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 LEE B. WEATHERS President
 RENN DRUM Local Editor

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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.

FRIDAY, JAN. 30, 1925

Once wuz when they blew out the gas, now they step on it.

The airplane is now 21 years of age, but the Ford is still in the majority.

The fellow who has a habit of taking short cuts to reach his destination usually makes the final one on time.

As the Old Home Town cartoonist would put it Governor McLean says to the legislature: "Hol'er Newt."

The governor of North Carolina said to the predicted "next governor" of North Carolina on Tuesday: "What are cotton seed worth?"

"If the next road bond issue goes like the two preceding we may join with Tam Bowie and ask that something be done for two 'Lost Provinces'."

Just think 1,215 people came to Shelby in 1924 to play golf on the Cleveland Springs links. Isn't it a pity the Seaboard did not get to haul them. But now that the motor busses run right through the course why worry?

Before long the opening scene at our favorite movie house will no doubt be described as follows: "Out where the blood flows free and frequent—at Herrin where the slow shooters die."

Old timers out from the West avow that their always "some feller that can pull quicker than you and the law of averages and a hunk of lead will eventually get the best"—Exit S. Clem.

Another eclipse comes along and the increasing imagination of headline writers the censors may ban the reports of the big dance in the heavens.

North Carolina led all the states in the Union in the increase in wealth per inhabitant from 1912-1922—and since then have led in spending.

Now since Greensboro has remarked on the criminality of Charlotte, and consequently the remaining portions of Mecklenburg, maybe the rest of the state will watch with interest the rehearsal of two Revolutionary battles—Guilford Courthouse and the Hornets Nest.

While the daily papers are noting, some with scorn, that the state slipped agriculturally in 1924, will some one be so kind as to note that Cleveland county advanced more than ever during the year. They wondered why the Country Gentleman termed Cleveland "the example farm county of the Quick Step State."

Will someone please locate the several thousand pessimistic folks who declared Cleveland county this year would fall short of last year's cotton crop. One or two have remarked "I told you so" since the announcement that the county had established a new record with over 40,000 bales, but along with others we are keeping the peace and rejoicing in our prediction being upset.

OUR EDITION TODAY.

The Star is pleased to present to the farmers of Cleveland county this edition which is largely devoted to the interest of the Co-operative Cotton Growers association of which there are already 800 members in Cleveland. Following this edition Mr. McGill, district representative, will hold "follow up" meetings in an effort to add new members to this already strong organization. Co-operative marketing has passed the experimental stage and it is now an established fact that the cotton growers of the south can sell their cotton to better advantage through co-operative marketing than by the old dumping method of "every man for himself and the devil take the hindmost." Leading men have endorsed it, and fruit growers have proven it that co-operative marketing is not only to the advantage of the grower but to the manufacturer and the advantages increase as the organization grows in membership.

Cleveland is the second largest cotton growing county in North Carolina, yet the membership is far behind what it should be. In presenting these arguments for co-operative marketing it is to increase the membership, for it increases the power and desired results are more potent. Read this issue carefully; consider the ar-

guments advanced by men who know, attend the "follow up" meetings and then we feel you will be convinced that this organization means much to the cotton industry right here in Cleveland.

RAISE MORE FEED.

Cleveland county has established an enviable reputation as a cotton growing county, but we are neglecting the feeds for man and beast. Hay, corn, potatoes, pork and poultry need at this time more emphasis than cotton, however important the cotton is as a money crop. We are making splendid headway in dairying which takes second place in value of our farm products, we do not send away for meat, our poultry industry is becoming more and more profitable, potatoes through the scientific storage methods are bringing in a good revenue, but we are buying too much hay, and grain from the west. Of course last year local weather conditions cut the feed crops short and disappointed our farmers to such an extent that we will be forced to buy \$200,000 worth of feed-stuffs from other states, but these crops have been raised here successfully and every farmer should do his best to make enough to feed his stock. The financial drain which is caused by buying grain and hay makes a big hole in the cotton farmers' cotton money and if Cleveland is to balance its agricultural progress we must give more attention to the growing of these two crops. Without them, our big cotton crop is not so profitable after all.

AT THE CROSS ROADS.

Shelby is at the cross-roads. The question is whether we shall take the left-hand highway that runs a short distance and stops or take the right-hand highway that leads to future growth and development. Extension is the right hand road and is the step that should be taken at this time because we are hemmed in so to speak by an invisible line called a boundary that separates those of Shelby from those on the outside. We are all one town except in government. Why shouldn't the government be the same for all?

Of course it is largely a matter of pride that we want extension. It's the same pride that prompts us to build homes, erect public structures, extend our industries, provide the modern and civilizing conveniences such as better schools, electric lights, paved streets and sidewalks. No town can ever reach its fullest growth without extension. Suppose there had been no extension in Asheville, Hickory, Gastonia, Charlotte, Winston, Durham, Greensboro. Certainly the districts originally chartered could not give the rural dwellers the municipal advantages without all had joined hands in helping. For a town to grow is as natural and logical as the growth of a child, but without extending the boundary of a town, all growth is stunted and hindered.

It has been 30 years since Shelby had a boundary expansion. Shall we wait longer or do it now? It's bound to come and this is the accepted time.

SOONER OR LATER.

Since Governor Cameron Morrison departed Raleigh and became Cameron Morrison, attorney-at-law there has been much talk—newspaper conversation—about the deficit, Mr. Maxwell and such topics. The entire state took part, in sections it was referred to as the "deficit," in others the quotation marks were boldly left off, and then some, but nevertheless the entire state took part in the talk. Sooner or later knowing Mr. Morrison and even considering his forgiving farewell we expected a comeback. And it has arrived. The former governor has challenged Josephus Daniels, editor of the Raleigh News and Observer, to public debates over the state on matters of finance pertaining to the state. It seems that the ex-governor feels that the former secretary of the navy is being too plain about state finances and is damaging the state's credit, and at the same time leaving none to brilliant impression about the Morrison regime. Be that as it may.

The funny part is that a Raleigh correspondent of the Greensboro News, who is versed in gossip political and has the ability to relate it a little better than any other in the state, wrote too quick about the ex-governor's unusual silence and his absence from the capital. Here's how it goes: In the innards of Thursday's Daily News there was a story from Raleigh to the point that leaders there thought Morrison disciplined by the deficit and not likely to bother Raleigh soon. But, behold! On the front page of the same paper, where late news is allotted, there was another story. And in it the ex-governor ruined the prediction on the inside—for it bore a challenge to Daniels for public debates on the deficit, or the "deficit." The silence has been broken: Raleigh will be bothered—maybe. As it was Mr. Daniels shift in referring the challenge to Governor McLean, who will have to bear the whole business whether it be "deficit" or deficit, was not what we would call the worst of moves.

However it may go the state is assured a bit of entertainment right in the season when things look dull in the political world. For with the law-

makers overworking themselves and only two women considering running for governor in 1928 there will be little for informal political groups to discuss unless the ex-governor does arrange a few debates or something while Governor McLean goes about the matter of financing the "Wander State."

IT CAN BE DONE—IT HAS.

In a section of today's issue of The Star there is published an entertaining story of the "White Slave", electricity as a farm hand. When man first conceived that electricity might do as much for farm life as the transformation it has wrought in the cities, no doubt he was laughed at. In another section of the paper is a small item telling of the chartering of another rural electric light line in Cleveland county. The little item is the answer to the "White Slave" and the man who first thought of what electricity might be brought to do for the farmer.

Not so many months back an electric light and convenience program for Cleveland county was launched and as its customary sneers met the initial movement. Today, light lines chartered and under the process of erection in the county total around one dozen. By the coming of Spring, the really great time on the farm, hundreds of the up-to-date farm homes that dot Cleveland county may be picked at night because they will be electrically lighted. By March practical electrical convenience known to the city will have invaded rural Cleveland—a new era in agriculture will have begun.

Rural Cleveland is in the limelight because of its electric lights. Other counties all over the nation have accepted the challenge and are staging rural light programs, for now they believe it can be done because it has been done. Not only has the program answered the age-old question of how to keep the people on the farm, but it has broadened the reply in demonstrating how they may be taken from the towns to the farm.

In 1924 North Carolina slipped from fifth to twelfth place in agricultural rank among the states, yet in the same year Cleveland county established a new cotton record and by its advancement agriculturally was termed the "example agricultural county of the Southern section." The rural light program is part of the answer.

Grow Cotton on a Business Basis

To the Cotton Growers of Cleveland County:

I take it that you are growing cotton as a business proposition rather than for pleasure or pastime. I take it, also, that you are growing cotton as a means to an end and not an end itself. To make your business of growing cotton profitable there are two things you must do:

1. Produce Economically.
 2. Sell Advantageously.
- Under number one comes such items as soil, seed, fertilizer, cultivation, insect and disease control and these things must be given serious thought and consideration. We must also realize that the unit of cotton



HOMER B. MASK

production is the family while in the manufacturing world the unit of production is the machine.

Under number two we must establish a sales organization on a big scale just as big business has done. In other words each producing unit, the farm family, must cooperate with other producing units in the sale of their cotton.

The North Carolina Cotton Growers Cooperative Association is the sales organization through which 36,000 North Carolina growers are now selling their cotton. While these 36,000 growers have established a sales organization through which to sell their cotton advantageously in the markets of the world, there are thousands of growers who no doubt are producing their cotton at a very low cost but are selling at a loss because they are still blindly dumping their cotton.

Take my advice—join the N. C. Cotton Growers Cooperative Association and you will have an efficient business organization to sell your cotton on the best markets of the world.

Sincerely,
 —HOMER H. B. MASK.

Scientists say the sun is warming up. About this time of year we can stand it.

FANNING'S

TO WIND UP OUR SALE SATURDAY

FANNING'S

Extra Values All Over The Store For Last Days Of Sale

MANCHESTER CHAMBRAY
 (27-in. Wide.)
 Blue, pink and tan.
10c YARD

Final Clean-Up HEAVY OUTINGS
15c YARD

Solids, checks and stripes.
 Light and dark.

40-inch UNBLEACHED SHEETING
12½c

LAD LASSIE (32-inch)
25c YARD

Nothing better for childrens clothes. A wide range of patterns in solids and stripes.

81x90 SEAMLESS SHEETS
\$1.19

81x90 CRINKLE BED SPREADS
\$1.98
 (\$2.98 value.)

MISSES 35c DERBY RIBBED HOSE
23c

Black, brown and Camel.

E-Z UNION SUITS
79c
 (\$1.00 Regular.)

Misses and Boys UNION SUITS
69c
 Values to 89c All Sizes.

HOW ABOUT THAT SUIT OR OVERCOAT?

Saturday Last Chance Of The Season

AT THESE REDUCTIONS

While we have sold lots of clothes since the beginning of this sale there is still over 300 good numbers from which to make your selection.

SUITS

LESS ONE-FOURTH

\$19.50 SUITS	\$14.63
\$25.00 SUITS	\$18.75
\$30.00 SUITS	\$22.50
\$35.00 SUITS	\$26.25
\$40.00 SUITS	\$30.00

OVERCOATS

ONE-THIRD OFF

\$19.50 COATS	\$13.00
\$25.00 COATS	\$16.67
\$30.00 COATS	\$20.00
\$35.00 COATS	\$23.34

Friday and Saturday

We offer any shoe in our entire stock for Men, Women and Children at

REDUCED PRICES

JUST RECEIVED 180 PAIRS
 Representing five of the newest styles in footwear. Patent and light tan straps, medium and low heels.
\$6.00 Values
\$4.95
 Special Offer
MEN'S DRESS SHOES
\$4.45
 Black and brown kid and light tan Calif. Medium and round toe.

BASEMENT FLOOR SHOE VALUES
 About 25 Pairs
BOY'S DRESS SHOES
 English lasts. Black and brown. While they last—
\$1.00
 50 Pairs
WOMEN'S SHOES
\$1.00 PAIR
 These are odds and ends representing values up to \$3.50. One and two pairs of a kind.

36-Inch DRESS GINGHAMS
 Small and large checks.
 Fast colors
15c YARD

LONG CLOTH
 Book fold. 10 yards for
\$1.00

50c Colored INDIANHEAD SUITING
29c YARD

Pepperill Wide Bleached SHEETING
 10-4 **59c**
 9-4 **49c**

UNBLEACHED
 10-4 **49c**
 9-4 **45c**

WHITE INDIAN HEAD
 Linen finish. 36-in. wide.
25c

LINFEEL NAPKINS
 12 inch **5c**
 18 inch **13c**
 22 inch **19c**

600 Yards HUDSON WHITE CAMBRIC
10c YARD

Heavy TURKISH TOWELS
39c
 (22x44.)

All Wool ARMY SHIRTS
\$1.95

TROUSERS
\$1.95

Men's ARMY SHOES
\$3.95

Plain and cap toe. All solid leather, rubber heels.

W. L. FANNING & CO.