

STRENGTH and PROSPERITY

CLEVELAND COUNTY produces more cotton than any county in the state, both of long and short staple.

CLEVELAND COUNTY has fine farm lands—as good as can be found in America and is adapted to corn, cotton, tobacco, oats, wheat, potatoes, truck, fruits, poultry, and stock.

CLEVELAND COUNTY has one of the best school systems in the whole country.

CLEVELAND COUNTY has an excellent climate, being neither too hot or too cold. Climate ranges about 20 degrees warmer in winter and 20 degrees cooler in summer than New York and the New England states.

CLEVELAND COUNTY has safe, sound and dependable banking institutions that are able to take care of all local and any new businesses that desires to locate in our confines.

CLEVELAND COUNTY has its beautiful homes that are as well kept as any in the state or nation with its old time Southern hospitality which makes it a charming place to linger a few days or a life-time.

CLEVELAND COUNTY has 21 textile mills with modern villages and not the hovels the South is accused of having. The employees are largely white and give a minimum of trouble.

CLEVELAND COUNTY has all the principal highways hardsurfaced and the balance are good sand clay and constantly kept in condition that can be used at all times of the year.

CLEVELAND COUNTY has the distinction of having more farm homes served with lights and power than any county in the state and more are being electrified.

CLEVELAND COUNTY has three incorporated towns: Shelby, the County Seat; Kings Mountain, the textile town, and Grover. All have good government, fire and police protection, ample water supply for present and future needs and their officials are anxious to give any reasonable encouragement to new industries.

CLEVELAND COUNTY has the natural made openings for man and varied industries and investment. It takes only a little actual investigation on the part of the prospective investor to verify the facts as told in this Edition to convince them that Cleveland County and especially Kings Mountain is the ideal spot to place a variety of new lines of businesses.

4,000 Acres Being Planted To Kudzu

Some people know it as "telephone vine," others as porch vine and in some sections it is given the somewhat exaggerated name of "mile-a-minute vine." Its real name is kudzu, and it has a much more valuable use than shading porches for which it is generally used in the South.

During January and February North Carolina farmers cooperating with the Soil Conservation Service in its erosion control program are planting 4000 acres of eroded and to this soil conserving and hay crop, reports W. D. Lee, soil conservationist of the State College Extension Service, and E. B. Garrett, state coordinator of the SCS.

Probably one reason why kudzu has remained a porch vine so long is that farmers, observing its habits of growth, have been wary of letting it get into their cultivated fields. But though it spreads rapidly—kudzu vines have been known to grow 70 feet in a single season—it does not form underground stolons like Bermuda grass or Johnson grass, and Lee says it can be destroyed readily by cultivation or by excessive graz-

ing. As a hay and forage crop, kudzu is among the best of the protein feeds, comparing favorably with alfalfa. Once kudzu has become firmly established, it can be cut for hay at any time during the growing season. It is highly resistant to drought and can be used for temporary grazing during hot, dry weather when other pasture is burned up.

But in demonstration areas and soil conservation districts, farmers are planting kudzu primarily for erosion control. With proper land preparation, careful planting, fertilizing and first year cultivation it will grow on denuded areas and perpendicular sides of gullies, checking runoff water and holding the soil.

American farms are now being electrified at the rate of 200,000 a year, a farm more rapid acceleration than was recorded in all the years prior to the depression. Nearly a million and a half farm homes are now using electricity.

Growers of spring wheat who want to insure their 1939 harvests under the "all-risk" wheat crop insurance program must have their applications on file in county AAA offices by March 1.

Kings Mountain Woman's Club Building



One of the few Woman's Club Buildings in the State. This beautiful building not only serves for meetings and activities of the Woman's Club but is used as a civic center. The spacious basement floor is equipped for banquets and large gatherings.

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THE TWO MOST FAMOUS NAMES IN MEN'S CLOTHING. We don't gaze into crystal balls to foretell the future; but we do send our buyers out into the market at the very opening of the season to see all the fabrics, all the style details, all the products of the finest manufacturers.... then we pick the clothes you'll want to wear right now....and all spring.... they're prophetic.

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Belk-Stevens Offers Quality Merchandise At Savings

Belk-Stevens Co. of Shelby has been actively identified with the growth and progress of the county. This store handles quality lines of merchandise, and according to Mr. C. W. Joyner, the local manager, their prices are the lowest for quality merchandise.

Some of the nationally advertised lines that Belk-Stevens offer are:

Men Ralls, Famous ABC wash materials, Peters Weatherbird Shoes, Tom Sawyer Boys' wear, Weyenberg Fine Shoes, Rockingham Suits for men and young men, Lee Hats, Townley and Easley Shirts, and Oak Knob Overalls.



COHENS

Takes Pleasure In Felicitating Kings Mountain On 50 Years Of Steady Growth.

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RED CROSS SHOES
For Ladies

Exclusive Agents For
MUNSINGWEAR

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COHENS

Shelby, N. C.

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OUR NECKWEAR and SHIRTS tie for top honors this spring. Shirts by ARROW, ELDER, MOHAWK and TRU-VAL. We have sold you these outstanding shirts for over a quarter of a century, surely that's proof enough that they are right. If you've got \$1.00 or more and you want the best in shirts.... BUY ONE OF THESE.

YES....YES.... we have 'em all tied up with the largest selection of neckwear ever shown in SHELBY: ARROW, BOTANY, CHENEY, COPLAN, PRIESTLY, and many others.

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SUPER TRIM BLUE BUCKLE OVERALLS

8 oz. Sanforized. Extra full cut. Wide knee and bottom. Made good to make good. Strong for work

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Work Pants

Wide Belt Loops. No rip Pockets. Sanforized shrunk.

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8 oz. Sanforized. Double pockets throughout. Rust proof buckles and buttons. All sizes—

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