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Where Do Slogans Come From? And Who Thinks Them All Up?

Roosevelt First Said "Good To The brew. Ad writers are forever striv-Last Drop." Got Nothing For It.

By Alan McDonald, In Atlanta forget remain about one half of one the idea made the successful busiper cent. Apparently contests you ness man smile. Journal.

read about don't produce them, be-Prosperity may long since have the top off the commercial there's a horrendous slump in the here and there. Sometimes it's an has there arisen over the country the humdinger that means millions; the Bowery idea began to see the Walk a Mile for a Camel," "Keep but often they do not even get a Crosby Company, Inc., appropriated That Schoolgirl Complexion," "Not bow.

Cough in a Carload," and the like. Not even a bow was, in fact, once company has spent millions putting I never thought so much of that Curiously enough, slogans that the reward of even so trenchant a it on signboards and other adver- sign. They all use it and it don't bring in the shekels year by year phrase maker as the late President tising space all over the world. The mean much. Now I'd like something are as much a matter of chance. Roosevelt, Every one knows the Bowery shoe dealer who first got the history of the most potent ones Rooseveltian brand of spurred ex- the idea? In all probability he is you made that one. maybe proves, as a good batch of home pletive, such as The Big Stick, The dead; yet again he may be drows- could make me one. I'll give you

TRUSTEE'S SALE.

By virtue of the authority vested Raisuli dead." They got the coun- reads the advertising: "Blamed odd in me as trustee in those two ce 'try going, and in T. R.'s time the that-I once had almost the same tain deeds of trust executed by slogan makers fairly effervesced. idea!" Monroe Degree and wife, Henrietta But T.-R. didn't stop there. He Degree on the 1st day of November, tossed off one of the world's best 224, and that other deed of trust and longest-lived of all the trade have claimed a right to ownership len had won such a reputation that 1926, and recorded in book 140, page executed on the 6th day of July, war cries. 1928, by the trustees of Reciprocity lodge No. 693, and recorded in book 153, page 84, of the register's office The former president was back from valuable as a dead cricket. There is years before he had coined for a for Cleveland county for the pur- one of his famous South American pose of securing an indebtedness in hunting forays. On the way to that for years was claimed by a half Springs-Honest Weight." This was said deeds of trust described, and Washington he stopped off at dozen inventors. This was none oth- one of ten for which he received payment thereof and demand having Nashville to do honor to the Her- er than the famous "Say it With \$200. The man who sent for him been made upon me to execute the mitage, once the home of Andrew Flowers." Probably no slogan ever had bucked that concentrated argutrust, I will sell to the highest bid- Jackson and a national shrine. A brought in more shekels, and it ment until he was tired. He wantder at the court house door in great reception was held in his hon- was perhaps for this reason that so ed one to beat it. Shelby, N. C.

deeds of trust, to-wit:

Situated in the north eastern por tion of the town of Shelby N. C. cup. and being the northeast portion of that lot of land conveyed to J. M. courtier. McDowell by R. J. Daniel and wife "Good Dovie Daniel by deed recorded in T. R.

ginning on an fron pin on the west the slogan of Maxwell House coffee. died about two years ago, coined er used. foot alley and runs thence with the meedless to say, T. R. never receivold line and the south edge of said cu a cent for his inspiration.

10 foot alley N. 87 W. 88 feet to a Still the great man could said 30 foot alley: thence with the Not Now?" There is a dignified, into rhythmic, epigrammatic phras- on a train; he took a long puff. same N. 3 W. 58 feet to the begin-

nin This the 19th day of November, 1929.

B. T. FALLS, Trustee.

THE CLEVELAND STAK

fice equipment corporation. While tisers. He would walk in, proclaim Mr. Eylar was sales manager for himself and say, "I'll write you ten the Underwood Typewriter Com- slogans. If you like 'em you pay me pany back in 1903 he had occasion \$200. If you don't we throw 'em inne day to visit the Bowery. Print- the wastebasket." And with perfect ed in pencil on a roughly cut card- aplomb he would do just that. There board sign in the window of a are those who say "Herb Palan was

ing to turn out coin-catching epi- dingy little third-rate shoe store he basically responsible for every first grams for their clients, but sales spied this legend: "You will eventu- rate American business slogan ever phrases with the cadence you can't ally buy your shoes here." Naturally coined.

While Palen may or may not have evolved "Say It With Flowers," he

But still there was something a- did invent a corallary slogan for a cause hardly a one of the old na- bout the sign he couldn't forget. In small dealer in the west that illustionally known standbys is the child time he adapted the idea of it for trates how his mind worked. The same of a big prize. They simply crop up his own company, using it in the story goes that he went into the phrase "The machine you will shop to buy a bouquet. He spied the slogan market. Not in many moons advertising genius who snaps off eventually buy." And so it was that inevitable "Say It With Flowers." "Ah!" he exclaimed expansively, any such flock of pocketbook blast- again, somebody else. Some of the world. But its real future didn't be- "the's mire I got it up. I'm Herb ers as "Say It With Flowers," "I'd phrase makers share in the profits gin until 1907, when the Washburn Palen-the Herb Palen!" \$1.000 For Nothing

"Yeah?" drawled the dealer. "Well it in turn. Since that time the flour

to make 'em buy flowers, Say, if you Ananias Club, and such rippers as ing somewhere, old and tremulous, the bouquet if you do." The \$100.000-a-year-man beamed

> profanity and 77 excuse it. Freshman co-eds should freshman caps and obey other freshman rules, in the opinion of 493 students, while 12 maintain that the girls should be without restrictions along this line. Several students suggested that the frosh co-

ventures. Only 48 students on the campus believe that the ideal co-ed should pounds, and the average ideal height use cosmetics freely, while 223 say is 5 feet 5 1-2 inches. sparingly, and 205 disapprove en-Brunettes are preferred by 379 students, 110 like blondes, one pretirely

If a girl's hair is not naturally fers red hair, and 43 profess to curly, it should be curled say 478 students, 51 sav it should not. With six exceptions all answers each

were in favor of admitting co-eds

For the characteristic most to be The ideal co-ed does not run considered in choosing a wife, chararound in summer with hose, the vote being 362 to 177. Sun-back dresses are opposed by 323 students, but are sanctioned by 210.

cation was second with 219.

returned to her home Saturday aft-LATTIMORE GOOD

Despite Cotton Picking Rush 475 And Plays Booked.

(Special to The Star.)

Lattimore. - School re-opened Monday with an enrollment of 475 notwithstanding the fact there is much cotton to be gathered yet. There will be a moving picture

show at the auditorium Friday night November 22. The Rural Film Co. of Asheville is bringing the official moving pictures of the World war with special music and sound effects. "Over There" is the title of the picture and comes highly recommended by superintendents and principals of schools in Rutherford and Buncombe counties where " has been shown in the past few

the Goforth string hand.

Lattimore school.

burn.

weeks. "The Negro Storekeeper" a three act ministrel show will be given at the auditorium, Saturday night,

head of Kelly Hall, University of Chicago, has made a recent survey of young women's clubs in Chicago

> of the independent girls holding good positions in the business world up to the age of thirty-five years expected to be married and held that as the highest goal. But the marriage must be "a co-operative partnership."

"The activities of the girls in the commercial world," the survey says. "have led as a whole to a higher standard of living following mar-They are expecting that riage. Mr. and Mrs. N. B. Lee had as their week-end guests Misses Clara Prof. M. G. Latham has moved tinuing outside work."

his school work. They moved into Try Star Wants Ads.

and Macie Sperling of Shelby.



Girls Who Do Not Smoke, Drink, From Virginia to Cuss Or Powder Too Much Preferred.

SHELBY, N C. WEDNESD'Y, NOV. 20, 1929

Raleigh .-- State college students like conservative co-eds. according to investigations made by the student newspaper through a questionnaire which was answered by a considerable part of the student body.

By a count of 473 to 48, the ideal co-ed does not pet promiscuously, but 313 students say that she should pet occasionally, while 166 say she should not pet at all.

Tech students think that girls hould not smoke, drink, or use profanity, the answers being 433 against smoking, with 128 tolerating the habit; 474 disapprove of drinking, and 52 say it is a matter of personal choice; 453 are opposed to

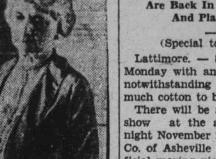
weareds wear red bonnets.

hate all women alike. One gentie-

The average ideal age to marry to Alpha Sigma Sigma, (local donkey is 23 1-2 years. society).

acter came first with 407, intelligence second with 76, and personality third with 52. For the characteristic least to be considered, per-

The average ideal weight is 121



'Fast' Co. Eds Not Popular With ENROLLMENT AT Students Of N. C. State College

Mrs. Richard Evelyn Byrd, Sr.,

talking over the radio in the Execu-

tive Mansion at Richmond, Va., to

her famous explorer son, Com-

mander Richard Byrd, who is in the

Antartic on one of his many ad-



Are Back In School. Movies

Harrill. Prof. P. M. Coley spent the weekend at his home near Stanfield. Born to Mr. and Mrs. Z. A. Harrill Monday, November 18 a son

Rudyard Max. Miss Mada Wilson left Sunday for Catawba county to resume her school work after spending the fall vacation at home. Mrs. B. H. Grigg of New House 's spending a few days with her sister Mrs. Z. A. Harrill.

Dr. D. T. Bridges left Sunday for Miami, Fla., to attend the Southern Medical convention.

the Calton house.

Mrs. G. T. Lee of Boiling Springs

Among those attending the birth-

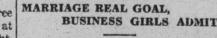
day dinner of Mr. J. B. Harrill in

Shelby Sunday were Mr. and Mrs.

C. C. Lovelace, Mrs. J. B. Bridges,

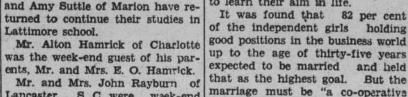
Mr. Malcolm Bridges, Misses Dor-

cas and Pearl Harrill and Hasken



Chicago .- Miss Elizabeth Neeley, November 23 by players from Alexander. Music will be furnished by

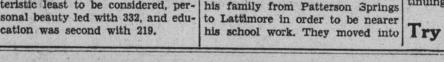
Misses Wilena Hefner of Crous to learn their aim in life. and Amy Suttle of Marion have returned to continue their studies in



Mr. and Mrs. John Rayburn of Lancaster, S. C. were week-end man said to please save him two of guests of Mr. and Mrs. S. C. Ray-Miss Sarah Hamrick spent Sunday with Miss Willie Walker at her home on the Boiling Springs road.

their life partner will be able to provide for them, and if not they will remain independent by con-

1





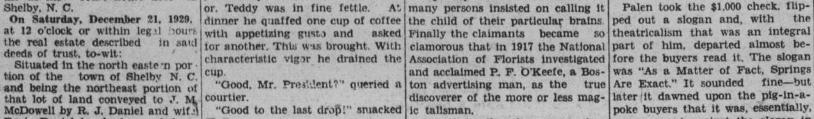
EXCEPTIONAL COAT VALUES

John Hays's "Perdicaris alive, or and he may say to himself as he

Roosevelt's Famous Slogan.

Claimed By Six Inventors.

This happened in the fall of 1907. gans, the claim would have been as whether acceptable or not.



Sometimes, though, a crown does an argument against the slogan in book 3-0, page 172 of the office of Joel O. Cheek, a coffee merchant, not make a king. There are many use all these years. In other words, the register for Cleveland county, was present. The phrase stuck in advertising men who still believe it was an acknowledgement of a N. C. and bounded as follows: Be- his mind. Through him it became that one Herbert G. Palen, who competitor's leadership. It was nev

in "Eventually-Why Not Now?" a great scale manufacturer offered

one slogan in general use, however, rival concern the phrase, "No

But, since you can't copyright slo- him \$1,000 for a single

side of a 30 foot alley, N. E. corner To this day you see it in practical-of the original lot at the interesc- To this day you see it in practical-"Say it With Flowers." Palen was Fred Kurtz, of Philadelphia, astion of a 10 foot alley with said 30 ly every advertising medium. But, known to every advertiser in the serts that "I'd Walk A Mile for a country, quite probably, and is said Camel" was first uttered by a tired

to have made \$100,000 a year as a golfer on the links. "Not a Cough far sloganeer. No one before or since in a Carload," so the story goes, stake in said line; thence a new line more afford to be so treated than has ever been so successful in so was likewise the exclamation of a S. 3 W. 56 feet to a stake; thence S could the unknown who is believed unique a profession. He talked in man on whom they were trying out 87 E. 88 feet to the west edge of to have started "Eventually-Why slogans, his words naturally falling Old Gold cigarettes. He was riding

rhile sophic tone to this slogan, but es. His office was in his hat. Type- stared out the window. His eyes met none the less it got its start on the writer in hand, for years he made a freight train-and so he gave his opinion in terms of carloads, "Keep Eowery. At any rate so avers M. E. practice of traveling about the Eylar, then vice president of an of- country offering slogans to adver- That Schoolgirl Complexion" was found in some old newspaper copy when an advertising agency finally

with pride and confidence. "Sure, that's easy," he said "Listen-'Say It With Flowers,' but Say It With Ours." Of course the shoe dealer could Toward the end of his years Pa-

slogan

'Ten



We are now showing the most extraordinary Coat Values we have ever offered, and just at the time when they are so much in demand. Coats for Matron and Miss that are richly furred, expertly tailored, beautifully fashioned, intricately cut and handsomely lined.

Prices \$9.95 to \$59.75 CAMPBELL DEPT. STORE

of trust executed by S. M. Morriso and wife, Leila Morrison on the 21st day of April, 1926, and recorded in book of mortgages 141, page 37, we will on Saturday the

took over the account of the firm

SALE OF VALUABLE FARM PROPERTY.

Under and by virtue of the authority conferred upon us in a deed

that makes Palmolive soap.

21st day of December, 1929, 12 o'clock noon at the courtheuse door in Shelby, N. C., Cleveland county, sell at public auction for cash to the highest bidder the fo!-lowing land to-wit:

Lying and being in No. 4 town-ship, Cleveland county, State of North Carolina, and more pa ticularly described as follows: Known as the W. P. Bell tract of land, lot No. 1, allotted by W. P. Beam, W. W. Whisnant and John L. Bridges, commissioners, and recorded in book KK, page 128, register of deeds office for Cleveland county. N. C., and bounded as follows: Beginning at a large pine in Price's line, t' ence south 55 east 75½ poles to a stone on west edge of Shelby road; thence north 45 east 140 poles to a stone; thence north 27 east 88 poles to a stone in bank of branch; thence down said branch as it meanders 75 poles to a stake in old line; thence with said line south 1112 west 3112 poles to a stone; thence north 33 west 13% poles to a pine stump; thence north 78 west $2\frac{1}{2}$ poles to a stone; thence south 35 w st 102 poles to a stone; thence south west 40 poles to pointers in the Price line, thence with said Price line south 10 west 29 poles to a stake; thence south 54 west $2\overline{3}$, poles to the beginning, contailing 1011/2 acres more or less, and joining lands of R. M. Harris, J. B. Gold and others, said tract of land being deeded to J. L. Hamrick by W. P. Bell on December 10, 1918 and said deed being recorded in book DDD, page 582 in register of deeds office for Cleveland county, North Caro-lina and being that tract f la.d deeded A. E. A. Allen on March 17, 1921, and recorded in book KKK. page 161 of register of deeds office for Cleveland county, North Carolina, and being that tract of land deeded A. W. Heffner by A. E. A. Allen and J. W. Allen on 1st day of December, 1923, and recorded in book OOO, page 240 register of deeds office of Cleveland county, North Carolina.

This sale is made by reason of the failure of S. M. Morrison and wife. Leila Morrison to pay off and dis-charge the indebtedness secured by said deed of trust to the North Carolina Joint Stock Land Bank of Durham

A deposit of 10% will be required of the purchaser at the sale. This the 14th day of November,

FIRST NATIONAL BANK OF DURHAM, Trustee, Durham, N.

Bynum E. Weathers, Shelby, N. C. Ltty for Mortgagee