

The Cleveland Star

SHELBY, N. C.

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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.

FRIDAY, OCT. 30, 1931

TWINKLES

Too many people absorb flattery, knowing it to be flattery.

Al Capone seems to have been placed on a spot where, after so long a time, he must realize that money cannot buy some things.

A young Shelby man, we learn by The Charlotte Observer, is assembling data for a book on the depression. Why not use a deflated bank book and save the trouble?

When it is possible to see over the telephone the refined people who never say anything back when the line is busy may become better known to the hello girls who can see their faces.

Futile dashes to find the pot of gold at the end of the rainbow may yet influence Governor Gardner to call a special session of legislature, but his serious and sincere efforts not to do so will be remembered as the months to come unfold their story and reveal the lack of wisdom of such a move. It is tragical that political power in America is often so potent that a misguided populace can overrule the better judgment of men who are reluctant to being stamped into what they consider folly. But the people rule.

ADDENDA

THE CHARLOTTE OBSERVER comments upon the manner in which Cleveland county had a big portion of its cotton crop picked this year despite the shortage of pickers. Two thousand school children were turned out, remarks The Observer, to aid in the work. Correct as far as it goes. But for a number of years Cleveland county rural schools have opened six weeks earlier in the summer than other schools so that school children might take a six-weeks recess at cotton-picking time and help in the work. And around seven or eight thousand school children, instead of two thousand, help with the job.

DR. MITCHELL

DEATH HAS STRUCK Shelby several heavy blows in the recent months and the last few years. Many dependable leaders have been called, and the passing of men who know by experience how to advise their younger fellowmen is always a blow to any community. Dr. W. F. Mitchell was not an old man as years go, but for over 30 years he had practised medicine here. In 30 years of practice any physician in a rural section and in a small city builds up ties, friendships, and close relations that are valuable. A physician in such a section is second only to the minister. In addition to this professional quality, Dr. Mitchell had a personality that won friends. His passing breaks another link that joined the struggling days of a county seat town and the more prosperous days of a hustling little city.

MIGHTY GOOD IDEA

SOME READER MAY get the idea that The Star is "hyped" on eliminating a few railroad grade crossings, because of the reiterated comment about the Southern crossing near the Dover mill. It may seem so, but if all citizens could see the wreckage of one crossing crash—debris of automobiles and wagons and broken and crushed human bodies—they would come nearer realizing the value of such changes.

Reports are that one of the preliminary surveys of the proposed Shelby-Marion highway will eliminate both Southern grade crossing on the present Polkville road just west of Shelby. The first crossing is just east of the city water station and the second just east of the Dover mill village. The Shelby-Marion highway should mean much to this section, but if it did no other good, the elimination of those two crossings would within a few years justify the highway at this end and the changes made.

LEADING ONCE AGAIN

THE LATEST cotton-ginning report informs that Cleveland county is once again ahead of all other North Carolina counties in cotton production. More than likely the county will retain its lead through the remainder of the ginning season, but this year it is a cheapened honor. Leading the State in producing something that fails to repay the production cost is nothing to become overly enthused about. A gratifying angle, however, is the fact that a major percentage of Cleveland farmers this year produced an abundance of food and feed in addition to their cotton. What cotton they produced may bring very little on the market, but, thank goodness, the majority of them will have something to eat and something to feed their stock. In the coming years this year should be remembered. Think how prosperous the farmers of Cleveland would be with 50,000 or more bales of cotton in a year when cotton is selling at 15 or 20 cents and with enough food and feed produced along with the cotton to eliminate in purchasing, with cotton money, of food and feed produced elsewhere.

TOPNOTCHERS by KET

Round the World in 8 Days
15 Hours
51 Minutes



These INTREPID FLYERS GIRDLED THE EARTH IN THE MONOPLANE 'WINNIE MAE' OF OKLAHOMA IN THIRTEEN HOPS

KEEPING THE MUSIC

IT IS ENCOURAGING to learn that Shelby parents are responding to the movement to maintain musical instruction in the city schools. This year the school budget, due to economy slashes, did not provide for the return of O. B. Lewis, instructor in that department last year. Mr. Lewis, however, came back on his own hook, believing that enough parents would pay private tuition for their children to assure the continuance of the band and orchestra and general musical instruction. Reports are that he has met with gratifying results. Last year his band won first honors for the State in its class and the orchestra and individual musicians did honor to themselves, the school and the community. That was worthwhile work, not to mention the more important angle of giving the necessary instruction to Shelby youngsters who have musical talent. From a more material viewpoint, the support of the tuition plan might have been expected. Parents had already invested hundreds of dollars in instruments for their children and it is nothing more than economy to conserve the use of those instruments and in doing so to advance the musical training of the students.

THE TRUNK MURDERESS

FREQUENTLY, when there seems to be nothing else to complain of, someone takes a crack at the newspapers for publishing crime news. The Star does not believe, and subsequently does not endorse, the exploitation of crime news and sensations. No decent newspaper does. Yet news is news and the reading public demands it. In fact, the craving of a big percentage of readers may be behind the heavy exploitation of crime by some of the more sensational papers. Take the Arizona trunk murders in which the young Mrs. Judd shot two of her feminine friends, dissected their bodies, packed them in trunks and shipped them to Los Angeles. Already she is selling her story, at so much per word, to the glary-headline newspapers and magazines. Soon there will be a ludicrous and tragic little song of the double killing on the market in the form of phonograph records, and possibly a movie based upon the gruesome slaying. These things would not be paid for and offered to the public if the public refused to pay for them. On occasion when criticism is offered because of crime news and similar matters it might be well to remember that there wouldn't be so much of it if the public did not demand it and clamor to pay for it. The depression and other events of the ages, you know, have not altered the law of supply and demand. Go to the source of the trouble, or the rottenness, if you care to put it that way.

CLASS JUSTICE

MR. COATES, the University law professor, in his address to the Shelby Lions club, at a recent law observance program, said several things that should be said.

It is foolhardy, when the actual evidence is not at hand, to say that justice is bartered in North Carolina and elsewhere as sacks of corn are sold and purchased. It isn't likely, to be frank, that such is done to any noticeable extent, if at all, but the general public for some reason is inclined to believe that the more fortunate class of people fares better in law violation, or enforcement, than other classes. Prof. Coates is reported to have said that not a single man of outstanding prominence has ever been electrocuted in North Carolina. We do not have the necessary facts at hand to endorse that statement, but we do know that no great number of prominent people have been roasted in the death chair. It isn't necessary to restrict such observations to North Carolina. There's Al Capone, chief of the gangster, chieftains. Until his recent sentence the average citizen had reached the conclusion that 'Scarface Al' was immune when courts started grinding. They had every reason to reach that conclusion. While Capone was making a fortune with his bootleg and extortion rackets, poor white thieves and negroes were being sent up for dealing in short pints and for petty larceny. Certainly, the sentence of Capone should do much to increase the respect for law. More power to judges who look upon all defendants as violators without discrimination because of their backing, their wealth, or, in some instances, their social prestige.

But Prof. Coates, according to the report of his talk, said another thing which is equally as deserving of public attention. There are judges, he declared, who are known as hard judges and others who are not so hard, or, in other words, judges labelled as "soft." Lawyers, as he says, have

a habit of attempting to delay their cases until they can have them tried before the so-called "soft" judges. To a certain extent a barrister cannot be criticised for doing so as his interest is that of his client. The solution, if any, probably lies in a strict code of punishment for certain violations no matter who or what the defendant may be. Circumstances behind the scenes, not generally known, we admit, have an important bearing on court hearings. In some cases there is a certain amount of justification, in others none. The Coates suggestion, in summing up his remarks and offering a remedy, was that regular conferences be held at intervals

between all agencies of the law—the officers, the judges, and others. Such a plan might prove valuable despite the always certain element of human nature. It should do good for officers to be told occasionally where they overstep their proper bounds or are delinquent in other respects. It should, likewise, be worthwhile if a few frank-talking officers could have the opportunity of recalling incidents they considered errors on the part of the courts. And it would be equally as beneficial, we believe, to bring in the public, if the average citizen could be persuaded to get the inside of some arrests and trials before offering criticism.

Try New Stunts To Get Business Gain In County

Merchants And Business Leaders Try Every Trick In Bag To Produce.

Washington.—American business men, with business not so good, have been stimulated to try out all sorts of new stunts and other efforts designed to attract trade, one finds in reports which the Department of Commerce picks up here and there.

Hotels are developing the idea of providing room, meals, sightseeing shows and other entertainment at a combination rate for the entire service, increasing their flow of guests. All-expense week-ends are becoming more popular and were offered especially in resort hotels during the summer.

"Miniature" trout-fishing has succeeded the pee-wee golf craze in some states and Fisheries Commissioner Henry O'Malley thinks it may become generally as popular as the pee-wee enterprise did for awhile. Concrete pools and raceways are installed and stocked with legal size trout obtained from commercial hatcheries. The "player" pays a fee for admission and use of tackle and then so much an inch for such fish as he catches. He can keep the fish, of course, to eat. Suitable surroundings and water supply are necessary, however, limiting the possibilities of this new "industry" in the cities.

Eight merchants in one city combined to persuade everybody to throw away straw hats and buy fall hats Sept. 15. They got the mayor to proclaim an "official fall hat day," released from airplanes old hats tied to parachutes and gave new hats to the finders when they presented them to the stores from which they originally came.

A beverage firm in the northwest is using "living billboards," with live models, to attract customers. Big crowds gather before them and business at nearby soda fountains has picked up surprisingly.

Grocery chains are extending their closing times and many may now be found open from 6:30 p. m. as in Washington, to as late as 10 p. m., a closing hour reported from some western cities.

A New York department store has been promoting a "Dress-of-the-Month" scheme, carrying "the smartest dress in New York priced reasonably" and in a limited edition, for a month at a time and no longer.

Many "national weeks" are being ballyhooed, most conspicuously "National Wool Week," beginning Nov. 9 and designed to interest consumers in products made from wool.

Booksellers are offering trade-in allowances after the fashion of automobile dealers. Many of them allow 25 cents for clothbound, second-hand books on the purchase of any new book, although the book traded in has to be considered saleable on second-hand tables.

A sports shop has an annual "best-dressed golfer" contest in connection with the annual city tournament, stimulating sales for golfing outfits. Another store during the summer gave away four free swims in a local pool with each bathing suit sold.

A Canadian mail order house is issuing a new catalogue every two months instead of each six months and a mail order house in the United States has inaugurated a monthly publication to supplement its catalogue.

The National Association of Shirt Manufacturers has asked the Bureau of Standards to establish a practicable shrinkage limit for shirts and determine prevalent practice as to dimensions of shirts of pre-shrunk material. A southwestern department store, to demonstrate non-shrinkability and wearing qualities of a new line, had several shirts laundered 26 times in succession and then displayed them. Fresh fruits and vegetables wrapped in transparent cellulose covering are being pushed by a grocery chain. Cauliflower can be kept a week longer and tomato spoilage reduced materially, it is claimed.

Minneapolis.—Speedy work by firemen saved Matthew Sutton, 9, from suffocation when he was buried in a cave-in of a tunnel in which he was playing.

Imagine a speaker telling the unemployed that "time is money." If a farmer be one who grows his food and feeds there are very few farmers in this section of the woods

HOME OWNED STORES

THERE'S NO WITCHCRAFT about the ability of the Quality-Service Grocer to serve you with your daily kitchen needs quietly, quickly, and economically! Give him an opportunity to serve you. More than 2,000 of the South's best grocers are members of the QSS organization! Our stores are filled with the best in Foods... and stocked with all seasonal items.

Luxury Pineapple SLICED OR No. 2 25c
CRUSHED Can

Pillsbury's BEST FLOUR Forget luck in baking—use this "balanced" flour! 24-lb. bag 85c

SHELBY PURE PORK SAUSAGE POUND 20c

WATAUGA FINE FLAVORED Kraut 3 No. 2 Cans 25c

SHIVAR'S Ginger-Ale 3 BOTTLES 25c

Kraft's Cheese 1/2 Lb. Package 20c

JJW Cakes and Crackers OVEN-FRESH! FLAVORY! THEY'RE GREAT!

Banquet TEA 1/2 Lb. Can 25c

SNOW KING Baking Powder — 25-oz. can ... 23c
S. & P. PEANUT BUTTER — Lb. Jar ... 23c
O'BOY Sliced or Regular BREAD — Loaf ... 9c
CLEAN-MADE MACARONI — 2 Pkgs. ... 15c (NOODLES OR SPAGHETTI)
RED SEAL CORNED BEEF — Tin ... 23c
FRENCH'S MUSTARD — 2 Jars ... 25c
EAGLE CORN MEAL — 10-lb. Bag ... 20c
DUKE'S MAYONNAISE — 8-oz. Jar ... 19c
WHITE HOUSE COFFEE — Lb. Tin ... 37c

ISAAC SHELBY FLOUR 24-Pound Bag 55c

SUNSHINE Cakes & Crackers 6 5c Packages 25c

STAR WASHING POWDER OR STAR SOAP "Old Friends Are Best." 3 FOR 10c

Palmolive BEADS — 3 pkgs. ... 25c
FAMOUS SILK MANUFACTURERS RECOMMEND PALMOLIVE BEADS FOR WASHING FINE FABRICS.

OCTAGON TOILET SOAP MOST REFRESHING FOR TOILET AND BATH! 3 10c Cakes 23c

FRUITS AND VEGETABLES FANCY ICEBERG LETTUCE LARGE HEAD ... 10c
LARGE GOLDEN BANANAS 4 POUNDS ... 22c
U. S. NO. 1 IRISH POTATOES 10 POUNDS ... 20c
FANCY SWEET Potatoes, 6 lbs. 12c

QUALITY = SERVICE = STORES

HOME OWNED STORES

SHELBY 10-30-31