

The Cleveland Star Published Tri-Weekly. Monday, Wednesday and Friday. Subscription Price. By mail, per year \$2.00 By carrier, per year \$2.50

The Star Publishing Company, Inc. LEE B. WEATHERS President RENN DRUM Local Editor

Entered as second class matter January 1, 1905, at the postoffice at Shelby, North Carolina, under the Act of Congress, March 3, 1879.

WEDNESDAY, NOV. 18, 1925.

The best way to get a reputation for wisdom is to say nothing.

The fellow who isn't ashamed of himself now and then isn't honest.

From the list of deeds filed for record here it seems as if Shelby is staging a little Florida boom of its own.

A headline writers informs us that Mr. Coolidge does not use profanity. Nor does anyone else who seldom says anything.

Wouldn't it be grand if the local banks would carry our notes for 62 years as America does for the foreign countries?

It is good advice that Clarence Poe hands out to the farmers in his five words—"Let's Market Cotton Very Slowly."

With five people being born in this country every minute what would we do without the automobile accidents to make room for them?

Our prize for a pun goes this week to the fashion note that says: "As soon as the girls can find out how to take something else off without getting into trouble there will be another change of fashion."

Bishop Denny advised the men attending the Methodist conference to grow moustaches, because it is one thing the women cannot copy. The good bishop apparently overlooked the fact that that it is one thing the women generally erase although they cannot copy it.

A prominent college student was killed in an accident the other day. The news story in form stated that he was a frat brother of a well known football player. And by that we suppose the next highest honor in college beside making the football eleven is to be a frat brother of a football player.

See if there are not a few school books about the place that might be given to the needy children. Building new school structures is all right, but they'll not benefit the child who does not have the money to buy books. It's a Thanksgiving plea and if answered might make the day some happier.

North Carolina led the South last week in deaths by automobile accidents. Six were killed in the state and 11 injured. Now we suppose the parents who stopped their boys football career because one was killed will surely not let them drive the family car anymore.

PASSING THE BUCK.

If it happens to be your fate to become the possessor of a plugged dollar, it does not make the plugged dollar good to pass it along to a neighbor or fellow townsman. Then why chase the undesirables out of one community or state into another?

Frequently a court sentence banishes a defendant from the county or state. No wayward man or woman has been made better by being banished on another community. There is no excuse for such passing of the buck by our courts.

HAVE A CHASER.

Henry Ford, father of the flivver and philosopher of finance and what not, says that the fuel of the future will be derived from apples, a statement that has set scientific world agog. Imagine fuel being made from apples?

But down here in the North Carolina foothills there is no astonishment over Ford's prophecy. Once they, meaning outside

ers, called this foothill country backward—get the once, it isn't being done any more—but the announcement of fuel from apples is nothing new hereabouts. It's old stuff for us. So old, in fact, that government officials have been attempting for years to halt the manufacture hereabouts of what Ford calls the fuel of the future.

Presuming the Ford, being indirectly interested in automobiles, was talking of fuel for the autos, we pause, or rather conclude, by asking just how many folks there are in these parts who haven't 'tank'd up' on apple juice?

The brand of fuel squeezed from the apple hereabouts may not give more miles to the gallon, but it gives more merriment to the mile—or did before the advent of artificial flavoring. So after all the esteemed father of the flivver cannot claim the Edison honor of the apple-juice fuel.

CHURCH DRAWING CARDS.

The church is attempting to carry on a program with money and popularity instead of prayer and piety. Such was the thought expressed by the pastor of an Advent Christian church at Charlotte Sunday. The preacher carried on a bit and quoted prominent men, such as Lloyd George to show that the doom of civilization is near.

Even with the authorities he quotes we can hardly reach the preacher's conclusion regarding the end of civilization, for scientists only last week informed us that the world will last 5,000,000,000 years yet and then go up in smoke suddenly. Perhaps we omitted or added three ciphers to the estimate—it makes no difference. But as to the first statement of the preacher, regarding the supplanting of prayer and piety in the church by popularity and money, there is considerable truth.

Take a deep breath and with it a deep thought and then ponder over the churches of your acquaintance. How many of them are devising schemes and drawing cards to get the crowds, in other words, prove popular? How much are our churches,

rather our congregations, depending upon the power of money? Let there be no misunderstanding. Fine churches must be, and attraction must be modern. There is no criticism of that. But do you go to a theatre because the seats are comfortable and the room well ventilated, or does a good picture take you to the comfortable seats? Why not apply that version to the churches? The comfortable seats and the beauty of the building—that is easy on the eye are very nice, but shouldn't something else take you there? And likewise, money buys many things, yet there are many things money will not buy.

Money and popularity for the church are all right. In fact, they are modern necessities, but the wherefore and why of the church should not be belittled so as to give away to the drawing card.

LAWRENCE AND FARM PROGRESS.

R. E. Lawrence who has resigned after five years as farm demonstrator of Cleveland has accomplished much for the county. Some farmers of course feel that a farm demonstrator is a useless expense, but the federal government shares half of the salary with any county that is enterprising enough to have one, and those who do not see any benefit in a demonstrator are usually those who have never called on him for service and advice. We cannot think that Cleveland could boast of its agricultural "quick step" without a demonstrator. Lawrence has been the leader of this work and naturally to him should go the greatest amount of praise. Within its five years we have produced more potatoes because they are more profitable through proper storage and marketing; poultry houses are seen in every section and this industry proves a year-round source of revenue; more pure bred cattle are browsing the hills and pouring milk and butter money into the pockets of their owners than ever before; more fields of alfalfa fill the barns several times a year; the number of pounds of lint cotton per acre rank Cleveland near the top as a cotton producing county

because of the scientific use of fertilizers; some 1,000 or more rural homes are lighted by electricity through the dozen or more rural lighting systems and our two county fairs have had such an abundance of farm and field exhibits that nothing but the state fair in Raleigh has outstripped us.

Mr. Hardin who comes to take the place of Lawrence has a splendid example of achievement to live up to. From his appearance and reputation, however, we feel that he will "carry on" in a glorious way the splendid work which has been started.

DID YOU KNOW?

James M. Thomson, publisher of The New Orleans item, says: THAT advertising has developed within a generation in the United States of America until today more money is spent for advertising than is spent for the entire wheat crop of the United States. Thus, if bread is the staff of life, advertising is the staff of business.

THAT while advertising started in a humble way and was an incident of the first publications in which it appeared, it is now the tail that wags the dog in most of the great daily newspapers of the United States. For the larger part of the revenues of the most successful daily papers in this country is represented by advertising rather than circulation revenue.

THAT from a rather crude and shaky begging, advertising has developed into a combination of business profession and art.

THAT there appears to be no reasonable limit to the continued growth of advertising. Nearly 30 years ago when I started into business there was a question in the minds of conservative people regarding the truthfulness of advertising. Fakers and get-rich-quick schemers were among the first people to appreciate the value of this great force in commanding public attention. Today the advertising columns of first class newspapers and magazines are written by men whose professional standing is beyond question, and whose word is as good as their bond. Years ago most of the reputable papers excluded not only medical fakes, but all forms of fake advertising from their columns. Today the presumption is all in favor of the accuracy of the advertised statement, and is all in favor of the good quality and fair price asked for the advertised goods.

THE EXCLUSION OF WHAT

WAS BAD AND THE DEVELOPMENT OF NEW AND IMPROVED METHODS OR FORMS OF ADVERTISING HAVE WON THE APPRECIATION OF THE GENERAL PUBLIC. THE PAST QUARTER OF A CENTURY IN THE UNITED STATES HAS SEEN ADVERTISING BECOME THE MOST IMPORTANT FACTOR IN THE DISTRIBUTION AND SALE OF COMMODITIES AND SERVICE.

STATE CAPITAL CONDENSED NEWS

(Continued from first page.)

ly divided with the whites occupying a section of the auditorium apart from the colored folks.

A number of State officials, including the Supreme Court, "got cold feet" during an autumn blast last week and vacated their quarters for a brief period. The absence of heat was the result of disconnection of pipe lines to make the connection with the new Revenue Building near completion at corner of Salisbury and Morgan streets. The Supreme Court repaired temporarily to the Hall of the House of Representatives.

State Mortgage Not Recorded

Attorney General Brummitt has brought a suit for the State which seeks to prevent the sale of a tract of land owned by the Warren county Cotton Warehouse on which the commonwealth holds a mortgage for \$8,500 advanced by Treasurer B. R. Lacy three years ago from the Cotton Warehouse Fund. The mortgage seems not to have been recorded then and now the Bank of Norlina, which made a later loan of \$7,500 and had its deed of trust recorded, is seeking to sell the land under the authority given therein. The State has since had its deed of trust recorded and claims the first right to dispose of the property. Judge Midyette grants the State a restraining order and the Attorney General is fighting to have it made permanent.

Thanksgiving Appeal

The Publicity Committee of the North Carolina Orphan Association has mailed an appeal for a Thanksgiving offering for the various orphan homes to 20,000 individual citizens of the State, with the suggestion that each one forward a cash contribution, in some amount, to the orphanage of his choice on, or near Thanksgiving Day. Or, says the committee, the amount may be forwarded through church and Sunday School authorities and fraternal orders. The pastors of churches, editors of newspapers, public officials and others are admonished to give the widest possible publicity to the movement, which is philanthropic in purpose and state-wide in extent. The amount suggested is one day's income.

COATS AND DRESSES FOR Thanksgiving. Get your new Winter garment while the stock is complete and varied. Most wonderful line of Coats we have ever shown from— \$12.75 TO \$69.75. Dresses that have never been equalled for style and beauty— \$10.95 TO \$39.50. Beautiful Christmas Handkerchiefs now on display. See the pretty buttonaire flowers and new metal trimmed Hats, just received. J. C. McNeely & Co. STYLE — QUALITY — SERVICE

The Biggest Picture Sensation in Years! ERICH VON STROHEIM'S The MERRY WIDOW. COMING MONDAY & TUESDAY —AT THE PRINCESS— Under Auspices of the American Legion.

Lovely Paris inspired Hats! Included in our shop are street Hats, Felt, Hatters Plush and Velours for sports wear and stunning afternoon Hats. Modes that are most simple or elaborate styles trimmed with ribbons, flowers, fancy ornaments, and now and then a brilliant or a feather. New Winter Coats! Newest models in rich warm coats for winter wear, are offered in lovely shades. Lavishly trimmed with the most beautiful fur. This season emphasizes a deft manipulation of flares and pleats rich decoration and elaborate detail. Many fine woolen fabrics make up our specially chosen presentation. This showing is interesting and varied. LA MARR SHOP

W. B. NIX — T. W. LATTIMORE. FREE! WE WILL GIVE A \$5.00 HAT OR \$5.00 PAIR OF SHOES WITH CASH PURCHASE OF SUIT OR OVERCOAT AMOUNTING TO \$15.00 OR MORE. —SUITS— If you want real style, good fabrics, expert tailoring, fine finishings—if you want clothes that embody all these features—that look well, fit well and wear well—you'll find your demands amply fulfilled in the line of suits we are featuring— \$15.00 to \$37.50. —OVERCOATS— The man who buys an Overcoat in this store has the satisfaction of knowing that he has saved money on the price and still didn't lose it in the quality— \$10.00 TO \$35.00. —HOUSE ROBES— You'll need a new house robe, a robe that is made of warm, colorful fleece; one that reaches well below the knees, a robe to lounge around in on chilly autumn evenings— \$5.00. —EMERY SHIRTS— Roomy shirts, shirts of comfort; well made shirts that will come crisp and fresh from many washings, shirts that will give you an air of well-being without costing you more than you wish to pay— \$1.00 AND MORE. —TIES— There's no problem to selecting Ties at our store. They're all desirable patterns, everything that's new— 25c AND MORE. —HOSE— Silk Hose 50c up. Wool Hose 50c up. Lisle Hose 25c up. —SHOES— Crosssett and Freeman Shoes. The best for the money. —HATS— A complete stock of Hats by all leading hatters including Stetson— \$1.50 TO \$7.00. —WOOL VESTS— Made in the popular shades and with only a shade of profit, too. \$4.00. We want you to feel when you come in this store that nobody's trying to get the best of you, but everybody's trying to do the best for you. If at any time we fail, tell us about it. We can make amends as well as mistakes. Once satisfied is twice sold. In fact, that is the only instance of double dealing to which we plead guilty. We always try to sell a man so thoroughly that we can sell him again—and we usually do. NIX & LATTIMORE CLOTHIERS, HATTERS AND FURNISHERS.