

**The Cleveland Star**

Published Tri-Weekly.  
 Monday, Wednesday and Friday.  
**Subscription Price.**  
 By mail, per year ..... \$2.50  
 By carrier, per year ..... \$3.00

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

Entered as second class matter  
 January 1, 1906, at the postoffice at  
 Shelby, North Carolina, under the  
 Act of Congress, March 3, 1879.

MONDAY, MARCH 1, 1926.

**COULDN'T MAKE THE GRADE**

A number of newly organized newspapers in North Carolina have recently come to the conclusion that they couldn't make the grade and have been forced to suspend. Too many people think that all that is necessary in the newspaper field is to gather a handful of type together, buy a second hand press and a typesetting machine on credit and the shekels roll in. Equipping a newspaper office with up-to-date printing machinery is an expensive business and it not only takes business talent but editorial qualifications to make a newspaper go. The longer they are established in a field, the better are their chances of success.

A newspaper is the result of a period of growth and is not born in a day. Commending on the tombstones along the newspaper highway to prove this statement and referring to the daily which recently announced in Statesville that it could not afford to lose more money, the Rock Hill Herald notes that "a certain Carolina paper suspended last year after losing \$75,000 in a period of less than two years. Another daily lost \$30,000 in three years. And still there are men, with and without newspaper experience, who will continue to venture into the daily newspaper field when the opportunity to succeed has but one chance in a thousand."

**SOME LIKE 'EM SOME DON'T**

The stop and go signals were put in operation in Shelby Friday. It was interesting to watch the pedestrians as they observed the traffic officers enforcing the regulations as to vehicles. Some cursed the signal system; others praised it. Some thought it would never do to enforce such requirements others declared it will save life, limb and property. And so it goes.

It may take awhile to work out the question of whether to allow or not to allow "U" and "L" turns. The signal system will require some travel that has not heretofore been made under the old dangerous and haphazard travel system, but the new and modern system which has proved successful in towns that compare in size with Shelby will no doubt prove a great help here when pedestrians and autoists grow accustomed to the new-fangled way.

But the spirit under which it is instituted is refreshing. Cards reading as follows were handed out Saturday to autoists who unknowingly violated the new regulations:

"You have violated a rule of safety. Watch the signal—stop and go with it. Help us make it safe for you. Let's play fair in traffic. All together for safety first."

Never cross streets at other than regular crossing. Do not jay walk. Department of Public Safety Division of Police, Shelby, N. C.

The receipt of such a card from an officer of the law was first regarded as a summons to court, but when it was read, faces lighted up with a smile at the sentiment the card conveyed.

**CLEVELAND'S HEALTH.**

Dr. Rankin brought the refreshing fact that Cleveland is not in the malaria zone and this is largely responsible for the county's death being lower than the state's average. The reason why this altitude and climate should appeal to Floridians and others living in lower regions is that our climate does not bring out the malaria which is invariably in their sys-

tem. It's a point in our favor above the appeal of the mountain climate and scenery and a fact which should be broadcasted in the advertising literature which Shelby is about to distribute.

But with our high birth rate and low death rate, it is not only economy but a public duty which the county owes to its citizens in maintaining a public health department. Thirty five of the progressive counties in North Carolina maintain such departments and they function in a splendid way. With such a department at a cost to the county of only \$7,500 a year, it is estimated that a score or more of lives could be saved in the course of a year and untold suffering and anxiety avoided because of sickness. We test our cattle for tuberculosis, we spend money for farm demonstration and home economics, but the county as a whole has never done anything in a big way to prevent sickness and death of human beings. The township hospital is the first and only step along this way ever taken, so the county should at least support a health department. This will be done sooner or later, but while we delay, precious lives are sacrificed.

**Borrowed Epitaphs.**

Tom Jones has gone to heavenly heights;  
 He tried to drive without his lights.  
 Jack Hayes this busy life forsakes;  
 He never would relin his brakes.  
 Here's all that's left of Amos Bossing;  
 He tried to beat it to the crossing.  
 No more from Brown are earthly smiles;  
 He took the curve at forty miles.  
 Ted Small has gone to his abode;  
 He kept the middle of the road.  
 Here lies our friend, poor Tony Dix;  
 For booze and gasoline won't mix!  
 Jim Henry's friends are all bereft,  
 He made a short turn to the left.  
 Every farmer ought to thin his trees just as carefully as he thins his corn and cotton and he should look on his timber as a crop in the same manner as he does the products from his cultivated fields.—Dr. Clarence Poe.

A signal for a left turn by an enclosed car is usually a hand-out.

**"MOUNTAIN ACREAGE"**

THE BEST BUY IN THE STATE.

756 ACRES KNOWN AS THE FAMOUS AMOS OWENS CHERRY MOUNTAIN.

ONLY \$12.50 PER ACRE. ACT QUICK. PROPOSITION WONT LAST.

**J. B. Nolan Co., Inc.**

— PHONE 70 —

**47th Series Matures**

We are pleased to inform the shareholders of our 47th series that their shares matured with the payment Saturday Feb. 27th, and we will be glad to have them call for their checks or cancelled papers.

There are 1099 shares in this series having a matured value of \$109,900.00, of this amount \$52,400.00 represents paid up loans, and \$57,500.00 is ready to be paid in cash.

SHELBY BUILDING AND LOAN ASSOCIATION,  
 J. F. ROBERTS, Sec-Treas.

**Here's Some Money-Making Investments  
 HOUSES, ACREAGE AND LOTS**

LOOK THEM OVER. ALL WELL LOCATED OUT CLEVELAND SPRINGS WAY.

**HOUSES—**  
 One six room house on East Warren street, lot 75x260. City water and lights. Price—\$2,500.

One 6-room new Bungalow on Chestnut St., city water and lights, lot 75x150. Price—\$2,250.

**VACANT LOTS—**  
 Four lots on Chestnut street, 50x150. Priced way down.  
 Five lots on Poplar street, corner lots, 50x150 feet.  
 Five lots on Maple street, 50x150 feet.  
 Five lots on East Warren street, 50x175. Beautiful corner lots for building.

**ACREAGE—**  
 Five acres in the tract. 550 front feet on East Warren St., goes back to E. Graham street about 400 feet with a frontage on East Graham street 350 feet. This property is only three blocks from graded school, four blocks from court house. Beautiful elevation overlooking Belvedere park and the business section.

I am owner of this property, consequently you have no realty commission to pay. Terms will be made to suit the buyer.

**J. Lon Thomasson**

SHELBY, N. C.

**To The Man With A Mortgaged Home**

WILL YOU LEAVE A MORTGAGE OR A HOME FOR YOUR FAMILY?

A large percentage of homes are covered by mortgages. The head of the family sometimes has difficulty in meeting the payments which keep the home together. It is only natural that a man should sometimes be worried about where the money for these payments would come from if his support were taken away.

A life insurance policy for a sum equal to the amount of the mortgage on your home will guarantee that you will leave a debt-free home for your family. Many men are freeing themselves from mortgage worries in this way.

Perhaps you don't realize how very little it would cost to cover that mortgage with life insurance. It will certainly be worthwhile to let us tell you about the plan of life insurance to cover mortgages.

**C. R. WEBB**  
 GENERAL AGENT.



J. G. MAUNEY

CALEB HOYLE

C. E. WILSON

**SAFETY FIRST**

— HEALTH TALK NO. 3 —



YOUR DRUGGIST IS YOUR OFFICIAL HEALTH CENSOR

In his professional capacity he censors more than half of his sales.

By this we mean, that at least half of his customers ask for one thing and really want something else.

Now should he sell to every customer just what they ask for—many serious results would occur. But by a few well directed questions he finds out the use the drug is intended and so helps the customer. He is educated for this work—his sales are secondary—what you really need is more important with him.

Other stores are selling many of the articles that have for years been sold in drug stores and rightfully belong in the drug store, articles that should be sold under the personal supervision of a registered pharmacist—therefore—if you want merchandise plus "Health Protection" you will go to the drug store first.

RIVIERE DRUG COMPANY SOUTH SHELBY PHARMACY  
 CLEVELAND DRUG CO. SUTTLE'S DRUG STORE  
 PAUL WEBB & SON



**"Your Druggist Is More Than A Merchant."**