

# THE CLEVELAND STAR

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## THE STAR PUBLISHING COMPANY, INC.

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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.

MONDAY, DEC. 5, 1927.

### TWINKLES.

The real wizard of the Ford enterprises is undoubtedly the press agent.

Of course, you're going to contribute to the Christmas fund for Shelby's unfortunates.

The political mystery of 1927 remains unsolved: Will Coolidge run? Your guess apparently is just as good as any other.

As Ye Twinkler sees any Democrat living could beat Al Smith if he could employ the publicity director recently used by a certain automobile manufacturer.

Judging by North Carolina's experience, one motorist being killed daily, and improved highway program must be an asset to the survival-of-the-fittest idea of life.

Sid Dorton is the new head of the Shelby Kiwanis club and if he can keep it moving along as he has the county fair it should be one bustling luncheon organization.

One of the men Buck Duke left to carry on says that North Carolina's greatest growth has just begun. Frankly if Shelby is to keep step it is high time new industry was coming in.

Another man is suing for the theft of his wife's love. He places the value of that love at \$50,000, but the manner in which he lost it indicates that it wasn't worth a plugged dime.

A. G. Melton, of Boiling Springs, writes: "Here's my pat on the shoulder for your editorials on the 'log along highway.' They have disappeared." And to our way of thinking if they had not disappeared several motorists might have been patted in the face with a cemetery spade.

### CRIME SENSATIONS

Since the Snyder-Gray murder, which has recently bobbed up again due to the turning down of an appeal, no lurid crime story has monopolized the newspaper headlines for several weeks. However, with this Lillendahl murder at Mays Landing, New Jersey, drawing more and more space daily, it seems as if the reading public is to again be filled up on crime that arose over perverted sex ideas. Yes, that must be the attraction. A murder that does not have mystery or sex angles is rapidly passed up as minor news by editors who should know what the readers like. For the average man and woman with clean minds it must be a puzzle as to how wives, or husbands for that matter, reach such a state that they will plot with their lovers on how to do away with their mates. Sexual outlook must be greatly warped when it pays such a price for realization.

### GRADUALLY IMPROVING

The fact that Cleveland county, located in a section not usually considered as the cotton belt, now stands second in cotton production in the state is attracting considerable comment. A few years back when the county barely climbed into the 40,000-bale class this paper predicted that the peak had been reached. Seemingly we were wrong for last year the total crop got in gun-shot distance of 50,000 bales and this year may go up to the same mark. The Charlotte Observer had often called attention to the cotton-producing prowess of Cleveland farmers and now down in the eastern part of the state—considered the ideal cotton section—they are beginning to perk up and wonder about this hill country's cotton crop. The Lumberton Robesonian published in one of the east's biggest cotton counties, says in a recent issue: Robeson drops below both Johnston and Cleveland counties in number of bales of cotton ginned prior to November 14 this year, whereas last year at the same time Robeson was several thousand bales ahead of any of the rest. Cleveland, Gaston, Polk, Rutherford and Union are the only counties that report a larger number of bales this year than at the same time last year. Johnston leads with 42,834, as compared with 55,323 at the same time last year, Cleveland comes second with 33,987 as compared with 34,036 last year, and Robeson comes third with 37,858 as compared with 53,189. Think of Cleveland, which a few years ago was no cotton county at all, and which grows cotton just as a side line, raising more cotton than Robeson, which for many years held the undisputed lead and where cotton is one of the two main money crops!

### SPORTS GREAT WEAKNESS

There are many briefs that might be worthy of presentation in defense of America's trend to sports. Despite the oft-heard criticism of too much football in the colleges and too much attention to baseball in the summer, there are many good points to both games. The main weakness to all sports is that the loser gets nothing but sarcasm and all the glory goes to the winner. Such is the fickleness of the public, but in the making of a gentleman it is a poor policy to teach a youth that there is no respect except for a winner.

Football offers the best illustrations. Tad Jones, the veteran coach of Yale and one of America's greatest, failed to turn out such trampling teams for a year or so, and the Yale fans—forgetful of the days when Jones led Yale to victory himself and unmindful of the great elevens he had produced—began to yell for his scalp. This year Jones heard enough of the unfair criticism. "When this season is over I'll be through," he told the peeved alumni who would be satisfied with nothing but victorious teams. The heights of athletic glory is attained at Yale when Old Eli wins from both Harvard and Princeton. This year Yale won both games and topped it off by defeating Army one of the strongest football elevens of all time, and Jones, making it his last season to please the alumni, gave Yale one of its greatest teams. Now they want Jones back. That is the sport spirit in America. A poor come-off, we say, when you have to win and keep winning to keep your job with past laurels and circumstances counting for naught.

North Carolina has a closer-home case. The university looked bad during the major part of a season for a great university team. Here and there cries crept up of changing the coaches—many a good football coach has been crucified in North Carolina by fickle fans—yet as the fog end of the sea-

son came Carolina licked State, Davidson and last of all Virginia. Have you heard anything about changing coaches lately? It would happen again were the scores identical next year.

A poor spirit that when the winner is the whole show in sport, or in life. It was Appleton, we believe, who wrote of the real fighter—the fellow who knows he hasn't a chance of winning even at his best, but keeps giving his best and and keeps fighting. This year we watched a football game in which one side was hopelessly beaten and became more so as the game progressed. There were flashes of real brilliance and great plays by the winning team, but to the writer's mind the heroes, when it comes down to the worth, were two fellows on the losing team who kept fighting to the last. They were beaten with no hope of winning and they could have eased up a bit and the outcome would have been very little different, but they didn't—when it ended with no chance at all these two boys, who drew a small whisper of praise, were fighting just as hard as they were when the game opened and chances were even. Who would you say were the heroes?

When Babe Ruth hits a home run thousands cheer, but when the bambino strikes out just as many people jeer. It is mighty easy with letters and in life to turn "applause" into "applesauce."

A certain portion of life works on the same poor basis as modern sports. Is there any hope for better standards when the youth, who will be in the business and professional world tomorrow, is taught more and more each day that the winner belongs the spoils regardless?

### Writer In Lincoln Discusses Teachers

The following letter recently appeared in The Lincoln County News:

To The Lincoln County News: Will you please print in your paper the following:

As a tax payer I have for the past few years closely observed the management as rendered by so many of the Teachers or leaders, as we might term them, of our public schools. I have also examined some of the books and I can only say what's next? God only knows.

This Consolidation and unlearned and Godless and Christless generation of people, where are we going anyway? So many of our teachers need to be taught. So many don't care. About ninety per cent of our children, if they get any learning, we must give it to them at home. So many of them say they do not get one lesson a day; what's the teacher for anyway? They are taught so many things nowadays that ought not to be so what's the matter anyway. We must all be asleep. What will the next generation bring forth.

I just want to say this kindly and not as a slur to anybody. I just wonder what some of our lady teachers expect to reap from what they sow, doing men's overalls and going out after night hunting. Well, I don't know, but I wish we had more strict hunting laws.

We use to have an old song stating "Where He Leads Me I Will Follow." I wonder if there was any leading in this?

Whatever a man soweth, that shall he also reap? I can say we as teachers and leaders ought to be careful what kind of impression we leave for the younger to follow?

We will all some day I fear, when it is too late, see our mistakes in this life. We only go through life once. At death, when probation is closed, we can't change any thing so it is up to us to prepare to not only live in this present world but to be prepared to live on and on in the world to come.

Education is all right, I am not kicking any one that wants it. It is all right in its place. What this world needs today is more knowledge of God and His Holy Word.

Trusting no one will get offended at this, if you do, bring your bible and we will reason together. Respectively yours,

J. P. HOUSER.

### NORTH CAROLINA HOG RECEIVES BIG HONOR

Chicago. — Upstart, a Berkshire boar from the Klondike Farm, at Elkin, N. C., won the grand championship for Berkshires as well as the Class Three junior yearling boar prize at the International Livestock Show here. In addition, Upstart's Lady, won first award in the Class Eight junior yearling Berkshire sow competition.

Upstart was born and raised in North Carolina, and was 17 months old today, winning against boars four months older. He weighed the day he left the farm at Elkin 750 pounds, in ordinary breeding condition. The two Klondike Farm exhibits were the only livestock exhibits from the State at the Chicago show, and possibly from the entire South.

The Klondike Farm is located near Elkin, and is owned by Thurmond Chatham, of Winston-Salem, and managed by Ruohs Pylon.

Cal says he can find plenty to do in private life. Us Democrats wish he'd a thought of that sooner.—Dallas News.

**SPECIAL!**  
**THIS WEEK**  
**PARAGON'S**  
**Ready-To-Wear**  
**SALE.**

### Georgia Writers Still "Call Names"

(News and Observer) Journalistic amenities have improved since the days when rival newspapers called each other by such endearing names as "hyenas" and "jackals" and the like. It had been supposed that sort of writing had fallen into innocuous desuetude.

There isn't much more science can do for the kitchen, except to invent electric can opener.—Sacramento Bee.



### YOUR EYES

If they are to function properly must have some care and attention. The eyeglasses that we make are fitted to your particular needs—both as to lens requirement and appearance. If your eyes are bothering you at all, let us examine them at once, and supply you with the proper glasses.

DR. D. M. MORRISON

— OPTOMETRIST —

Located Downstairs Next to Haines Shoe Store.  
TELEPHONE 585. SHELBY, N. C.

### Style Expert At Charlotte Critical Of Those Women Who Expose Their Knees

(Miles Wolff in Charlotte Observer) The flapper fashion of exposing the knee to public gaze has come in for more criticism—this time from a style expert.

Miss Annys K. Caswell, who supervises the sale of dresses and feminine underthings in one of Charlotte's leading department stores, yesterday landed a sharp uppercut.

She started her conversation by remarking that "pretty knees are just about as scarce as new Fords."

She continued by saying that this exposure of bon or bumpy knees did not improve the appearance. She would up by declaring that

some of the extreme dresses were well nigh indecent. "The knee and the limb are the most conspicuous things about a woman now," declared Miss Caswell.

"Nobody gives a face more than a glance, but it is the knee that stares out in bold relief."

"Don't misunderstand me," she cautioned. "I am not opposed to short dresses. I think they are fine. I advise my customers to wear them, but I do think moderation would at least be wise."

To Miss Caswell, the poet who remarked about the "thing of beauty" and the "joy forever" was certainly not talking about women's knees.

SO many people are installing Heatrolas! And no wonder. Heatrola owners are always saying a good word for it. They bought it because it is so beautiful and so easy to keep clean. They boost it because it fills the whole house—every nook and corner—with even, moist, healthful heat. Let us tell you all about the Heatrola and the easy-payment plan on which we offer it!

SHELBY HARDWARE CO.  
"We Serve To Satisfy."  
— PHONE 330 —

# Keep up to date

on facts concerning this vital personal problem



MODERN conditions call for special types of family protection. In the past few years insurance companies have made great strides in the development of surer, better methods for protecting your dependent loved ones, in case anything happens to you. Thousands of shrewd business men keep in touch with new insurance developments. They take no chances with the future of their families. They frequently consult their local Pilot representative. They plan their insurance programs in

the light of expert information, with policies best suited to their individual needs... A Pilot representative is a man unusually qualified to advise you in connection with every phase of personal and family protection. He can give you information of the most modern forms of protection, for the Pilot provides all modern types of life, health and accident insurance. A post card brings you the address and telephone number of your local Pilot representative. Let him give you the latest news concerning this vital personal problem.



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### BUY FROM YOUR HOME MERCHANT

everything you possibly can. They are the men who keep our town going. Give your home merchant your co-operation. When you buy from peddlers, or out of town or from those who do not live here, those who do not support our churches, clubs, and different institutions, those who do not pay taxes, etc., you help to kill your town and county.

### THINK BEFORE YOU BUY "The Peddler."

(Asheville Advocate) A few days ago a peddler selling silk hosiery stopped at the door of an Asheville home, and, according to information reaching this office, began interviewing the lady of the house.

As soon as he reached a period, the lady started talking. "I am so glad you called," she said, whereupon the salesman had visions of a fine order. "I am on the finance committee of our church," the lady continued, "and I know how much you are interested in all our local enterprises, so I am going to let you make a subscription to our pastor's salary. I am so glad you called this morning." The peddler swallowed his Adam's apple a time or two, sparrowed for words that were not contained in his prospectus, and finally said: "Well, you see, lady, I do not live here. My home is in Atlanta, and the family gives something to the church there, so I guess you'll have to pass me up."

The lady was a member of the finance committee because she had powers of salesmanship herself, and continued to press her argument why the man selling goods to Asheville people should contribute to the support of Asheville institutions, but she didn't get the subscription, and as soon as he could do so, the young man bowed himself away.

The incident has its virtues. Building up a city is a community effort. The place where we live is built up in the degree with which we cooperate. The peddler drops in, gathers up all the orders and loose cash he can, and then departs. He means well, wants to make a living, but he cannot cooperate. The more peddlers and the more business they do, the poorer we become as a community. The next time a peddler rings your doorbell, hit him for a contribution to your church or community chest.

Trade with your Home merchants everyone of them, their stocks are just as good as any other towns, especially here in Shelby. Our merchant's stocks are equal to the larger towns stocks, give your Home merchants a chance—give them your business—and Shelby will grow.

### The Paragon Stores

—have gone the limit, our stocks are large and complete, give us a chance to all we ask. Our sales are the largest this year in our history, our stocks are the best—our prices are right—come to see us. A visit to our store now will convince you. Our Christmas displays are ready. Thank you

The Paragon Stores,  
Shelby, N. C.

### Regardless Of The Rain

—The Paragon Furniture Co. unloaded a solid car load of Mascot Ranges Saturday— which makes the 3rd solid car load this fall and winter. Those who know buy the Mascot—you will sooner or later, why not now. Beginning today we are starting a sale and demonstration on Mascot Ranges and Sellers Kitchen Cabinets. See our advertisement in this paper. During this sale you will save money—Come!

VISIT THE PARAGON FURNITURE CO.  
— NOW —  
We Are All Dress-  
ed Up For CHRISTMAS