

Let's Re-elect King Cotton

**Old King Cotton
Has Four
Outstanding
Values**



Beauty - Durability - Style - Sanitation

Looms, dyes, fashion artists . . . all have collaborated to make the fluffy staples of the South's economic King into strips and widths of gorgeous materials for Spring wearing apparel.

Nothing short of the full strength of Cotton's inherent toughness has been left in the millions of yards of new Spring piece goods . . . now on sale in first rate department stores.

Style experts have sensed the urge to "change to cotton" and have done some wonderful things with the new figures and designs of pretty cotton goods for Spring 1931.

Buy a Ready-Made Dress of Cotton or go to your Shelby Merchants for some of the other pretty things made of cotton.

Shelby Cotton Mills

JNO. R. DOVER, Pres. EARL HAMRICK, Sec-Treas.

**We Manufacture
Cleveland County
Cotton**



We are doing our part to preserve the Royal Heritage of King Cotton. Cleveland County grows the cotton and we make it into cloth.

Are you wearing your share of the white product that has made Cleveland County famous?

Women's Clubs, Civic Circles, in fact wherever women congregate, the Cotton Campaign is the chief issue. Such organizations are pledging themselves to wear more cotton . . . because

COTTON GARMENTS ARE BEAUTIFUL, MORE DURABLE, MORE SANITARY AND CHEAPER.

**Let's Wear More Cotton
ORA MILL CO.**

C. C. BLANTON, Pres. R. T. LeGRAND, Sec. - Treas.

LILY MERCERIZED THREAD

**An Excellent Thread For
All Sewing**

400-YARD
TUBE

10c

Except No. 8.

400-YARD
SPOOL

10c

Except No. 8.

125-YARD
SPOOL

5c

Except No. 8

FOR SHEER AND LUSTROUS FABRICS.

MADE BY **Lily Mill & Power Co.** SHELBY, N. C.

**We Grow Cotton
We Manufacture Cotton
Let's Wear
COTTON**

OUR DEPENDENCE ON COTTON

CLEVELAND COUNTY, above all other sections in North Carolina should heed the slogan "We Grow Cotton, We Manufacture Cotton, Let's Wear Cotton." Here we are, the banner agricultural county in North Carolina, producing during the past two years around 65,000 bales of the staple. Our farmers are dependent on cotton, our textile workers are dependent on cotton for their daily wage, our merchants prosper or lose as cotton goes up or down, our banks, our business enterprises are all dependent directly or indirectly on the price of cotton.

It behooves every citizen, man, woman or child to wear cotton garments wherever possible. Your merchant carries a full line of cotton-made materials, many of these materials being made from cotton grown right here in Cleveland county. Make it a practice to wear nothing else but cotton. Buy cotton towels, cotton made materials for the home. Even if the cotton merchandise you buy locally is not made from Cleveland county cotton, but comes from the Delta or Texas fields, the very fact that cotton is being more generally used, adds to consumption and materially helps the price of the staple here in Cleveland county.

Our cotton manufacturers and our banking institutions are sponsoring this page to bring the issue more forcefully to your mind. If they are interested, certainly every other citizen should be interested in the "Wear Cotton Movement."

**Cotton Enters Directly Or
Indirectly Into All Phases
Of Life Of Southern People**

Every man, woman and child in the cotton-growing states should be vitally interested either directly or indirectly in cotton. The economic welfare of the whole South depends on cotton. This year, with cotton selling far below the cost of production and the cotton manufacturing industry in a stagnant condition, the fact has been brought home very forcibly to Southern people that cotton plays a large part in our economic structure.

Within the past few years, due largely to a lack of organization and proper advertising, the cotton growers and the cotton manufacturers have allowed various substitutes of less merit to displace cotton in the style books of the world. When cotton went out of style the women of this and other countries stopped wearing cotton. This in turn caused the cotton textile manufacturers to curtail their operations and the mills, under a necessarily reduced operating schedule, bought less cotton from the Southern cotton growers. The result has been an inevitable surplus of cotton and a drastic decline in prices. Hence the cotton farmers, the mill owners, the cotton mill operatives, and, in fact, the whole South have suffered because our Southern people were not wearing clothing and dress goods made from cotton.

Today, however, the pendulum has swung back. Cotton is again in style. The Cotton-Textile Institute, an organization composed of a majority of the progressive cotton manufacturers of America, has spent large sums of money in the past two

years in developing new and attractive cotton fabrics and in advertising them. In addition to this, the Durene association of America, supported by appropriations made by spinners and mercerizers of long staple cotton yarns, has been very active in developing new fabrics and in showing just how attractive they can be made. Durene is simply a non-trade mark name for products made from long staple cotton and mercerized according to a high standard of specifications.

Paris Features Cotton.

Paris is featuring cotton this season as never before. The French people, although they do not produce a single pound of cotton within their own country, are nevertheless the greatest friends of the cotton growers today. They recognize the inherent beauty and serviceability of our great product and lead the world in featuring cotton dresses. Following the lead of Paris, prominent dress manufacturers and department stores in America are also featuring cotton.

Cotton has thus come to public attention as never before. It has been modernized. There are beautiful new weaves, new textures, new designs, new colors, and even a new "feel" in this inimitable fabric. There are new piques, new knitted fabrics, new crepes, both heavy and sheer, all types of embroidered and cyclized fabrics, shadow prints, dimities, cotton nets and laces, and of course there are the plain broadcloths, chambrays, and velveteens which have been popular over a period of years.

**Cotton consumption
Smaller Than 1930**

Wall Street Journal.

Census bureau reports that domestic mills consumed 433,510 running bales of lint cotton in February compared with 454,188 in January and 494,396 in February, 1930. Taken in connection with international figures the report makes a sorry picture for the cotton industry.

In the seven months of the current cotton season—August 1, 1930, to February 28, 1931, domestic mills consumed 2,899,942 running bales of lint cotton whereas the same period a year ago they consumed 3,808,741. This shows a decrease for the current seven months of 908,799 bales. The International Federation of Master Cotton Spinners' report for the first six months of the season shows world consumption of American cotton was only 5,278,000 bales.

This was a discouraging figure, as total world consumption a year ago was 113,021,000 bales and in the three preceding seasons the average was 15,516,000. If there were no gains in the second half of the season the world consumption this year would be 10,556,000 bales. Census figures for February show that so far as

domestic consumption is concerned the second half of the season got off to a bad start.

That world consumption of cotton has decreased in the current year is shown by the federation figures, but this does not change the picture for American cotton; on the other hand the report makes it worse, because it shows that the world has actually used more Indian cotton. This is not entirely new; the same fact was reported six months ago but apparently it has not yet penetrated the understanding of our farm board.

There is now a world depression in cotton manufacturing, as shown by the consumption figures, which will mean an unwelcome increase in the carryover of cotton. Such a situation does not make for a healthy market. A partial remedy would be a scrapping of the farm board with its dangerous theory of "orderly marketing," stabilization and throwing of monkey wrenches into market machinery, and a return to a business like practice of clearing the markets, avoiding heavy surpluses, and reducing costs of production so as to meet foreign competition.

**Let's Wear Cotton
FROM SKIN OUT**

Wray's Full Fashion Cotton Hose is the Talk of the Town. Sheer as a silk but wears longer. Many new Spring shades.

Mercerized Lisle Hose.
All shades . . . 25c and 49c
**FRUIT OF THE LOOM
Cotton Prints and Broad-
cloths. Nothing prettier
for Spring Dresses. Sheer,
serviceable and durable.
Absolutely fast color.**

Price . . . 19c, 22c & 29c
BROADCLOTH SHIRTS
The very finest quality
fully mercerized. Newest
Spring patterns, also solid
color. Special . . . \$1.00

— GINGHAMS —
32 inch wide Plaids, Stripes
and Checks. Fast Col-
ors 10c

Cotton Canvas Gloves, first
quality 10c

Father George Sheeting
Branded 8c

—40-INCH SHEETING—
Heavy weight for sheets
and Pillow Cases . . . 10c

See our new Cotton Voiles, Organdies, Flaxon Batiste and Nainsook. IF IT'S COTTON GOODS WE HAVE IT.

A. V. Wray & 6 Sons

**Shelby Merchants
Have New Stocks
OF
Cotton Goods**



This Spring has brought out more plain and fancy figured cotton goods than ever, since Cotton has been King in the South.

All loyal subjects of King Cotton have an economic interest in Cotton's welfare. Every man, woman and child in the Sunny South builds his high hopes, either directly or indirectly, on Cotton's progress.

Go to your favorite merchant. Select a pretty piece of Spring Cotton material for a dress, your child's dress, or what-need-you, and see how much fun you will get out of making and wearing smart, durable and attractive garments plucked from the sunny fields of the good old South.

Dover Mill Co.

SHELBY, N. C.

Locally Owned And Using Locally Grown Cotton

Cotton

*Main Dependence In
Cleveland*



THE CAUSE CAN BE MATERIALLY HELPED

If the merchants and business houses will use cotton twine instead of jute and paper for wrapping.

Insist on cotton twine on your packages. Wear and use cotton materials always.

Cleveland Mill & Power Co.

LAWNDALE, N. C.