

# Dirigible Is Over

# The Cleveland Star

10 PAGES TODAY

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A message over market wires here shortly after noon today stated that the Graf Zeppelin, monster German dirigible, passed over Baltimore, Md., en route to Lakehurst, New Jersey, where it is to land after its flight over the Atlantic.

The big dirigible left Friedrichshafen, Germany, last Thursday with 60 people, including one woman, aboard.

## LATE NEWS

Shows Likely. Today's North Carolina Weather Report: Partly cloudy, possibly showers in extreme west portion tonight and Tuesday. Rising temperature in central and west portions Tuesday.

## MRS. VAN WEATHERS IS BURIED TODAY

Widely Connected Woman Passes From Paralytic Stroke. Buried At Zion. At 7 o'clock Sunday evening, Mrs. Amelia Eskridge Weathers, wife of Mr. W. Van Weathers died at her home on S. DeKalb street following a third stroke of paralysis which she suffered a week ago and since which time she never regained consciousness.

Before marriage Mrs. Weathers was Miss Amelia Eskridge, daughter of Greene and Elizabeth Eskridge, of the Double Shoals community. She was born 1855 and was married to W. Van Weathers in 1878. In girlhood she joined the Zion Baptist church and was a faithful member, a consistent Bible reader, a gentle, devoted mother, wife and neighbor.

The funeral was conducted this afternoon at 3 o'clock by Dr. Zeno Wall, assisted by Rev. D. F. Putnam with a short service at the home, continued at Zion where she was buried. Surviving are her husband and five children. Curtis Weathers of High Point, Mrs. Addie Moss of Asheville, Miss Avice Weathers, of Shelby, Mrs. Fred Costner of Monroe, Mrs. Roscoe Shaw of Troy, also one sister, Mrs. Jane Hoyle, wife of John R. Hoyle.

## Mrs. A. L. Champion Buried On Saturday

Esteemed Woman Of The Zion Community Dies At Age 63. Five Children. Mrs. Sara Elizabeth Champion, wife of A. L. Champion of the Zion community died Friday afternoon at her home and was buried Saturday at Zion church which she joined at the age of 42. Mrs. Champion was a faithful member of the church, a dutiful mother and devoted wife and neighbor and will be greatly missed in the community where she lived.

## Red Cross Fund Is Still Growing Here

Contributions to the Red Cross fund for relief work in Florida continue to come in to D. Z. Newton, treasurer. Among recent contributions were the following: Mr. and Mrs. J. D. Eskridge, \$2; Graham street school, \$11.50; Shelby colored school, \$4.29.

## COMPETITION NOW IS CHANGED, SAYS ROTARY SPEAKER

Hugh Murrill Speaks At Joint Meeting Of Kiwanis And Rotary Clubs.

"All business today is confronted with the fact that we have passed from the production age to the distribution age," declared Hugh A. Murrill, jr., a business expert and engineer of Charlotte who spoke Friday night at Cleveland Springs hotel before the members of the Kiwanis and Rotary clubs when the Rotarians had the Kiwanis members as their guests. The meet was presided over by E. E. Scott, president. Mr. Murrill said in continuing:

"Every industry today is capable of producing more than its normal market can absorb. "Production has outstripped distribution. "Modern machinery and manufacturing efficiency make it possible for every workman to produce more goods. "Distribution, a closer analysis and study of public demand, a more intelligent co-operation between retail merchants and manufacturers are the outstanding problems of business today. "There are three new forces which are injecting into business new problems—fashion, invention, and discoveries, and the changing habits of the people. "Style has upset old established industries overnight. "This is a day of style, of color, and of beauty and every business must consider the effect of style on itself. "The new Ford car is one of the outstanding examples of the recognition of the influence of color and beauty in present day merchandising. "Science and invention is upsetting and revolutionizing industries. Electric refrigeration, radio and aviation, for example, are developing new methods and upsetting old. Quickened transportation facilities, the increased wealth of our population have given people new ideas, new standards, and the widened shopping radius imposes a new obligation on manufacturers and retail merchants. "Business is becoming more scientific. No individual and no industry can succeed with the methods of five years ago. The prizes today go to the alert, to those who are thinking and planning ahead, and recognizing the new forces effecting the public mind. "Business is changing, and only the alert, the aggressive profit by change. "Every man today must look outside of his own business—must be on the alert for new and better ways of serving the public. None of us can go ahead on old program and old methods."

Commenting on the subject of advertising, Mr. Murrill stressed the fact that advertising today is selling and the purpose of all advertising is to have a favorably impressed customer with money to buy, go into a well arranged store there to come in contact with well informed salespeople, have the merchandise shown quickly, intelligently and attractively. Advertising follows through all the way down the line from the manufacturer's production department to the dealer's delivery department. It is not a matter of attractive illustrations, color pages or mechanical details. Advertising to be profitable must be selling. "He spoke briefly of the work of his own organization in sales methods, of sales schools conducted by manufacturers and retail merchants and special programs for training of retail salespeople.

## Game Warden After The 'Possum Hunters

State Offers Bounty For Killing Crows And Hawks Here. Those who wander about after dusk in Cleveland county on the trail of grinning Mr. O'Possums should be considerate enough of their finances to purchase hunting licenses in advance according to Mike H. Austell, county game warden. Four 'possum hunters were hailed before a magistrate's court last week for hunting without license. They were taxed with the cost and made to purchase license. The state will pay 15 cents bounty for crows and 25 cents for Cooper hawks and sharp-shinned hawks. The bounty will be paid when heads of hawks and crows are brought in to the game warden.

## Warm Weather Of Recent Days Likely To Increase Crop. Estimates Made.

Another week or two similar to last week and Cleveland county's cotton crop may fool those who say it will not go beyond the 45,000-bale mark. Recent estimates given The Star on the county crop seem to swing

## Stockings? Ach, Ja! Jeritz Has Fife Hoondert Pairs



Three poses of Mme. Jeritz, taffy-haired beauty of the operatic stage, who says she has "much too much" clothes and envies the shopgirl who has a work dress and a Sunday best. Left, the star in her Carmen costume; right, as she appeared arriving in United States for opening of her season and, below, close-up of madame in the floppy felt hat she affects.

## Smith Will Carry N. Carolina Sure

Big Newspapermen Believe He Will Be Elected. Positive Of North Carolina. (Baskerville in Charlotte News.) Raleigh.—North Carolina will give Governor Alfred E. Smith good majority for president in the November election. There is no longer any doubt about it.

This was the almost unanimous consensus of opinion here among Democratic party and campaign leaders, the rank and file of Democrats generally, as well as the opinion of the 45 or more press representatives from all sections of the United States who accompanied Governor Smith on his trip through North Carolina last week. In fact, one of the most significant aspects of Governor Smith's visit to the state was the manner in which the generally more or less calloused press correspondents, from New York to the Pacific coast, were impressed with the genuineness, the spontaneity and the copiousness of the enthusiasm for Smith in North Carolina.

"The crowds, the enthusiasm, the clamorous receptions, continued on beyond Raleigh, and crowds lined the track at every town and hamlet, even where there were no stops. "And this is in North Carolina! Why, I have not seen such spontaneous enthusiasm as this anywhere in the United States since Governor Smith has been on tour," said George R. Holmes, International News Service man on the Smith tour. "And some reports from down here have been to the effect that North Carolina was still a doubtful state—but that can't be—not after this all-day example of Smith sentiment."

## Cotton Estimates Center About 45,000-Bale Mark—Your Guess

about the 45,000 figure. When the final ginning report is issued The Star will give \$5 cash to the person making the best estimate of the county crop. The estimate must be written on a slip of paper with the name and address of the writer. Recent estimates: H. L. Hunt, 42,156; John M. Best, 41,896; Virginia Hunt, 46,151; Max Washburn, 46,183; L. A. Cabanis, 39,876; J. A. Ellis, 43,250; G. T. Swezey, 44,727.

## "OUR BOB" COMING TUESDAY; GARDNER RESTING AT HOME

Asheville Man Speaks Tomorrow Night. Gardner Is Tiring.

Robert R. Reynolds, more familiarly known to the voters of North Carolina as "Our Bob," will speak in the court house here Tuesday night. The well known Asheville campaigner comes at the request of the young Democratic voters of the county but all Democrats, men and women, are urged to hear him.

O. Max Gardner, Shelby's Democratic candidate for governor, was resting at his home today after being forced to call off his speech at Lattimore Saturday night due to exhaustion resulting from his whirlwind campaign of the state. Capt. Peyton McSwain spoke to the large Lattimore gathering in Mr. Gardner's place. The next governor's physician informed him Saturday evening that a speech Saturday night in his exhausted condition might endanger his health for the remainder of the campaign and it was considered the only wise thing to do in sending a substitute. After several days rest here the gubernatorial candidate will likely fill his speaking engagements in eastern Carolina during the latter part of the week.

## Reynolds And Hoey

There is a likelihood that there will be two major speakings in the county Tuesday night as Clyde R. Hoey may deliver an address to the voters at Kings Mountain. Al Bennett, organizer of the young Democrats in the county, says that he expects a large delegation from each club to hear "Our Bob." It will be rally night not only for the new club members in the recent Shelby drive but for all clubs in the county. Democratic women voters are also planning to fill a section of the court house for the Reynolds speech.

## Mrs. Dunn Receives Sentence To Jail

Aged White Woman, Who Featured In Cline Case, Convicted On Rum Charge. In county court this morning Judge John Mull sentenced Mrs. Elizabeth Dunn, gray-haired white woman, to four months in jail on a charge of whiskey selling.

Chief Richards made the arrest Sunday after some sleuthing about the house in west Shelby where Mrs. Dunn lived. The aged woman was used as a state's witness in convicting Furman Cline on a liquor charge in the county court some months back. At the time she pleaded that she herself had nothing to do with liquor traffic and passed the burden of the charges then to Cline.

## Jonas To Speak In County This Week

Republican National Committeeman And Nominee For Congress To Speak. Hon. Chas. A. Jonas, Republican national committeeman and nominee for congress in this the ninth congressional district has been billed to speak twice in Cleveland county this week. Mr. Jonas will speak in the Lawndale theatre at Lawndale on Thursday evening and again in the South Shelby school house on Friday evening. The hour is 7:30 o'clock at both places. Mr. Jonas is a speaker of power and has been in great demand during this campaign in various parts of the state where he has been speaking in behalf of his party ticket.

## Roberts Taken In Honorary Fraternity

Louis C. Roberts of Shelby, has been pledged to the Gamma Sigma Epsilon fraternity at Davidson college. The fraternity is an honorary chemical fraternity, and only 32 Davidson boys were pledged to the six honor frats. Young Roberts is the son of Capt. and Mrs. J. F. Roberts. MOORE AND HAMRICK REUNION OCTOBER 21 The Moore and Hamrick families will have a reunion on October 21 at the home of W. F. Moore near Earl. All members of these two families as well as kith, kin and friends are invited to be present with well filled baskets and spend the day.

## Dancer Is Divorced



Lyova Yates, 22, of Brooklyn, musical comedy danseuse, who has been granted a divorce from her dancing partner-husband. They were married in 1921 and lived together only three months.

## GASTONIA DOWNS SHELBY ON GRID; CHARLOTTE NEXT

Highs Lose 14 To 0. Big Charlotte Team Here This Week. The Shelby highs face their major football tussle of the year here Friday afternoon when they meet the strong Charlotte high eleven. Although doped to lose to the heavy Queen City outfit Coach Morris is this week working to bring his cripples around for the big Friday's game. First Defeat. Gastonia.—Gastonia fans and students were overjoyed, and perhaps a little bit surprised, when Gastonia Hi team took the Shelby high school boys for a ride and won the day's game by a 14 to 0 score. Many is the time when students have rooted in vain, fans have yelled themselves hoarse, and players have strained themselves almost to the breaking point to no avail against the Cleveland county boys. Shelby has grown to be the most bitter football rival of the local school, and the yearly game with this institution is always anticipated with a hope—a hope that has almost invariably glimmered and passed away as scores were stacked up against the Gastonia squad. But Shelby has been "licked" and a peace of mind rests among the students—an earthly halo about the helmeted and tousled heads of

## Best To Announce Big Surprise Soon

John M. Best makes the announcement in advertisements now running in The Star that he is selling out his furniture stock, after which he will make announcement "that will cause a big surprise in Cleveland county." The merchant is carefully keeping under his hat the nature of the surprise he is going to spring. Meantime he is holding a final disposal sale of his big stock. He opened it Saturday and had a big day. He says he has on hand the largest stock he has ever carried since he has been in business in Shelby. (Continued on page ten.)

## Paragon To Close Out Branch Store

Paragon managers are arranging for a furniture sale this week, preparing to dispose of the stock of the Paragon bargain place, on West Warren street. The plan is to sell this big stock, and close out this branch of the Paragon's furniture business. This store has been in operation for about a year. It was inaugurated, and has been operated on the principle, of selling goods carried over from the other stores, at a cut rate. The sale starts Friday and the new price announcements will be found in Wednesday's Star.

## Baptists Want Candidates Who Are For Enforcement

Young Voters Club At Boiling Springs

C. C. Goode, chairman of the young Democratic voters club at Boiling Springs, announces the following members of the club committee: C. C. Moore, D. W. Moore, S. B. Buchanan, Ralph Hamrick, Fred Phillips, Blane Whisonant, E. W. Lipscomb, O. E. Lee, J. H. Hamrick, Grady McSwain, J. F. Walker, M. A. Jolley and Cliff McSwain.

## CREDIT BUREAU IS ORGANIZED HERE

Number Of Merchants Join In Move To Collect Bad Debts And For Protection.

A credit board for the protection of Cleveland county merchants and professional men has been organized in Shelby by the Pioneer Service Co., a North Carolina corporation. Waldo E. Mohr, state manager, completed negotiations with business and professional men to organize Cleveland county under the Pioneer Service company's system, which now have an organization in 19 different states and is the largest credit and collection service in America. The plan of action is very complete and is declared by other counties in which they are in operation to be very effective. The bureau is operated through the state office at Statesville, where lists of delinquent debtors are compiled and sent out to members over the state. A list of bad accounts are turned in from time to time by the merchants and professional men to the bureau who arrange them as to cities and counties and furnish a report to their members. When a county is completely organized under this system it is practically impossible for a person whose credit is bad and will not pay his obligations to obtain additional credit until he has paid his past due accounts. When accounts are paid the bureau is notified and in return it notifies all members on the next report. After a certain period of time accounts are advertised for sale to obtain buyers for them. No payments are made to the bureau but direct to the members who own them.

## Traffic Signals On 30 Second Schedule

Traffic signals around the court square have been changed to a faster schedule to allow for a swifter moving of traffic, declared Mayor W. N. Dorsey yesterday. Heretofore the signals have been changing every 30 seconds which isn't long, but when a driver stops his car and waits for the word "go" to flash, the time seems like an age. A change was made Saturday so the signals stand at "stop" for only twenty seconds, then flash "go" for twenty seconds. The 30 second interval was too slow for many and caused a jam in traffic at times.

## Mrs. Washburn Still Critically Ill Here

Mrs. D. G. Washburn, wife of Rev. D. G. Washburn of the Double Springs community and sister of Mr. A. M. Hamrick, clerk of court, remains critically ill at the Shelby hospital where she has been a patient for some time. Complications arose following an illness with pneumonia and Sunday night it was feared that she could not last through the night, but this morning she had revived somewhat and the outlook is more encouraging, her many friends will be pleased to learn. Some married women have steady employment keeping their husbands at work.—Philadelphia Inquirer.

## 90-Year-Old Woman To Cast Her Vote For Gov. Al Smith

Mrs. Borders To Vote First Nation Ticket For Al. Strong For Max. On Tuesday, November 6, if she feels "as chirp and as spry" as she does now, Mrs. Elvie Borders, who will soon celebrate her 90th birthday anniversary, will motor up to the Cleveland county court house and cast an "unscratched" Democratic ticket. Incidentally it will be the 90-year-old lady's first national vote and she isn't at all worried because it is going for Gov. Al Smith. In fact, she sees no reason why any should worry about casting a vote for such a Democrat. Wants To Vote. Mrs. Borders, who makes her home with her daughter and son-in-law, Mr. and Mrs. M. D. Hopper, informed them several days back that they were to see to it that she gets up to the court house where she may vote. Women have been voting only in recent years and as she has been on the shady side of life since that event Mrs. Borders has voted only a few times in county and local races. This time she wants to exercise her entire rights because she is anxious to cast a vote for Cleveland county's own son, O. Max Gardner, for governor, and for the boy who made himself, Alfred E. Smith, for president. Explains Why. "I couldn't ever bring myself to vote anything other than a Democratic ticket?" Mrs. Borders says. "I haven't voted all my life but I have been a Democrat all my life." If some of those who talk about forsaking the Democratic ticket could recall things she recalls Mrs. Borders is positive they wouldn't talk such foolishness. She harks back to Civil War days and knitted for the "boys in gray." The recollection holds on into reconstruction days—terrible days for the South, and the horrors linger with Mrs. Borders. In those days the Democratic party proved the savior of the South and leaders of the same Tammany Hall Gov. Al Smith comes from led the way in giving the torn and bleeding South a chance. Anybody who lived then and knew what the Democratic party meant to the South could not and should not have the heart to forsake the party now, the 90-year-old grandmother says. For that reason she is looking forward to November the 6th and an opportunity to push the "whole Democratic ticket" into the box.