

Weather: Fair and Colder

## STANLEY KREBS FASCINATES HIS AUDIENCE

Marvelous and almost unprecedented was the manner in which Dr. Stanley Krebs fascinated his audience last night in the public school auditorium. He simply held his hearers spell-bound from beginning to end, and despite the fact that he talked two hours and ten minutes they hung just as eagerly upon his words at the close as at first.

His subject was supposed to be "Suggestions on Advertising, Salesmanship, and City Expansion," but it might perhaps better have been named, "A Survey of Life in General and How to Make a Success at It." With the entire consent and approbation of his audience, he branched off into such topics as the proper raising of children.

"I had thought," said Dr. Krebs, "that I was to speak exclusively to a business body, but since I see before me an audience representative of the whole community, and just about as many women as men, I shall speak accordingly."

His audience was only too glad to give him a free rein, and had he not finally called a halt, they would probably be there yet drinking his words about how to succeed.

It is to be regretted that the audience was not larger, since the school auditorium could have very comfortably held a great many more. It was, however, representative of the best citizenship of Washington.

The object of Dr. Krebs' talk was, in brief, to teach his hearers how to influence any given individual. After that, the object of all advertising, and for that matter, nearly all writing and conversation, is to bring the other fellow around to thinking our way. This can best be done by hammering upon a few important points again and again. For example, a man picks up a paper and sees the words, "Uneda Biscuit." He picks up another paper and sees "Uneda Biscuit," he then takes up a magazine, and his eyes fall upon "Uneda Biscuit." Before long he resolves to try a box of those biscuits.

A striking point made by Dr. Krebs was in reference to the word, "don't." "Never, never use the word 'don't,'" said he, "unless you see somebody about to stick their fingers on a red hot stove, and then yell it at them. Always tell people something to do, rather than something not to do. This applies to raising a child, advertising a meeting or selling shoes."

He illustrated his meaning by telling of a secretary of a chamber of commerce who complained that in spite of the fact that he had sent out over a hundred cards advertising a meeting, he could muster only about six members. "Let me see the card," asked Dr. Krebs. The card read "Don't forget the meeting tonight." What he should have said, declared the speaker, was "Remember." Again, a teacher once kept a boy in after school and left him there alone while she went down town a while, telling him "Don't play with the fire." When she got back the boy had burnt up a lot of newspapers, histories, and other text-books. Her forbidding him had caused him to destroy property. Had she assigned him a positive task to occupy him, it would never have occurred to him to go near the stove.

Advertisers were warned by the speaker against insulting the intelligence of people. When a storekeeper advertises the greatest, most stupendous bargain sale of the finest goods sold at the cheapest prices ever known upon the face of the earth, it is hard to think he expects his noblest customers to accept his statement as a veritable fact. It is better to be conservative in one's statements, stick to the actual truth, and say things which are apt to find reasonable credence with sane human beings.

The above is a fair sample of the practical value of the suggestions advanced by Dr. Krebs.

The condition of Mr. John Tooley, who was operated on a few days ago at the Washington Hospital for an acute attack of appendicitis, continues to steadily improve.

### COTTON MARKET.

Lat Cotton, 12c.  
Seed Cotton, 4 1/2c.  
Cotton Seed, 22c.00.



## PRESIDENT WILSON AND HIS CABINET

### NEW CABINET CONVENES AT EARLY HOUR

Washington, March 7.—President Wilson's Cabinet yesterday broke some of the records established by Mr. Taft's official family. The Taft advisers usually reached the White House offices much after 11 o'clock, the hour set for the meeting. All Mr. Wilson's Cabinet were in the offices within a few minutes of the meeting hour ready to sit for a dozen photographers and several moving picture men.

### SCHOOL NOTES

The following is the honor roll for the past month. The three pupils making the highest averages were from grade 1A: Bernice Nicholson 98.7, Bonner Archbell 97.9, Elizabeth McHenry 95.8.

From 1st Year B. Freda Williams 94, Rachael Tripp 91.5, Georgia Tripp 90.8.

### GOLF COURSE IN A CHICAGO NEWS-CRAPPER

Chicago, March 7.—Charles H. Crane who may be appointed to a post in the diplomatic service by President Wilson, is a golf enthusiast to such an extent that he has just had completed a pipe hole course on the twelfth floor of the Crane Building in the downtown district. The course was laid out by Tom Vardon, of the Springs Lake N. Y. club, who is also in charge of it.

### THE SENATE KILLS TWO BIG BILLS

Raleigh, March 7.—Despite a stirring special message from Governor Craig, vigorously urging the passage of the reassessment bill and almost heroic efforts for its passage on the part of Chairman R. R. Williams of the finance committee, the House yesterday, after two hours' debate killed the measure on second reading by a vote of ninety-seven to seventy.

Another special message from Governor Craig made a magnificent plea for a realization by the General Assembly of the importance of the State of being reputationally represented at the Panama Exposition at San Francisco in 1915, this being a universal exposition representative of all States and nations, and perhaps the only exposition of its class that will be held in America during the life time of the present generation.

The Senate killed the State road bond bill which had passed the House several days ago. The bill provided for a semi-annual bond issue by the State of \$300,000, the proceeds of which to be loaned to the counties on their bonds for road building purposes.

### LEADING DONKEY ACROSS CONTINENT TO PAY BET.

Portland, Me., March 4.—Leading a donkey and intending to walk from Portland, Me., to Portland, Oregon, B. H. Anderson, former general secretary of the Butler, Pa., chamber of commerce, was ready to leave this city today on a long walk across the country in fulfillment of the terms of a bet he lost on the presidential election. Anderson, who was a page in the national house of representatives in 1901 was a follower of Col. Roosevelt and laid a wager on his election for president. The distance he will lead the donkey is estimated at 4,500 miles and he expects to complete the journey in eight months.

Under the provisions of the wager he must call at the White House and greet the new president, and also call upon the governor of every State through which he passes.

The many friends of Mr. L. L. Savage of the Worley and Etheridge Drug Co. will regret to learn that he is ill at his home.

### GREEKS CAPTURE FORTRESS OF TURKS

Athens, Greece, March 7.—The Turkish fortress of Janina, the key to the possession of the province of Epirus, with its garrison of 32,000 men, surrendered to the Greek army yesterday after a defense which forms one of the most brilliant episodes of the Balkan war.

### MISSIONARY SOCIETY THIS AFTERNOON.

The Woman's Missionary Society of the First Methodist church meets this afternoon at 4 o'clock at the residence of Mrs. W. H. Call on Main street.

Mr. J. B. Mayo of South Creek is today in the city.

### All the World Contributes to Your Happiness

The natives of Ceylon send their choicest teas, the peasants of Switzerland supply the daintiest needlework, France contributes marvellous silks, Ireland linens and Eng and suitings of wondrous texture. The products of the world are brought by boat and rail to your very door.

Merchants, eager to please, fascinate and gratify your desire for "something new," ransack the earth to secure the things that will delight and captivate the hearts of their customers. The new things for Spring are budding out. Every day from now on stories of new millinery, new apparel and new fabrics will be told. It is the most interesting news of the year.

### GREENVILLE MAN ENDS HIS LIFE

Greenville, March 7.—Like a bolt out of a clear sky came the shocking announcement today that Mr. J. S. Mooring had killed himself.

Mr. Mooring was a member of the firm of G. M. Mooring and Son doing a general merchandise business in the two story store in the Rialto building. He went to dinner about the usual time yesterday, and when he returned to the store about 12:30 o'clock, his salesman, Mr. Zeb Whitehurst, left for his dinner. When Mr. Whitehurst returned to the store he found it locked up. As he also had a key to the store he opened the front door and went in, thinking that Mr. Mooring had stepped out somewhere.

A few minutes later Mr. G. M. Mooring, father of the young man and senior member of the firm, who had come in on the 1:18 train from his home in the country, went to the store and asked for his son. Mr. Whitehurst remarked that he must have stepped out somewhere as he found the store locked when he got back from dinner a few minutes before.

The elder Mr. Mooring went down the street and returned to the store in a little while. Still nothing unusual was thought of the absence of the young man. It was shortly after this that what had really occurred was disclosed. Mr. Whitehurst went to the upper floor of the store for something and had scarcely reached the top of the stairs when he saw Mr. J. S. Mooring lying dead upon the floor. The body was flat on the back, the right hand still holding a pistol that was pointed at the head. There was one shot in the breast and another in the head, indicating that he had shot himself twice, the last shot in the head causing instant death.

No cause is assigned for taking his life, unless it was some business trouble, as he seemed surrounded with such conditions as to make life happy.

Mr. Mooring was in his 38th year, and leaves a wife and two small children, his wife being a daughter of Mr. John Mayo, of Bethel. He also is survived by his father, six sisters and one brother.

He was a member of the Knights of Pythias and was very active in the lodge. He was a young man of most excellent character and held in high esteem by everybody. He came to Greenville to serve as deputy sheriff when his father was sheriff of the county, and afterward engaged in mercantile business, his father later becoming a partner in the business.

The funeral took place this afternoon.

Great sympathy is expressed for the father and especially for the wife and little children in the great sorrow that has come to them in this sad tragedy.

Mr. A. M. Whitehurst of Parmele was registered yesterday at the Louise.

### ELFRIDA REQUESTS AID OF DANIELS AND CRAIG

#### CONTRACT FOR BUILDING PROBABLY LET TODAY

Secretary C. A. Fynn of the Chamber of Commerce and Mr. J. G. Bragaw, are in Rocky Mount today to confer with Dr. Thomas Nichols, Secretary of the Board of Education of the Methodist Episcopal Church in regard to the new college in progress at Washington, in the locality known as Washington Park.

The conference is being held at the office of the architect for the first building, Mr. Stout. The plans and specifications of the first building will be given over by Dr. Nicholson, whose headquarters are 150 Fifth Avenue, New York City, and Messrs. Fynn and Bragaw. It is rumored that the contract for this first building is to be let.

Certain it is that work is expected to begin soon, so that the Washington College Institute, as the institution will be known at first, will be open for students by next fall.

It is planned to make this college eventually one of the greatest in the State. While the beginnings will of course be humble, in comparison with what is finally to be achieved, the new institution of learning will be ready to take care of all students who may come to it next fall.

#### NO CHANCE LIKELY IN FOREIGN POLICY

The business men of the town were quick to recognize the advantages which would accrue from Washington's being made an educational center; therefore they went after this college and not it.

Washington, March 7.—Indications that no immediate or sweeping changes in the foreign policy of the United States are in contemplation were afforded today when Secretary Bryan without much qualification approved the letters and instruction by wire that went out to the American representatives abroad, in countries where stirring events are happening.

It became known today that without abating this government's claim to the right to maintain an efficient army patrol along the Mexican border, the new administration intends to use every proper means to avoid friction with the Mexicans across the line.

In line with the disposition to advise President Wilson and Secretary Bryan of the precise conditions along the border, Brigadier General Tasker H. Bliss, commanding the southern department of the army with headquarters at Fort Sam Houston, was today ordered to make a tour of inspection.

The "Elfrida" now with the North Carolina naval reserves, is anchored at the North river light. Secretary Daniels was wired for help today. The Pauline, revenue cutter, which is near, was sent to the rescue. The "Elfrida" which is a converted yacht, having been turned over to the North Carolina naval reserves, belongs to the State. Governor Craig has been asked to help her.

#### SHIPPING NEWS

The "Pondrey" of Swan Quarter, Capt. Edmund Jarvis, is in port for the purpose of taking on a load of lime.

The "Luella" of Beaufort, Hyde county, Capt. Silverthorne, is discharging a load of chickens, turkeys, and country produce. She will be laden with general merchandise for the return trip.

The "Nautilus" of Blounts Creek, Capt. C. B. Edwards, has at last left Washington, after remaining here several weeks.

The "Eloise," Capt. Brooks, is making ready to resume her regular trips between Washington and points down the river.

The "Glide" of Lowland, Capt. J. G. Lupton, is in port today.

The "Ceil" of Leecheville, Capt. W. S. Rice, is taking on a cargo of fertilizer.

The "Lorena D." of New Bern, Capt. A. J. Day, has brought on a load of crushed shells for Witt.

The "Theresa" of Hyde county, Capt. Midgett, has discharged a cargo of country produce, and will return laden with merchandise.

The "Victor" of Ransomville, Capt. John Boyd, is lying in port.

The schooner "Louise" of Virginia, Capt. Fields, is still in port loading up with lumber.

The "Carra" of Philadelphia, is still in port discharging a cargo of fertilizer preparatory to taking on one of lumber.

The "Annie F. Wahab" of Ocracoke, Capt. Williams, is still in port.

The "Esphero" of Tarboro, owned by the Tar River Oil Co. of Tarboro, Capt. John Roberts, is in port today.

LESS GOLD LACE NEEDED BY NEW PRESIDENT.

Washington, March 7.—There will be marked reduction in the amount of gold lace to be seen around the White House during the present administration, if President Wilson carries out his plan to reduce the number of military aides which have attended the two former Presidents.

It became known that Major Thomas L. Rhoads, U. S. A., who was military aide and medical adviser to President Taft, had recommended that the present corps of twelve officers of the army, navy and marine corps be cut in half. Furthermore, President Wilson probably will dispense with the presence of a uniformed aide in his travels about the country.