

AUTHOR BURIED IN FLOOD OF PROFITS

"Main Street," The Book That Put Sinclair Lewis On Easy Street.

New York.—"Main Street," the phenomenon of recent American literature, the book that buried its author and publishers under an unprecedented golden flood of profits and royalties, was written by Sinclair Lewis while he lived virtually from hand to mouth for nine months on a loan of \$500.

This is the romantic inside story of Lewis' triumph as revealed by Arthur Bartlett Maurice in the March issue of The Bookman.

Lewis, although he had written four more or less successful novels before "Main Street," had never contrived to keep a bank account. But he had built up an abiding faith in the ability of Sinclair Lewis as a novelist. So, when he felt the time had come to American small town life, he borrowed the \$500 from his father, hid away in Washington, D. C., in November, and emerged the following August with the manuscript.

Although his publishers believed in Lewis and his book, neither they nor the writer had any idea of the sensation it was to create. Lewis estimated it would sell 15,000 copies. The publishing firm

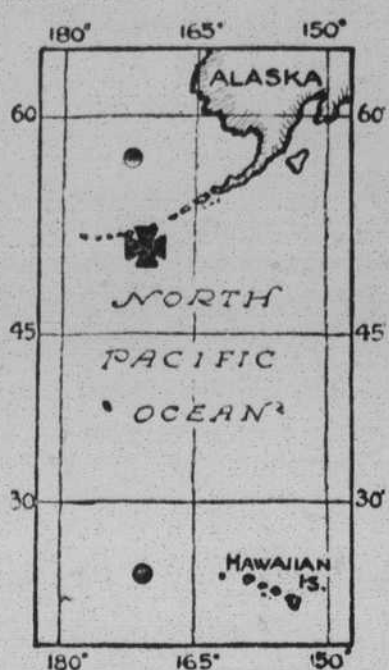
guessed 25,000. One rash head sales man made an estimate of 35,000. Within two months it had been bought by 50,000 readers—and to date the sales record shows approximately 800,000 copies, excluding foreign translations.

Incidentally, the Bookman article discloses that the Lewis novel was not the result of a week-end inspiration. The red-haired Minnesotan really began work on its 15 years before it was published, when as a sophomore at Yale he wrote a tale labelled "The Village Virus," embodying the essential idea that emerged in 1920 as "Main Street." In a second draft, some years later, he wrote 25,000 words before abandoning the attempt. Then he carried the story around in his mind, changing its character and rearranging its plot and ideas for ten years before he set pen to paper again.

The independent fortune which "Main Street" brought him, enabled Lewis to write his later novels under strikingly different circumstances. While writing "Babbalanza," for example, he traveled to England, to Italy and back to England. "Arrowsmith" was written in parts in Hartford, Conn., the Virgin Islands, the Barbados, Trinidad, Venezuela, London and France.

The archeologists have secured the assistance of a railroad timetable expert, and it is thought that the mysterious inscriptions on the Maya temples, tombs, and monuments of Central America will soon be deciphered.—Minneapolis Journal.

In Peril of Tidal Wave



This map of the Hawaiian Islands shows the region affected by an earthquake in Dutch Harbor, Alaska. It was feared that a tidal wave would sweep the coast as a result of the tremor under the ocean. The S. S. Shiraha Maru and the S. S. Yokohama Maru, marked on the map, reported feeling the quake. Passengers believed the vessel had struck a rock.

Behind the Scenes in Hollywood

By DOROTHY HERZOG
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Hollywood.—In passing: Note from the U. A. lot headlined: Prof. Reinhardt Sails For Europe After Conference With Schenck.

Critical Situation.

About a year or so ago, Actor's Equity endeavored to establish a Hollywood branch for motion picture players. The producers frowned upon the project inasmuch as in unionization there is power. At the crucial moment the project crumbled and the actors continued their lone wolf course.

Today, judging from the trend of conversations, the players realize unionization would be their salvation.

The foreign invasion has been defeated, excepting the English contingent and they are to be reckoned with.

It was some three years ago that English actors flocked to Broadway, following in the successful wake of such sterling countrymen as Beatrice Lillie, Gertrude Lawrence, Jack Buchanan et al. The influx was characterized by mediocrity and a willingness to accept less salary than American players. Actor's Equity stepped in to protect the American actor. England protects her own just as efficiently.

There is observed in Hollywood, marked increase of English players, a number of whom are willing to accept less salary than ordinarily paid. I say this in no spirit other than reportorial. But the situation—what with talking pictures and the influx of stage emotes—is very serious for the Hollywoodians. Most of the recruited stage-lites are members of Actor's Equity accustomed to its protection in circumstances pertaining to salary and working hours. As contract screen players, however, they take orders and learn to give more than forty-eight hours weekly to the studio.

The more farseeing screen trouper is worried. There are approximately three steady producing studios here: Warners (which has taken charge of First National); Fox—recently merged with M. G. M.; and Famous Players. United Artists, Universal and R. K. O. have longer production lulls than the above mentioned three.

With so many screen mergers on tap, work sources for players are diminishing, which induced a keen minded picture-lite to prognosticate: First, that the time will come—and not in the distant future—when casting for pictures will be done through the central casting offices insofar as freelancers are concerned. Central casting is the Will Hays' or Producers' association. That this will result in the personal player's representative fading into the discard. That the first producer to ask for a player will get him, regardless whether a second producer phones later and offers him more money. This would mean salaries being lowered by pressure or by circumstances. It would make the actor even more dependent upon the producer. Not mind you, that the producer isn't charming. I merely indicate the actor's defenseless position.

Certainly a revolutionary change is formulating in Hollywood. Even before a year has elapsed the change may acutely affect the motion picture actor who's career

has been harnessed to the silver sheet industry. It is a possibility that ever looms more darkly to him who hitherto has gone free-heartedly on his grease paint way.

Serenalities: Nocturnal kitchen suppers are beginning to be the fad hereabouts. Tother eve, after a party, Gloria Swanson bustled a group to her house for a scrambled egg repast. Eddie Goulding, James Ford and Harry D'Arrast were in the party. They decided to get another item or two and gave Ruth Chatterton a 2:30 a. m. jingle. But Ruth had to work the next day, so she returned to pleasant dreams. La Swanson happened to traipse upstairs and there found Lois Wilson sound asleep, Lois having dropped in earlier in the eve, so she was routed to kitchen, where a light repast was munched by all. . . . May Allison Quick has penned a delightful stock market yarn that appears in this month's Cosmopolitan. The Colony read it with gusto—in the event one can read thusly. . . . Bessie Love and Eddie Foy lunching at ye Montmartre. Bessie will be honor guest at a party given for her at the Breakfast club tomorrow eve. . . . Gene Hum rises to sight: "God save the king, the queen can take care of herself." He may or may not be referring to poker. . . . May McAvoy is sorta getting ready for her marriage in June. May hasn't worked for some time now. That's the village for you. Rushes and lulls and vice versa. . . . Jimmy Hall visiting Merna Kennedy on the "Broadway" set. Jimmy wore a pair of brown spats. Now, Jimmy! . . . Betty Bronson and Blanche Sweet playing tennis on a Franklin Avenue court. . . . Patsy Ruth Miller and Tay Garnett, the director, speeding down the boulevard. It looks serious. . . And—that's all.

Galloway Now With Martinsville Paper

Archie H. Galloway who was advertising manager of the Gilmer store in Shelby for a number of years, is now advertising manager of the Henry Bulletin, a live semi-weekly newspaper at Martinsville, Va. After the Gilmer store was closed in Shelby the first of the year, Mr. Galloway was transferred to the Martinsville store of this company. Now he has accepted a position with the newspaper there.

Good manners are like a good digestion. If you don't notice them, they are all right.—Fountain Inn (S. C.) Tribune.



IF YOU DON'T UNDERSTAND

This one, give us a ring and we'll try to explain it. Tom was introducing a lady friend to Dick, remarking: "You remember Miss Jones, don't you?" and Dick answered: "I don't remember her face, but her knees are very familiar."

It's not hard to understand that SINCLAIR GAS and OPALINE OIL will always be remembered for its distinctive purity. To use SINCLAIR and OPALINE products is really to appreciate what superiority means.

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JOHNSON'S WAX Electric floor Polisher

This marvelous new invention will polish your floors ten times faster than other methods and will give you a higher, even and more beautiful lustre than can be obtained by hand. It actually burnishes the Wax to a lovely hard, wear-proof polish. For \$2.00 a day you can rent this wonderful new labor-saver. Runs from any light socket. Requires not the slightest exertion—it runs itself—you just guide it.

Rent it for a day and polish all of your floors and linoleum this new, easy, quick, electric way.

We carry a full line of FLOOR VARNISHES for refinishing old floors; also FURNITURE POLISH. Call 330 for any advice you need in this line. Shelby Hardware Co. "WE SERVE TO SATISFY"

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To Satisfy Your Idea of Good Value Is Our Idea

House and Porch Frocks

At a Price That Will Interest Wise Shoppers



A wonderful opportunity to buy plenty of charming . . . and smart . . . wash frocks. Quantity buying again brings you superior wash dresses for only

\$1.79

All-Silk Pongee Frocks

Included in the group are frocks of natural color all silk Jap pongee—trimmed with a contrasting

Apron Dresses

In Colors to Match the Kitchen

Every modern housewife selects her house dresses to match her home—this assortment of new ones includes spring patterns and styles—of splendid materials.

79c

"Avenue" Frocks Prints

Delightfully fresh and colorful patterns. 36 inch. Yard 19c

Chambray Fine Quality

Firm! Closely woven! 32 inches wide and particularly appropriate for school frocks. Every girl would like several chambray frocks for Spring.

25c

New Voiles Mercerized

An assortment of colors, delightful for Spring, and soft mercerized finish. Many Spring and Summer frocks will use this material. Yard,

19c to 39c

These Smart Cottons

Make a Whole New Wardrobe Possible

What joyful news for everyone—the return of cottons into the limelight of Fashion! Never before have they been so delightfully different and captivating—not to mention, the very thrifty prices! Yard

25c to 49c

Prints and Plain Colors



A Group of Printed and Plain Silks by the Yard

More frocks . . . and smarter frocks than ever . . . that's what this group of charming new silks means to the woman who can sew . . . every wanted color and distinctive new prints . . . your choice, yard

\$1.49

Boys' Longies 6 to 17 Years

Fabrics include cassimeres and corduroy. Many attractive patterns for your selection. Expertly tailored and carefully cut to give correct fit. Real values, at—

\$1.98 and \$2.98

Spring Flowers In Full Bloom



49c and 98c

"Jaciell" Creams Cold — Vanishing

Two exquisite creams for daily use.

23c to 39c

Girls of All Ages Will Love These NEW HATS

Felt—Straw—Silk

Easter would be a sorry time if every girl could not have a new hat . . . that's why we ask you to be sure to see these very pretty new ones . . . priced so that every girl can have one!

98c \$1.49

\$1.98



New Shoes

For the Entire Family at Worth-While Savings!

About this time of year, everyone in the family seems to need new shoes—all at once! Bring them here. Note the difference in the cost . . . for the same quality for which you have been paying so much more!

Sheer! Lovely! Silk-to-the-Top Chiffon Hose

Flattering hose that is sheer as you wish—yet will serve you well. New shades will blend with Spring clothes. Pair

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Full-fashioned hose with mercerized top and sole. 98c

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New Spring SHOES

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WOMEN'S New Novelty Spring footwear in pumps, straps and ties. Leathers include patent, colored kids and combinations. All heels. Sizes 2½ to 8.

CHILDREN'S good, sturdy shoes for play or dress. Straps, ties and oxfords in patent, tan and gunmetal.

98c and 1.98 pr. Exceptional Values—Special Savings—

Women's Full-Fashioned Pure Silk Hose



98c Pr. Newest Spring Shades. Satisfactory wear. Sizes 8½ to 18. See these hose! BIGGEST VALUE IN TOWN!

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In Regular and Extra Sizes

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Compare values. You'll find these garments well-made and dependable

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Beautiful printed crepes, printed crepe combinations, flat crepes, georgettes and other fabrics. For Misses, Women, Juniors and Teens. Sizes 14 to 50.

The Coats—

Made of Fancy Sport Tweeds and Mixtures, also Solid Colors of Pique, Cord, Cape, Scarf, Throw, Fur Collar, Fur Outlets—new and modern styles. All new favored Spring shades. Sizes 15 to 52. For Women and Misses.

EASTER HATS 1.98

Unusual Values!

CROCHETS, BAKOU CLOTH, HAIR AND STRAW COMBINATIONS

Smart Spring Styles—perfect fitting hats. Chic models and conservative styles for Matrons. Typical values that will bring crowds to our Millinery Department.

Other Women's Hats—a large showing at 98c and 2.98. Children's Beautiful Hats—98c and 1.98

