

During the past four months The Cleveland Star has established an advertising lineage record for newspapers in North Carolina outside of the daily field. Today The Star is the largest newspaper, other than dailies, published in North Carolina.



Which means that during the four months The Star has carried a larger percentage of paid advertising than any newspaper published less than once a day in the entire State.

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News, Photo, Feature and Editorial Sections have kept abreast of the greatly increased advertising. Today there are only a few newspapers in North Carolina, including dailies, that carry more local news—News events of the town and county in which the paper is published.

## THE CLEVELAND STAR IS READ THROUGHOUT A CONGRESSIONAL DISTRICT. ITS ADVERTISING PULLS CUSTOMERS FROM

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MANY COUNTIES.

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# A NEW ONE TON TRUCK

## Graham Brothers latest and most impressive achievement

Graham Brothers latest and most impressive achievement-the G-BOY!

A one ton truck embodying entirely new ideas in design and balance and setting at an actonishing price.

Extraordinary purchasing power and vest production made the G-BOY possible.

Largest enclusive treck manufacturors in the world, Graham Brothers buy and build in enormous volume

The price and quality of the G-BOY illustrate the extent to which buyers benefit by this volume and its resultant economies.

The G-BOY is the most important contribution in years to the cause of Better Transportation at Lower Cost.

A new system of weight distribution effects a revolutionary improvement in balance.

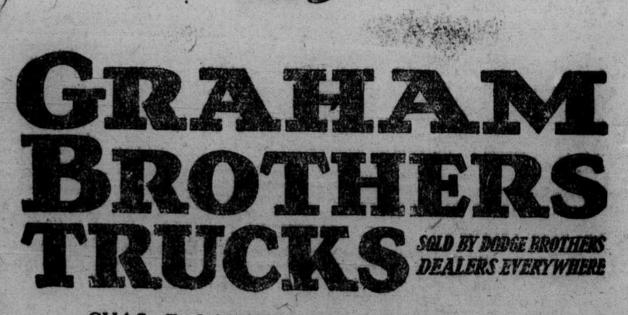
The compact wheelbase facilitates ease of handling and yet affords unusually generous body capacity. The truck is gracefully low with steel spoke wheels and 30 x 5 truck type cord tires.

Dodge Brothers engine is the standard power unit, with a new heavy transmission that has proved its quality in greater capacity types

The entire truck, in fact, is built to out-live and out-perform trucks costing hundreds of dollars more.

o. b. Detroit

Bodies for the C-BOY - and for Graham Brothers complete line of Trucks and Matter Coaches-are hadt in Graham Brothers own factory at Evansuite. Ind.-the most modern plant of its kind in America. Whatver your requirements may be, a subthus bady is functional ovalistic of an attractive price.



CHAS. E. LAMBETH MOTOR CO. Shelby Branch South LaFayette Street, Shelby, N. C.