

THE CLEVELAND STAR

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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.
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. 21, 1927.

TWINKLES

Independence in some persons is nothing more than ignorant stubbornness.

Ike, of Caesar, may be responsible for the thought that women think of men before marriage and for them after.

Life has its fanciful pranks. A man serving a lifetime term in Sing Sing has a big fortune waiting for him in a New York bank.

As for advice, there are about a dozen colored fellows out on the chain gang who can tell you that it doesn't pay to take the other fellows coal and chickens.

Arthur Brisbane, the great editor, asks the general public for its opinion of prohibition. The several thousand "speak-easies" located in his remarkable city of New York should be a good answer for him from one side at least.

It's a pretty good world: Shelby doctors say the general health of the town is the best in several winters and undertakers report the lowest death rate yet. He who wouldn't smile over that is a real pessimist.

The Hoey Oratorical contest is only a week off and winning the Hoey medal is about the biggest achievement for Cleveland county high school boys. Although only one can win this year it is a pretty sure thing that at least a dozen youngsters are now grooming themselves to be that one.

A news item from Washington says that 395,985 people are in the employ of the postal service. Doesn't it seem that with all that many folks working for him Uncle Sam might get two swinging doors at the postoffice here that somebody other than an athlete might open?

NOT SO BAD.

A review of Shelby's growth during 1926, being prepared in this office for an industrial survey of the state, shows that during the year \$885,000 was spent for construction in the town. Approximately \$150,000 of that amount went into residences, a considerable sum was for business buildings, and the rest was for municipal and school improvements.

So, after all, it wasn't such a bad year, and business values will continue to be sound in any town under 10,000 population that can record a near million dollar construction program every year. Don't be afraid to buy a lot. When \$150,000 goes into building homes every year lots will steadily increase in value, and a home on the lot will nearly always be in demand.

ONE OF THE REASONS.

There are those who unthinkingly wonder why at times money seems scarce and "times get hard." In a news dispatch from Raleigh is one of the very plain explanations. The modern world lives just a little too fast for its income and own good.

The Raleigh dispatch says that for every working day of 1926 North Carolinians spent a quarter of a million dollars for automobiles. Read that over again and perhaps, like the jazz-song of a passing generation, you'll understand "where the money goes."

A quarter of a million dollars daily for autos in a state that boasts none too great a number of income tax payers; a state that cannot afford an eight-month school term to educate its children.

That times are so good seems to be a remarkable circumstance.

IN NEW STRUCTURE.

It is to be wondered what the late J. P. Caldwell would think of The Statesville Landmark in its new location, which is to say that this week The Landmark and Statesville Daily, published by P. A. Bryant, moved into a new and modern newspaper home, fully equipped to serve a growing section of readers.

In 1880 J. P. Caldwell, whose story will be told about North Carolina newspaper offices for several generations yet, bought The Landmark after it had changed hands several times in its six years. There for a dozen years the great Caldwell first established the reputation as the peer of North Carolina editors. Then when he moved on to The Charlotte Observer Caldwell sold the plant to R. R. Clark, who started as a youth in his print shop. Several years ago Mr. Clark, who ranks close to Caldwell in his reputation as an editor, sold The Landmark to P. A. Bryant, who has since established The Statesville Daily and made of it a success. For 47 years The Landmark—and when folks in Iredell and several surrounding counties see it in The Landmark it's so—has been under the control of only three men and the statement may be taken literally and exact—no man, no party, no whim and no graft has had to do with its policy. And the newspaper convictions of the three have differed very little.

Caldwell was not rich when he gave The Landmark its statewide reputation; Clark started in the printshop, and Bryant, as it is remembered, worked about the presses a barefoot boy in the summers earning enough money to send him back to the university in the winters. And today from that beginning the newspaper home for The Landmark and its successful offspring, The Daily, stands as a goal marking considerable achievement built upon the consistency, hard work, fearlessness and an unequalled newspaper code of three men.

A VICTORY FOR YOUTH.

It was a Canadian and not an American that swam the Catalina channel and copped Wrigley's \$25,000 prize, but somehow one is glad that the heretofore unknown Toronto boy, press-agented as swimming for a widowed mother, won instead of some of the women wearing axle-grease costumes, or one of the professional swimmers among the men.

Just why Wrigley offered the sum of money for the swim is not known, unless it was for publicity purposes, and who or what will benefit by the achievement seems a blank, but as the victory was recorded it holds out something for youth to strive for, rather to incite youth to achievement.

George Young, the winner, was the son of a Scotch labor-

er and late years his widowed mother cooked and washed to earn a livelihood. To enter the race the youth borrowed his mother's last \$80 and rode a motorcycle to California. En route Wrigley himself lent the boy \$60 to help him along in his journey, little thinking at the time that he would later give him the big prize. That was the background for the victory of the new swimming champion. Had you ever heard of him before he crawled out of the cold water a winner? Do you suppose anyone expected him to win, an unknown—a mere boy who came in on a motorcycle while the champs arrived in special Pullman compartments? Hardly. Young with a part of the money will take the widowed mother to California where she may have life a bit easier.

In the victory with its rather interesting background there is a moral of life even more interesting. You can't ever tell at the beginning of a race. Old, experienced swimmers with expensive trainers and reputations did not get the \$25,000, and the shabbily clad boy you see selling papers on the street, driving a delivery truck, or riding a bicycle for a living may get considerably farther in life than the well dressed boy with name, money and influence. That's one of the bright things about life and youth in this country of ours. The young channel victor stuck doggedly to it and won because to him winning meant everything and losing meant nothing but quitting. That incentive is the difference that often counts between the boy that works on the street and the one that by circumstances is permitted to idle there.

Southern Beauties Are All Wet; Our Girls Paint Faces Too Much

Charlotte Observer.

The ancient and time-honored theory that the south is the home of feminine pulchritude is a myth. No more the blush of natural charm suffuses the cheeks of our girls. No more the traditional alacrity of shy reserve can coax the chivalry of the nation to their feet. The Broadway girl has stolen her stuff.

Miss Lucy Adams, of New York, health education secretary of the national Y. W. C. A. and one in a position to know, is the source of this heresy.

Miss Adams who left for New York shortly after evincing her opinions, blames the preference of the southern girl for the compact over the protein for the limbo into which her far-famed beauty has relegated.

Northern girls, flappers and all, possess a naive beauty that stands out in sharp contrast to the rouged and lipstick faces of the southern girl. And far greater care in her diet is shown by the Yankee girl.

Those who eat in cafeterias choose their food carefully, as a general rule, eating only that which contains a certain number of proteins. Their diet is carefully regulated.

"The average northern girl couldn't last the afternoon on a lunch consisting of a chocolate milk-shake and a sandwich," Miss Adams said.

Shun The Compact

Cosmetics are used sparingly in the north. They are not needed, Miss Adams says.

"New York girls show a greater interest in athletics than the ones in the south," she said.

"That probably accounts for one of the reasons cosmetics are not needed. The climate of the north, while extremely cold at times, is not the damp, penetrating kind. And it doesn't vary so much, either," she added.

Night Life

Night life, with Broadway and a thousand and one night clubs offering diversification, is taken as a natural course by the young people.

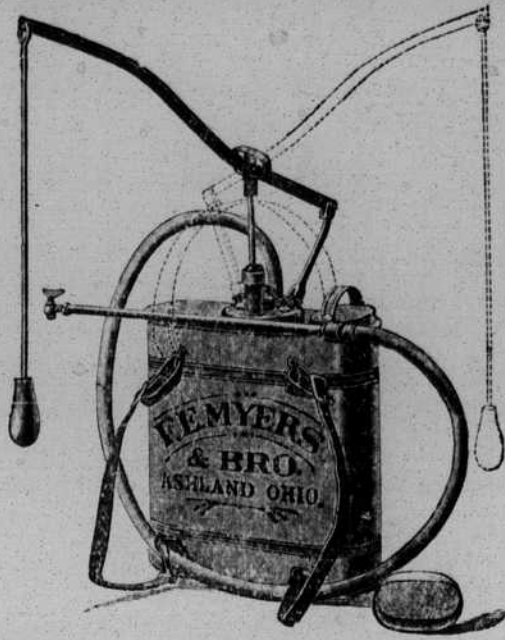
"But," said Miss Adams, "the very fact that girls adhere to a careful diet and take an interest in gymnastic exercises offsets any damage done by late hours."

She added that the majority of southern girls were lax in their exercise.

"Of course, gymnasium training hasn't been here so long as it has in the north. That's probably responsible for a part of the laxity shown in physical training in the south."

Railroad income for 1926 is estimated at \$1,245,000,000 net. That is our idea of a net income.

With the radiophone going, a husband won't be safe, even across the Atlantic.



Hardware

NOW IS THE TIME TO SPRAY
FRUIT TREES.

Complete line of Spray Pumps, from the Barrel to the Bucket size. Also Compressed Air and Hand Spray Pumps for large or small orchards.

Well Pumps for hand or power.

All our Spray and Well Pumps are the famous MYERS.

Complete line of MYERS PUMP Repairs.

Farmers & Planters
Hardware Co.



THE Hopkins Man

With The TAPE LINE and a BEAUTIFUL LINE OF WOOLENS Will Be Here—

Monday & Tuesday
January 24-25

LET HIM HAVE YOUR ORDER.

BLANTON-WRIGHT CLOTHING CO.



BIG - SALE - AT Alexander's Beginning Saturday Morning

GEORGE ALEXANDER, Proprietor of Alexander's says:—"We are going to offer the biggest bargains in Jewelry ever seen in the history of Shelby. Every item in the store is cut to the bone. We are going to sell the goods, and the public will get the benefit of the price slash.

"Come in Saturday morning and take a guess for the big clock to be given away. A guess won't cost you a penny; you don't even have to buy an item to get a chance at this fine gift to our patrons."

SALE STARTS SATURDAY MORNING. Come early and get the pick of the stock. Highest class Jewelry—Clocks, Watches, Diamonds in all sorts or Settings, Silverware, Pearls, Ornamental Table Pieces, Hand Bags, all kinds of Novelties. WATCH WINDOW DAILY FOR BIG EXTRA SPECIALS.

REMEMBER—SATURDAY MORNING.

George Alexander,
[Jeweler]

—NEXT DOOR TO WOOLWORTH'S—

How to reduce food bills!



This problem is solved daily by A&P customers. In reducing their food bills they have found that it is never necessary to sacrifice either quality or quantity—for our selection includes the finest brands and our prices are always lower than elsewhere.

LaFayette & Graham Sts.,
Shelby, N. C.

Potatoes	U. S. No. 1 lb. White	4 1-2c
Peaches	Del Monte, Yellow Cling, Sliced or Halves—large can	27c
Pineapple	Del Monte No. 1 Crushed 2 Cans	25c
Log Cabin Syrup	CAN	25c
Buckwheat Flour	Aunt Jemimas Pkg.	15c
BRILLIANT MIXED CANDY, lb. 24c		
FRUIT DROPS, lb. 29c		
PEPPERMINT BEAUTIES, lb. 34c		
BABY RUTH and Other 5c Varieties 4c		
PINK SALMON	TALL CAN	15c
CHEESE	Whole Milk, Fine Flavor, lb.	32c
BROOMS	Sterling No. 6 Each	59c
P & G Soap	White Naptha 6 Cakes	25c
Red Circle Coffee	lb.	42c

THE GREAT ATLANTIC & PACIFIC TEA CO.