

THE UPLAND SOUTH IS TO BECOME THE FUTURE "NEW ENGLAND"—THE INDUSTRIAL CENTER OF AMERICA.

# The Highlander

For the Progress of the Piedmont-Mountain South

AN AMERICAN WEEKLY—  
INDEPENDENT—NOT LOCAL  
—A PAPER OF THE HILLS  
AND MOUNTAINS.

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MORE THAN DOUBLE THE CIRCULATION OF ANY OTHER PAPER BETWEEN CHARLOTTE AND ASHEVILLE

## NEXT THURSDAY NIGHT ENDS COMPETITIVE PREMIUM BALLOTS

Greatest Offer of Contest Will be a Thing of the Past—400,000 Extra Votes to One Who Turns in the Most Money on Subscriptions—Eleven Other Ballots—The Time for Hustling—Opportunity For All

**THE AUTOMOBILE** has arrived and can be inspected in W. J. Arey's garage, next door to The Highlander office. All the contestants are invited to come in and examine the beautiful car.

The elegant **PIANO** is on display in the store of the dealer, W. A. Pendleton, in Shelby; call in, inspect and admire.

The elegant **TRIP TO ASHEVILLE** is awaiting, in prospect, for eighty farmers—2 to 6 from each township, indicated on page 7.

THE HIGHLANDER'S great Popularity contest is now in the midst of its greatest excitement. What may appear quiet and tranquil on the surface is really a hard, unceasing fight beneath.

The twelve competitive premium ballots, ranging in vote-value from 400,000 down to 125,000, are stirring the candidates to the greatest activity. These premium ballots give to those who were not able to avail themselves of the earlier bonuses a chance to catch-up with those who, like the hare in the fable, are resting on their laurels. At the same time the leaders are enabled to "cinch" more strongly their lead, if they bestir themselves with sufficient vigor.

**Worth Working For**

We propose to show our appreciation of the extraordinary efforts being put forth by the various contestants during the ten-days competitive period by giving to the contestant who turns in the greatest amount of subscription money a premium ballot, good for the 400,000 EXTRA votes, over and above the regular schedule. Here is where the man at the bottom should work his hardest.

To the second highest, 375,000 EXTRA votes; and so on down, dropping 25,000 for each position to the 12th highest man, who will receive 125,000 EXTRA votes, over and above the regular schedule.

THIS WILL BE A TREMENDOUS BOOST TOWARD THE AUTO, and may give someone a lead that will be hard to overcome.

We offer \$25 reward to anyone who can show that this is not a fair proposition.

**No One Can Lose**

Think for a moment of the prizes: For the man at the top—a magnificent Ford Touring car, 5-passenger.

It is said that no man can tell how long the vanadium steel, out of which they are constructed, will last, for no man living has ever seen a worn-out piece of vanadium steel. Ford manufactured 80,000 cars this year; that is why he can undersell all high-class competition.

Think again: For the man who stands second—a splendid, high-grade piano; guaranteed for ten years.

Then there are a number of special prizes: A Watch, a Saddle, a Hat, a Medicine Chest; a fine Rocker; 2 pairs of shoes; a Hat; and 5-gallons of Paint.

No matter what of the above you may win, be certain of this: THE GRAND TRIP TO ASHEVILLE—worth \$50 in educational value and many thousands to the two counties of Cleveland and Rutherford.

NO ONE CAN LOSE! Why?

Because, we are going to take all of our contestants, who give equivalent value in this contest, on the trip with us. We have the train chartered. We propose that everybody who does real work for us shall receive compensation. No one can lose!

**The Merchants' Coupons**

Don't forget these coupons. They give you a chance for a valuable prize, besides boosting your standing for the trip and automobile. GET ALL YOUR FRIENDS TO TRADE AT THESE STORES AND SAVE YOU THE COUPONS. A new store has been added, not mentioned on page 6—C. A. Wortman, Casar. He will have coupons Monday.

Write us for circular letters etc. to send to your friends!

**Just a Few Weeks More**

Just a few weeks of the contest remain in which to do your final work. Do you think that because you have done well so far that you can take it easy now? A let up in your work now may cause your defeat. Don't stop until you have crossed the wire. Be a possessor of that "never say die" spirit. There are still hundreds of new subscriptions that can be obtained, and hundreds of subscribers who are just waiting for some one to call so that they can renew their subscriptions.

The contest is rapidly drawing to a close. All the contestants are striving might and main to corral every subscriber.

**Concentrate Efforts**

Concentrated efforts are the most effective now. Every thought, every minute, should be devoted to vote-getting by the contestants, and that is what will win—real hard work, with systematic effort.

There is no one in this great race who can feel sure of his or her laurels until the last vote is counted. A number of contestants who apparently have made no effort—in fact have not turned in many subscriptions to date—are known to have received thousands of votes in subscriptions, which they are holding till the last day of the contest; they feel that by showing their hand would cause their opponents to redouble efforts and make the ultimate winning of the prize more difficult. You can't always tell who is going to advance to the front in the final windup with a big bunch up their sleeve; the thing to do is to be able to spring a surprise of your own when the proper time comes.

From now until the close all contestants and their friends will be working in each district who induces the greatest number of friends to work for them. "Keep at it!"

### VOTE SCHEDULE AND SUBSCRIPTION RATE

Third Period—Nov. 22-Dec. 5		
Term.	Price.	Votes.
1 year	\$1.00	3,000
2 years	2.00	8,000
3 years	3.00	14,000
5 years	5.00	25,000

  

Fourth Period—Dec. 6.-Dec. 12		
Term.	Price.	Votes.
1 year	\$1.00	2,000
2 years	2.00	5,000
3 years	3.00	9,000
5 years	5.00	20,000

  

Last Period—Dec. 13-To End—Old		
Term.	Price.	Votes.
1 year	\$1.00	1,000
2 years	2.00	2,500
3 years	3.00	4,000
5 years	5.00	7,500

(Continued on page 7)

—The Blanton Roller Mills will begin running night and day sometime between the first and tenth of December. Maynard Washburn, a popular and capable young man, will be the night miller. Under W. R. Hartness the Blanton Mills are doing a rushing business.

—Among those who attended the Wake Forest-Davidson game at Charlotte Thanksgiving were Chas. L. Eskridge, J. D. Lineberger, Hudson Ellis, Will Arey, Chas. Roberts, Chas. Doggett, Mr. Smith and several others, all driving through in autos.

## PREPARING FOR FUTURE BATTLES

**The Two Big Parties, Democratic and Progressive, Will Maintain Permanent Campaign Headquarters**

Believing that the Democratic party should now prepare for the fight which will come in 1916, William F. McCombs, chairman of the Democratic national committee, stated in Savannah last Friday that the office in New York would be made permanent, and offices will be opened in Washington in a short time.

"On my way north about Monday I am going to stop over in Washington and make the plans for the opening of the office there," he said. "At that time I will also take up the details of the inaugural parade, of which I, as chairman, will be one of the directors.

Mr. McCombs, in explaining his reason for planning to open permanent offices for the national committee at Washington and maintain permanent offices at New York said: "With offices in these cities, the committee will be an active factor in the party and will at all times be at work. There is a great

## PALMETTO POINTS

Following the lead of the president for the nation, and the governor for the state, Mayor John T. Roddey has issued a Thanksgiving proclamation to the citizens of Rock Hill, thus setting an example worthy of emulation by other towns and cities.

The meeting of the York County Boys' Corn and Pig clubs and the Girl's Canning club in Yorkville was, as generally anticipated, a notable occasion. The showings of the boys and girls were fine, and the attendance was large and thoroughly representative of the agricultural interests of the whole county. There was a lot of good practical instructions, the social features of the day were delightful to this whole section. The attendance included between three and four hundred visitors.

deal of work that can be done by it in the next four years and with this committee hard at work keeping in touch with the affairs of the country, I see no reason why the Democratic party should not remain in power for twenty years. In my opinion it is impossible for a party or a committee to pick up the tangled skein of political affairs in two or three months for a campaign and do efficient work."

## Campaign of Progress

**WHEREAS** the election being over, the campaign of peace, industry and progress begin; Therefore, be it resolved by The Highlander and its readers en masse that, during the coming four years, this paper shall be dedicated to progress and to its readers it pledges itself to work for, fight for and do everything in its power to bring about the following:

1. The adoption by the state of Reformed School Laws that will GUARANTEE to every child in North Carolina at least the rudiments of an education; The enlightenment of our people; The abolition of ignorance.
2. GOOD ROADS, branching out from Shelby, like the spokes of a wheel, in every direction—over Cleveland county, over Rutherford, East and West, North and South, across the State.
3. An interurban system of railways that will put Shelby on a trunk line, bisecting the Piedmont South; That will enable passengers over these lines to pass to or from Casar, Boiling Springs, Kings Mountain, Gastonia, Charlotte, Spartanburg, Rutherfordton and Asheville.
4. The development of Cleveland Springs—almost public property, a blessing from God—making Shelby the Spa of America—bringing thousands here, winter and summer, to drink its health-giving waters.
5. The encouragement of industry, that diversified manufactures may dot our hills and cluster in our valleys, making us rich in the money made and kept at home.

The more subscribers we have, the better the fight this paper will be able to make for PROGRESS!

## THE HIGHLANDER'S STORY OF GROWTH

**Its Circulation for Over a Year Has Exceeded That of Any Other Paper That Ever Came Out of Shelby—4,000**

Let us pause here just for a moment to recount the growth of this paper. To those who have never taken THE HIGHLANDER, these facts will be additional proof that THE HIGHLANDER is a paper worthy of their subscription money and their moral support.

We began nearly three years ago with one subscriber. In a year's time the paper had the largest subscription list of any paper in Shelby. This fact can not be disputed. A modest contest helped us to secure this lead in circulation. We were already leading in amount and quality of matter by common concessions of the public. We had "swiped" a thousand subscribers from the "Star," a thousand from the "Aurora" and had nearly a thousand, besides, of our own, who had previously quit taking either one of the other Shelby papers before we started up.

### We Absorb the Aurora

Three months later we absorbed Shelby's oldest paper. Our circulation past the 4,000 mark. Thus by inheritance we date back to 1875—Shelby's oldest paper—that had been both Democratic and Republican and, finally through its busy successor, Independent.

The next contest last winter—put us still further forward. We were soon rated, as we are now rated in the lists of J. Lawrence Bradlee of New York, as THE standard paper published in Shelby. In fact he mentions but twenty-four other papers, dailies as well as weeklies, that are STANDARD in North Carolina. Outside of the larger N. C. cities, only three or four towns are listed as having standard publications (circulations exceeding 3,000); and among these towns is Shelby with "THE HIGHLANDER" as the ONLY paper mentioned here.

### No Invidious Comparisons

We make no invidious comparisons, as does our contemporary, for whom we have a kindly feeling, but we let others speak for us. "LARGEST circulation" is a matter of fact; "BEST paper" is a matter of public opinion. The quality, however, is usually reflected in the circulation.

Without MERIT to back a paper, no contest can be a big success. Our other contests have been very successful, but this is the MOST SUCCESSFUL we have ever conducted.

No contestant can go far wrong if he presents as his cardinal argument to prospective subscribers the SUPERIOR quality of the matter in THE HIGHLANDER and the additional fact that we publish each week MORE matter than any other paper in this immediate section. Boost for the paper whose guiding ideal is the upbuilding of our Piedmont South!

### Mr. Eskridge's Compliment

Guy W. Eskridge, the brilliant young son of A. W. Eskridge of this city was here last week on a visit. He is earning a high salary as an advertising expert of New York city. Here is a compliment from him, "I was looking over your 'HIGHLANDER' down at the house the other night. You are getting out the most progressive paper we have ever had in Shelby, not even excepting the 'Shelby Daily News,' which, it will be remembered, was the breezy product of Guy's progressive spirit, while he was yet in his teens.

We greatly appreciate that compliment, coming from a Metropolitan expert.

### TRIBUTE TO JUDGE WEBB

Chatham Editor Says Pleasant Contrast to Some on Bench

Editor Ike London, the only man in North Carolina who sets his own type, runs his own press and is his own devil and withal writes some brilliant editorials, pays this neat tribute to Judge James L. Webb:

"The demeanor of Judge James L. Webb, who held court at Pittsboro last week, is in striking contrast to that of several other judges on the Bench. He is very urban, and his courteous consideration of the feelings of all who have business in court is as it should be; but by this do not presume he lets himself be brow-beaten by anyone. He commands respect by his very consideration and dignified bearing."

—Misses Mayme and Ditz Hardin, Jessie Hamrick and Mignonette King spent Thanksgiving at Carolan with Mr. and Mrs. W. S. Moss.

## THE WIDE WORLD

**Little Items of Interest Boiled Down for Busy Readers**

A little snow fell in Asheville Sunday.

The State board of examiners of trained nurses have been in session in Charlotte this week.

The hickorynut crop this year is unusually large, and according to traditions handed down by the old folks this is a sign of a hard winter.

Mr. Cameron Morrison, of Charlotte, has been mentioned as a probable candidate for district attorney under the new administration, but he tells the Charlotte Observer that he is not a candidate for this or any other office.

NEW YORK, Nov. 26.—"Gyp the Blood," "Lefty Louis," "Dago Frank" and Whitey Lewis, the gunmen, convicted of the murder of Herman Rosenthal were sentenced by Justice Goff today to die in the electric chair at Sing Sing during the week of January 6.

The Democrat says some New Yorkers were in Boone a few days ago and seemed very anxious to buy a large boundary of Watauga lands for sheep grazing. The amount wanted was 25,000 acres and as no tracts of that size were on the market nothing was done.

The Memphis Commercial Appeal estimates the yield of cotton for 1912-13 at 13,595,000 bales, exclusively of linters. Reliable reports from all sections of the cotton belt indicate that picking is further advanced than ever before at this time of the season and ginning is equally well in hand.

Because a bevy of high school girls, intending to play a joke, went to school at Marshalltown, Ia., wearing hosiery of gaudy patterns, 13 of them were politely excused from the school room and sent home to change them for shades of less pronounced hue. Teachers say that the giggling of the boys and the conversation among the girls of more sedate tastes threatened to disorganize the school, so they had to dismiss the 13.

Raleigh undertaking establishments are dangerous. A few days ago an old man went into one to select a coffin for his wife, when a stack of coffins fell on him and inflicted probable fatal injuries. A few days later Alex Genna, a white man who had been married but two days, went into the same establishment to view the corpse of men killed in a railroad wreck, fell down the elevator shaft and received injuries from which he died. His funeral occurred a week from the hour of his marriage.

Attainment of a four-billion dollar foreign trade by the United States in 1912 will be one of the most noteworthy factors for historians to record at the beginning of the new year. In announcing the totals of the export and import trade of the country for the ten months ending with October, the bureau of domestic and foreign commerce yesterday stated the foreign commerce would reach this enormous total by the end of December. Its highest former record was \$3,625,000,000 in 1911. It crossed the three-billion-dollar line for the first time in 1905 and passed two billion in 1899. Imports in the ten months apparent that the imports of the full year will approximate \$1,800,000,000 and the exports \$2,300,000,000, totalling \$4,100,000,000. Imports have practically doubled in value since 1901 and exports have practically doubled since 1904.

## OUR BIG CHRISTMAS

issue will appear during the week of December 9th. All advertising copy for this Edition-de-Luxe—the finest that ever came out of Shelby—must be in our hands on or before—preferably before—December 7th.

It is the Christmas Shopper's issue. It will contain a full list of the St. Nick Bargain Stores—where Santa Claus will make his purchases for all the little tots of this section of the Piedmont.

This Old Santa number of THE HIGHLANDER will contain sixteen pages, profusely illustrated, and will be worthy of preservation.

As an advertising opportunity for our merchants, its equal has never been presented in Shelby. Sworn Circulation—4,500.