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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.

TUESDAY, FEB. 26, 1924.

The administration's tax bill has given away to an oil account.

People termed lucky have merely made the best of bad breaks.

If some ordinary bruiser could take punishment like Daugherty, Jack Dempsey would be minus a crown.

Big oaks from little acorns grow, but don't try to spread out lying inert under a shade tree.

The mule has been outdone as a kicker. Friday a mule slipped on a log wire at a High Point cotton mill. The mule is dead.

The Father of His County had a good time in the icy waters of the Delaware compared with the time some of the county's sons are having in the oil of Teapot Dome.

All North Carolina is this week watching Cleveland county stage the first county-wide "Milk-for-Health" campaign in the state. If the parents take as much interest as the children are already taking, the campaign may be labelled a success.

ELIMINATING DEATH TRAPS.

North Carolina roads have been the subject of much talk, not only within the state but all over the nation. State highway officials have received many plaudits for their road system, but one item of highway construction plans, for which they should be congratulated, has almost been overlooked. Nearly three hundred death traps have been eliminated by the highway system.

Once there were 468 grade crossings in the 6,063 miles of the state road system. Today there are only 180, twenty-one of which will be eliminated. Through realignment of roads or directly through the construction of underpasses or overhead crossings, 288 grade crossings have been eliminated, according to State Highway Engineer Charles M. Upham. There are some roads in North Carolina that were apparently constructed from the fear of a dearth in the undertaking business, there being a dangerous grade crossing every few miles. In the majority of cases it is almost as easy and inexpensive to play shy of the railroad tracks, but apparently heretofore no systematic effort has been made to do so. The highway commission is to be congratulated in taking into consideration the lives of people while planning the state road system.

CHARLOTTE AND ADVERTISING.

The way of a salesman has changed during the process of time and the events that go to make up time. Once was a salesman stalked into a store, cornered his victim, talked him into insensibility and secured the desired signature on the dotted line by extreme persuasive loquaciousness. Nowadays, there are two classes of salesman. One sells a well-advertised product and is kept busy taking orders from a people that want a product of known quality. The other sells the non-advertised article and about balances his expense account by selling his unknown product as a second choice to the advertised goods. Advertising sells the goods and the salesman takes the orders.

A South American recently flashed into the limelight by his article on gum-chewing Americans. It is a wonder he did not call us Wrigley chews and it is more than likely some one had to inform him all gum was not Wrigleys, for the street car where he noticed so many working jaws must have had a little paste-board dangling in the corner telling of the delicious qualities of that particular gum. Webster says a phonograph is an instrument that mechanically reproduces articulate sound, but nine people out of ten call that reproducer Victrola and it is not because the maker of that instrument kept the qualities of the machine secret. We Carolina people keep hearing advertising exploited through gum and talking machines, when we have a neat example right at home in the city of Charlotte.

Not so far back in the memory of a lot of us, there "taster be" a little button "Watch Charlotte Grow." The great head of the Queen City papers carried the little slogan or a similar one as papers are wont to do in telling the world of the old home town. The idea kept spreading, the Queen City was really the queen of North Carolina, and nearly every conceivable manner of telling the state so was brought into play. Fact was surrounding towns began to consider Charlotte slightly egotistical, more

than slightly. Charlotte kept telling it. Finally it dawned on someone that the city was the logical textile center, maybe more, of the two Carolinas. They told the world about it. Such ideas kept dawning and were scattered abroad as they dawned. Perhaps a survey of Charlotte today will reveal the fact that advertising does not pay—yes, perhaps. The Charlotte Chamber of Commerce has decided to spend \$15,000 during 1924 for advertising Charlotte in a national way. Ten years from now it will be proven the best investment made by the city during 1924. Charlotte has the goods, North Carolina has the goods, all of us have the goods in one way or another, but just having the goods is no gilt edge investment unless others know what we have.

The sale of the Masonic building for \$40,000 and the Central Methodist church property for \$35,000 makes \$75,000 worth of taxable property to go on the books the first of May which was not there before. These two were known as eleemosynary institutions and non-taxable under former control. Verily our taxable wealth increases without building.

MORE INDUSTRIES NEEDED.

The building of more homes and business houses is a fine thing with all this building program under way we are having a lopsided development unless we put some of this money we are spending in industries which give employment to more people. There seems to be ample capital here looking for profitable investment and we do not believe it would be a hard task to raise money for industry if the right sort of men can be secured to head such institutions. Our textile plants have been profitable and more could be built without any interference whatever with our present mills, but a few small diversified industries employing high-class skilled labor would serve to support the increasing number of business houses and fill the increasing number of homes.

We think this suggestion is a good one to engage the attention of the Kiwanis club not that we want to discourage in the least the erection of more business houses, but that we want to encourage more manufacturing in order that our town might grow in the right proportion and there might be no vacant houses to show a stagnant condition of affairs.

VICTORY AGAINST WEALTH.

It was a grand sight that argued well for the future of the country when 205 Democrats and 17 Progressive Republicans lined up like a steel wall, in the House, and defeated the Mellon plan, which was a bold and bare-faced attempt to load still more of the burdens of the rich on the shoulders of the middle classes. It should be borne in mind that every man of the 222 Representatives had been subjected for two months to a continual barrage of heavy artillery fire directed from the bomb-proofs of the entrenched wealth of Wall Street with its intricate and innumerable extensions. From the headquarters of J. P. Morgan & Co., out to the allied and associate banks of the great cities, through them to their correspondent banks, through these to their customers, more than a million persons were induced to write or wire or talk to their Representatives in favor of the Mellon plan, urging, even bullying them to vote for a measure which would bring great benefits to Morgan, Rockefeller, Mellon and a few thousands of the richest men in the country, and very small good to the remainder of the people. A lover of his country can take heart and hope from the fact that 222 Representatives resisted the concentrated attack of great wealth and its duped auxiliaries and gave the people (so far as one House could give) a tax reduction measure that will give a great and real relief to all taxpayers who pay on a few thousands of income, a good saving to those who are termed wealthy, and a moderate saving to the rich and very rich. Under the Democratic plan (patriotically supported by 17 Progressive Republicans) single men are relieved of all tax on net income of \$2,000 and married men without children on net income of \$3,000, with additional exemption of \$400 for each child under 18 years, with reduction in percentage of all taxes.

Here is the greatest victory for the people against the special interests of great wealth since the original enactment; it marks the first instance in which the Democrats and Progressives acted completely. The issue was basic, fundamental; it makes a great breach in the Republican party walls. It makes it practically impossible for the two forces of that party to ever again act in unison. It brings the Democrats and Progressives so close together as to mean more such joint actions in the future, leading inevitably toward cohesion and perhaps coalescence into one party. Thus would be united the two forces which are working for the interests of the many as against the greed of the few.

HERNDON-YARBORO WEDDING AT REV. W. G. CAMP'S HOME

Mr. William Yarboro, son of Mr. N. J. Yarboro of the Elizabeth section and Miss Emmett Herndon, daughter of Mrs. Matt Herndon of Near Kings Mountain were happily married last Wednesday at the home of Rev. W. G. Camp at Eastside, Mr. Camp performing the ceremony. A few friends and relatives were present to witness the ceremony, immediately after which they left on a short honeymoon trip.

Be sure and see O. E. Ford Co. before you buy your spring fertilizers.

FAVORS LESS BALL AND MORE STUDY

Mr. Willis Thinks Too Much Stress Is Put On Athletics To The Neglect Of Studies.

To Editor of The Star:
Are we advancing in education or are we falling behind? Twenty years ago we had several young orators on the stump which have made great statesmen as our county has produced. Now they are getting up in years. Who is to take their places? Will a professional football player take it or will a professional baseball player take it? I don't think so! Out of all the thousands of athletics we have one great evangelistic preacher, Billy Sunday, but he don't claim baseball caused it. I can remember twenty years ago if the teacher of the great statesmen I just spoke about had taught them on a swing or playing as rough a game as football, they would have gotten a withering. In the last two years I have heard of five school children getting their arms and legs broken on the school ground. I think we are side tracked a little on our literary subjects. School boys and girls of school age can get enough exercise around the house before and after school hours cutting stove wood, getting up their water, coal, helping their mother clean up the house, etc. I would like for some one to teach my children to not play so much. I have bought each one three pairs of shoes and could not begin to tell the times they have been mended.

Now I am no critic and have no rag to chew with anybody, but would like to see these few facts rest on the minds of the public. I am not one of those great statesmen I spoke about, didn't have the chance boys and girls have these days. I had to work my way through high school then borrowed the money to take a business course which took me some two years after to pay back. I may be wrong in my opinion, but it is well to discuss opinions and review any kind of business once in a while. If Kaiser Bill had taken time to discuss a little with Uncle Sam he might have still been Kaiser Bill.

H. T. WILLIS, Eastside, Shelby, N. C.

WANTS A BRIDGE AT THE OLD ELLIS FERRY PLACE

S. A. Ellis of Shelby is reflecting the sentiment of many farmers in the lower end of No. 1 township by advocating a steel bridge at the old Ellis Ferry place which would shorten the distance several miles between Shelby and Gaffney. He says it is 14 miles from the bridge at Dravo power dam to the Bolling Springs bridge, thus leaving 14 miles of territory in which it is difficult for the people on the lower side of the river to get to Shelby and on the upper side of the river to get to Gaffney. The Ellis old ferry in years gone by was a much traveled place, but since no ferry is operated there now, it is working a great inconvenience to those living in that section. Mr. Ellis says the farms are fertile and the men who own them are willing to help the county bear the expense of a new bridge. He says this bridge would shorten the distance by several miles between Shelby and Gaffney and should by all means be built.

Southern Will Install Signals and Telephone

To increase the capacity of its Atlanta-Birmingham line to provide for growing traffic the Southern Railway System will immediately install the automatic electric block signal system over this entire line and also will construct two telephone circuits so as to substitute the telephone for the telegraph for dispatching trains between Atlanta and Birmingham. The signal system will consist of 202 masts, carrying signals of the new color-light type, located at intervals of 1-2 miles. The signals will be operated by alternating current of 4,400 volts, furnished by sub-stations at Atlanta, Birmingham, and Oxanna Junction and carried over a special transmission line to be erected on the right of way. The circuit will be operated at high voltages.

The signals will protect trains against the possibility of collisions and will also warn engineers of a broken rail, an open switch, or any other break in the line ahead of them. The telephone is quicker and safer than the telegraph for use in dispatching trains and is being adopted by the Southern on its lines of heaviest traffic.

During 1923, the Southern extended two passing tracks and constructed new ones at "pinch" points, this being part of the program for increasing the capacity of the Atlanta-Birmingham line.

CHILD OF MR. AND MRS. LEMONS DIES OF WHOOPING COUGH

Annie Louise, the three months old child of Mr. and Mrs. J. S. Lemons died Friday of whooping cough following an illness of about a week. The parents live on East Warren street, Mr. Lemons being a popular brick mason. They have the sympathy of their host of friends in the loss of their little one. The body was taken Saturday to Gaffney, S. C. for interment.

See "Smilin' Through" Wednesday evening at the central school auditorium.

HOURS FOR SKATING LINCOLN STREETS

They Can Use The Pavement Two Hours A Day When Its Roped Off—Making A Playground.

Lincoln County News.
The school children of this city enjoy the two hour a day skating rink being used each day from 4 to 6. It is the pavement on South Academy, beginning at Congress, and extending one block to foot of Academy, the block being adjacent to the high school building. City officials granted it for 2 hours each day. Workmen are this week blasting out stumps and leveling off the play ground between the two high school buildings, preparing to make room for the children to romp over the ground used by Cyclone Mack's tent. This spot will make one ideal play ground when in good shape. A football ground is being put between the two buildings.

A new way of flooring bridges is noted on the Lincolnton highway at Mt. Holly. The usual heavy planks are put down, and these covered over with an inch or so of asphalt, the same used on the black top road. There ought to be no jar getting on and off the bridge with a continuous pavement. But how long will the plank last. Gasoline is evidently going to find out. Since poultry raising is becoming as important in Lincoln as almost anything else, the day will perhaps come when the Lincoln poultrymen will own and operate their special poultry cars for shipping chickens and eggs to the big cities. A county in Tennessee is doing that very thing already and Lincoln can do it.

Mr. Dave Beam, a prominent farmer and business man of North Brook, was a business visitor in Lincoln on Wednesday. This has been one winter, thus far, said Mr. Beam when the roads have been in pretty good shape. Mr. Beam said he had observed that dry weather damaged dirt roads as much or more than wet weather.

A committee representing maple lodge No. 45, Woodmen of the World, is soliciting funds to the amount of around \$100, for the purpose of furnishing a room in the Woodmen hospital at San Antonio, Texas. Each local member is asked to contribute an amount not exceeding 1.00. The committee is composed of F. P. Barkley, D. A. Seagle, and W. M. Yoder, and they are having deserved success.

Second Week On The Meredith Bond Sale

Meredith College Bond Commission has just completed its second week of conferences in the \$750,000 bond campaign, for the rebuilding of Meredith College on the new site just outside of Raleigh.

Successful and enthusiastic conferences are reported by the manager of the campaign, Rev. Lee McB. White, in Lumberton, Wadesboro, Monroe, Shelby and Hickory. During the coming week conferences will be held at Elizabeth City, High Point, Greensboro, Winston-Salem, Asheville and Salisbury. Dr. Charles E. Brewer, president of Meredith, Mr. J. M. Broughton, Mr. Gilbert T. Stephenson and Rev. Lee McB. White will be present at these conferences and present the Greater Meredith Program to the Baptist constituency in these different cities.

The special purposes for the holding of these conferences, as announced by the bond commission, is to acquaint the Baptist people of the state, and others who would like to invest in the 750,000 bond issue, with the needs of Meredith college and the details of the bonds itself. These bonds will pay 6 per cent semi-annually, January first and July first and are issued in \$50, \$100, \$500 and \$1,000 denominations. These bonds are secured by a deed of trust on all of the properties of Meredith college except endowment, and by the good name of over 337,000 Baptists in the State of North Carolina.

Be stingy with the seed planted and have a smaller Irish potato yield is the result secured by recent tests at the North Carolina extension station.

If you want to know ask the man who uses the J. Q. Nissen wedge-spoke wagon. O. E. Ford Co. Adv

PRICES Are Not Always Proof of Quality. RESULTS Are What Tell.

Ask the folks who used Read Fertilizers last year then place your orders with **JOE E. BLANTON** Headquarters Shelby Hardware Store.

Lives And Limbs Saved By Carolina Stop Law

Deaths and injuries from grade crossing accidents showed a marked decline following the enactment of the North Carolina law requiring drivers of motor vehicles to stop before crossing railroad tracks, according to figures just made public by the safety department of the Southern Railway System.

The law became effective on July 1 1914, and in the ensuing six months injured in eleven accidents at crossings four persons were killed and eleven persons were injured. In 1915, 1916, 1917 and 1918, against six killed and 24 injured during the first six months of twenty-four injured in twenty-one accidents in 1919, eleven killed and twenty-five injured in eighteen accidents during the twenty two injured in fifteen acci-

dent during the first half of 1922. This decrease in casualties was in the face of an increasing volume of automobile and truck travel, 247,612 motor vehicles having been registered in the office of the secretary of state of North Carolina during 1923 as against 181,060 in 1922.

See O. E. Ford Co. for cotton seed cleaners and pea hullers. Adv

20 YEARS HENCE

The man who thoughtlessly Devotes his hours and money To having a "good time," Sooner or later finds Himself shipwrecked on the Rocks of want and poverty, Minus both friends and money.

Where will you be Twenty years from today?

START A BANK ACCOUNT NOW—

Money in the bank is your best investment. Pays you interest. Always ready when you need it. We issue Time Certificates bearing interest for funds for any amount. We operate a Savings Department, paying interest compounded quarterly for amounts one dollar and up.

START TODAY—HERE—

GET AHEAD—

Money Earned and Saved Will Put You Across.

A Warm Welcome Awaits You At This Bank.

MAKE THE START.

Cleveland Bank & Trust Co.,

Shelby, N. C.

A BANK EQUIPPED TO SERVE.

A Bank That Stands For Everything For The Betterment Of Our Town, County And State.

Have you ordered your Ford?

Last year 350,000 buyers waited for delivery. Insure yourself against delay this spring by placing your order for a Ford Car now.

See the Nearest Authorized Ford Dealer

Ford Motor Company Detroit, Michigan