peace on earth, good will to men" permeates the atmosphere and spirits of every human.

It makes one's soul feel good to contact folks in Cleveland county on this particular Christmas and partake of the finest spirit that has ever existed here. We have had good Christmases before but this excels, because we have tasted the bitter of reverses, disappointment and despair for four years and know how to appreciate the good things of life.

## INVESTMENT IN CONSUMPTION

A random phrase, sandwiched between advertisements, came out of our radio last night, and it was something like this: "For too many years we invested money in production when we should have been investing in consumption."

Invest in consumption? Certainly—that is largely the philosophy of the recovery plan. It is the reason behind our vast public works projects, behind higher wages and shorter hours, behind our relief and rehabilitation work.

In the steel industry, some years ago, it was thought by capitalists who were noted for intelligence that laborers must work 12 hours a day for small wages or the business would collapse. It had not occurred to the steel barons that laborers were consumers, and that they must have both leisure to visit the stores and money to spend when they got there.

Staggering sums have been poured into means of

producing more goods, when there was a dwindling market to purchase those goods. The axiom of diminishing utility, a kindergarten axiom, is seen in what happened to us.

So, on Thursday, the President and his executives gave very cold shoulders and very brisk rebuffs to the platform of the joint conference of business and industry which had been offered after a three day conference at Warm Springs, and after warm protestations support for the new deal. One of the main reasons for the rebuff: the business men sought to curtail public works as a relief activity. This does not appeal to the President because he knows that in sponsoring public works he is investing in consumption, he is building up a reserve of buying power, and is creating buying power where it had been eradicated. It is a strange thing that capital and industry and business cannot see the larger profit in this kind of business is preferable to the smaller profit of immediate and cut-throat competition.

## GOOD NEWS

Good news crowds the papers at Christmas time. Here in Shelby, we read with surprised joy of the \$10,000 gift Hatcher Webb is making to the hospital. We read happily of the generous donations the civic and women clubs and the churches are making to the underprivileged in Cleveland county. We are glad that the Confederate veterans received their checks, and we are proud of the Christmas party the Salvation Army gave the children Friday night.

Other excellent news comes from nearby communities. New Bern, for instance, where the city has agreed to sell for \$4,000 the Episcopal rectory back to Christ's church. It was sold by the church to the government several years ago for \$20,000.

From Pitt comes news that that county has taken care of all its defaulted obligations.

From Asheville comes news of an anonymous offer of \$50,000 to lift the indebtedness of the Chapel Hill Methodist church.

From Durham comes word that superannuated ministers and widows in two conferences of the Methodist church will receive \$22,000 Christmas present from the Duke Foundation.

And it won't be long until the parity payment comes to Cleveland county cotton growers.

It is, certainly, a merry, merry Christmas.

# Nobody's Business

By GEE MCGEE

## Mike Clark's Weekly Market Letter

**cotton**  
flat rot spots very dull count of Liverpool come in Monday morning 10 pints lower than due, long sleepies and dog tales are getting closer together, as our local cotton buyer can't see very good; he has fry-cipelas, new york firm up when the hand head bill carried, but this was absorbed by southern selling and Bombay straddles, showers were reported in Texas and Georgia, but nobody seems to be very wet in those states, I advise bottled in bond instead of bottled in the barn at half the price.

**Grains**  
oats, corn and wheat hell to narrow riggers enduring the entire week, this was caused by the Argentine exports and imports, breakfast foods are shifting to oranges, prunes, biter-cakes and canned salmon owner count of the scarcity of rolled oats, mashed shavings, pressed corn, and ham gravy. It might be well to buy rice on margin, barley for cash, and let the balance of the bunch alone for the present. I look for higher and lower prices from now on.

**rails**  
steel rails advanced 10 points on Tuesday, but fence rails broke 12 points to kill the grain. s. a. l. and u. p. seem to be the favorites at present, as one of this lot can be bought almost without money or other collatery, the big truck lines will soon demand a private highway for their freight and passenger vehicles, and it looks like the p.w.a. and the t.v.a. might build it for them; private cars, wagons and hoover buggies is terribly in the way of highway freight and passenger traffic.

**rice**  
japan and chinarr are exporting rice to each other to get cash to build air-planes with which to bombard one another, broken rice is fetching c3, long grains, c5, short grains, c6, and all others is sold for what have you and is being shipped to the orient to be eaten as food in place of wheat and light-bread, popcorn is taking the place of rice in places where the former can be bought on credit and the latter can't be had a tall.

**summary**  
cheese is strong, butter softened up a little Friday, eggs broke on a report that shell common was easy, but lard, chitterlings and noodles were dizzy the last half of the week, cow peas and string beans were only half-done when large limas and small onions suffered a drop of twenty pennies, I suggest that you hold on to what you got, as getting more ain't going to be a snap.

**voices trille**  
Mike Clark, rfd, fiscal agent.

## Church News From Flat Rock

last Sunday morning while the entire congregation of rebober church was standing up to sing "meet me there," miss Jennie veeve smith commenced to play the organ to lead off with, but instead of music coming out of same, nothing poured forth except squeaks and squalls and everybody looked at everybody and set on.

this is the first time since the organ was installed when bro. Perkins and wife took their letter out oner count of an instrument of the devil being fetched into the church . . . that a sermon was preached without organ tunes being played, but it was impossible to pump any wind into the bellows of the organ on this occasion and the singing was done with the Mrs. Reid's daughter, Miss Clara quire-leader, mr. Mike Clark, rfd, leading everything.

It seems that some rats had et holes in the organ betwixt prayer-meeting and regular preaching and bit in bed in same and moved the hole family in for the winter, when miss Jennie veeve smith started to pumping wind to play with, it quizz all of the rats into a tight wad which caused them to squeak and holler oner count of the pain, she didn't know what in the world it was at first, but when a big rat ran out at her feet, she clump up on top of the organ in a jiffy, holding up her garments to keep him from biting her.

after a few mimets, pease ruled supreme, bro. holsum moore and bro. art square rolled the organ back behind the pulpit and opened up the rail door and took the inside of the organ out, including the wind-bag, and emptied the balance of the rats out, it can't be patched, so a new wind-holder will be ordered at once and the organ will be made rat-proof if possible, miss Jennie veeve was terribly embarrassed when she jumped off of the organ and went home.

no other damage was done to the musical instrument except miss Jennie veeve bore down too hard on the peddles with her feet when the noise started and broke both of them, art square offered to fix them without charge if somebody will take them down to the liberty stable for him where he can saw the straps back together, rev. will wait apologized to the 2 strangers that was present and guaranteed that it would not happen again.

the rat trouble etched up some talk about buying a piano for rebober church and trade in the present organ, as rats can't find nothing to eat in a piano, it is not played with wind, but after somebody said it would cost over 258, the members decided that it might be bes to use what we already have and it was adjourned with prayer, Mike Clark, rfd,

# LETTERS to the Editor

## NOT BROKE, MAY HELP MORE YET.

To Editor of The Star.

Read your editorial "Hatcher Loosens Up." It might be well to write another one—this time, say—"Hatcher Pays Off."

I have receipt from trustees covering all obligations. I have done all I promised to do. My weakness did not hinder me from paying off. I want no glory out of this gift; I WANT TO HONOR MY MOTHER. I may not be through with hospital, not broke yet. Sincerely ALEXANDER HATCHER WEBB

## GOODS AND BAD OF SHELBY'S CHRISTMAS.

To Editor of The Star:

Happy days must be here again. Never before have we seen so much and so many Christmas decorations. Not only have the merchants spread themselves but hundred of homes are just flooded with outside and inside Christmas trees. Cleveland Springs estates homes would probably take the prize.

The gift of A. Hatcher Webb to the Shelby hospital is by far the outstanding event of this year. Hatcher may not realize the full value of his gift but we predict that it will not only serve the hospital well but that it will put new energy and pep in the home town people and that it will be the new starting point for a new Shelby under the new deal.

For instance right on top of the announcement of the gift a large block of property has been purchased by a business firm and we are looking any day for the announcement that this property will be improved and Shelby will have another outstanding business announcement.

Then the delegation that went to Raleigh about the Grover road came back with the good news that we will soon get an all weather road to our neighbors on the border line.

Well well, some people think that we have been done wrong because the relief office headquarters have been moved from Shelby. We can hardly share this feeling. Cleveland county has been close to the lowest county in number on relief for a long time and it has been our observation that most of the clients that are on relief have been there since the office opened here two years ago. You know, they just have the habit of getting something for nothing. We think the removal of the office flatters us. Cleveland county could be easily made self supporting.

Somebody is to blame for all the dirt and paper that is on the streets of Shelby. We say somebody. The merchants say that they do have trash boxes in back of their stores but that city trash wagon carries them off. Then they say that even if they are left there that boys and men are continually digging into them and scattering the trash so that the wind blows it out in the streets. We know that can be stopped. A policeman should spend a few minutes each day in back of the stores. That would be all that is necessary. What has become of the law about oversize circulars being distributed on the city streets? This town can be kept clean. We suggest that the start be made on the city's own property just in rear of the City hall.

The Christmas decorations in the court house square are a knockout and we'll bet dollars to doughnuts that a woman played leading hand in the effects.

Shelby does not need a whole bunch spent to build a lot of streets. Just putting a little tar and gravel down without first preparing the surface and the side ditches is money wasted. An ounce of prevention is worth a pound of cure. Work poorly done means eternal expense.

The best year I have had since '21 I am over a thousand dollars better than last December. Looks as if the depression is over, are the remarks being made by the dressed up wide awake stores in Shelby but just the opposite by the stores with last summer's fly specked windows. Even the blind beggar knows to get in a good spot and where people can see him.

If competition is worrying you try turning the tables on him. You keep your mind on your own business instead of his and the first thing you know we will be worrying about you.

Who ever it was that lighted the court house clock put an idea in our head. That clock is and has been one of the dearest things in Shelby for a long, long time. If hard times are over then let's have the right time. Under the new deal about the livest thing we know of are the people who are spending the public funds. Our county and city governments just don't seem to have caught the President's idea. It's time.

Whose idea was it to rent the court square trees to some one to put signs on and the streets of the city to display merchandise on? Let us all do it. Then we won't have to rent store rooms and pay electric light bills. One thing that the taxpayers will have to demand though, if this is done is that we have a law passed that each merchant so

displaying will have to take out liability insurance so that the city will not have to pay for any damage done by falling over said displays. Why should the tax payer furnish display space and be responsible too?

Well, taken as a whole the Old Home Town is pretty good but with a little more cooperation she could be made a peach. What say? STOGY.

Shelby, N. C., Dec. 23, 1934.

## Greene-Petty Wedding Unites Rehobeth Couple

Prominent Young People Are Married At Home of Pastor; Miss McKinney Ill.

(Special to The Star.)  
REHOBETH-SANDY PLAINS, Dec. 21.—A wedding of much interest to this and adjoining communities took place on Tuesday afternoon Dec. 18, when Miss Euzelle Petty and Emmet Greene, both of this community were quietly married at the home of the Rev. and Mrs. W. A. Elam of Shelby.

Mrs. Greene is the daughter of Mr. and Mrs. W. B. Petty and Mr. Greene is the son of Mr. and Mrs. J. F. Greene.

Miss Sis McKinney, better known as "Aunt Sis," has been seriously ill for several days.

The friends of Mrs. W. Black will be glad to learn she is improving after several days of illness.

Miss Lorena Holland is spending the later part of this week with Mr. and Mrs. Oscar Holland of Shelby.

Mrs. Carrol Elmore and H. G. Jenkins and children of Forest City visited Mr. and Mrs. W. W. Jenkins Monday afternoon.

The Rev. and Mrs. W. A. Elam of Shelby spent Thursday with Mr. and Mrs. G. E. Doty.

Mrs. Frank Jenkins and daughter of Poplar Springs spent a few days this week with Mr. and Mrs. W. Black.

Mrs. G. E. Sisk and family of the New House section moved to the Latimore community this week.

Mr. and Mrs. W. C. Grayson visited Mrs. Margaret Spangler of Double Shoals Monday afternoon.

Sam Holland of the eastern part of the state is spending several days with his mother, Mrs. G. M. Holland.

A new cream receiving station is now in operation in McDowell county and is furnishing a local market for cream.

"Is your husband a member of any secret society?"  
"He thinks so, but he talks in his sleep."

**NOTICE OF STOCKHOLDERS MEETING.**  
Notice is hereby given of the annual meeting of the stockholders of the First National Bank of Shelby, N. C., for the election of directors for the ensuing year and for any other business coming before the meeting to be held Tuesday, January 9th, 1935 at 11 o'clock a. m., at their banking house in Shelby, N. C.

**NOTICE OF STOCKHOLDERS MEETING.**  
Notice is hereby given of the annual meeting of the stockholders of the Union Trust company of Shelby, N. C., for the election of directors for the ensuing year and for any other business coming before the meeting at their banking house in Shelby, N. C., on Tuesday, January 15, 1935, at 11 o'clock a. m.

## Great Advance In Treating Sore Throat

You can't expect lasting relief from sore throat when you use salves or gargles. A sore throat is due to an internal cause and as such should be treated internally. Real prescription medicine—Thoxine—does this.

Its two-way action not only relieves the soreness in the throat but drives out cold & fever. Thoxine is pure safe, pleasant to take. Guaranteed to relieve sore throat or coughs in 15 minutes or money refunded. Only 35c. Cleveland Drug Company. adv.

## A Three Days' Cough Is Your Danger Signal

Don't let them get a strangle hold. Fight them quickly. Creomulsion combines 7 helps in one. Powerful but harmless. Pleasant to take. No narcotics. Your own druggist is authorized to refund your money on the spot if your cough or cold is not relieved by Creomulsion. (adv.)

**- CARDS -**  
CHRISTMAS—  
SYMPATHY—  
CONVALESCENT—  
BIRTHDAY—  
GREETING—  
TALLIES—  
PLACE CARDS  
PARTY FAVORS—  
— COMPLETE LINES —  
**PATTERSON'S FLOWERS**

**PALMER'S AMBULANCE TELEPHONE 61 FUNERAL DIRECTORS And EMBALMERS**

## Named Healthiest Pair in U. S.



Doris Louise Paul, 15, of Wilton Junction, Ia., and Leland Monasmith, 18, of Lane, S. D., shown above with winning smiles, have good reason to drink each other's health in milk. They were chosen the healthiest boy and girl in the United States at the National 4-H Congress in Chicago.



**Best Wishes Heartiest Greetings**

THROUGHOUT THE CHRISTMAS SEASON AND THE COMING YEAR.

**Efird's Dept. Store**



## Compliments Of The Season

Happiness, Health and Prosperity to you all—our loyal friends and patrons! May the day be full to overflowing with real Christmas Joy!

**Suttle's Drug Store**



This is the season when we pause and think back over the year's cordial patronage, cherish your friendships—and wish for you one and all an abundance of health and happiness throughout the Christmas season and the coming year.

**Clark Hardware Co.**