

Annual Exhibit Millinery and Women's Wearing Apparel Begins Monday, Sept. 11th, at The Little-Long Co

DAINTY AUTUMN NECKWEAR

The autumn display of dainty Neckwear is far more beautiful than any that have preceded it. One marvels at the variety of styles, each one seemingly more beautiful than the one before.

CHILDREN'S APPAREL

Tempting, indeed, is the showing of new apparel for children. The stock, though not yet complete, is adequate for all immediate needs.

Children's Gingham and Percale Dresses.

Two to Six Years

48 Cents to \$1.00

Four to Fourteen Years

\$1.00 to \$3.50

Special Features for This Week's Selling—Some Wonderful Bargain-Giving in Linens and Hosiery

CLEAN-UP SALE OF TABLE LINENS AND TOWELS

In order to clean up all old stock we offer for Monday great reductions in Damask Napkins and Towels. We have large quantities of these goods in odd lots and some slightly soiled, but otherwise desirable.

Damask by the Yard

Six Pieces Linen Damask, sold at \$1; Sale Price 89c
Ten Pieces, Sold at 85c. Go at 73c
Eight Pieces, Sold at \$1.50; Go at \$1.39
Seven Pieces, Sold at \$1.25; Go at \$1.12

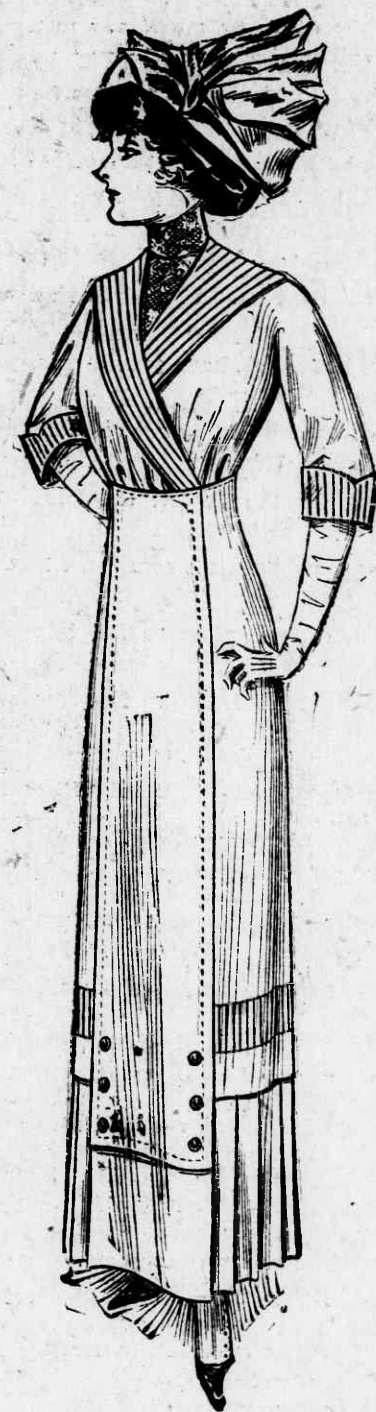
NAPKINS BY THE DOZEN

Fifteen Dozen 60c Napkins, Monday's Price 48c
Fifteen Dozen 88c Napkins, Monday's Price 73c
Twenty Dozen \$1.50 Napkins, Monday's Price \$1.29
Ten Dozen \$3 Napkins, Monday's Price \$2.28
Ten Dozen \$3.50 Napkins, Monday's Price \$2.68
Ten Dozen \$5 Napkins, Monday's Price \$3.98

SPECIAL SALE HAND BAGS

Two Lots for Monday's Selling

One Lot \$1.50 Bags, 79c
One Lot \$2.50 and \$3.50 Bags, \$1.98



The Little-Long Co.

DEPARTMENT STORES, CHARLOTTE, N. C.

STATE PUBLICITY LEAGUE WILL BE FORMED

At the meeting of the officers of commercial organizations, newspaper men of North Carolina and Railroad men in this city, Sept. 12th, announced last week, a state Publicity league will be formed with the "Back Home" movement as its plan of campaign.

Word has come to the Greater Charlotte Club from former citizens of this state who ask about the price of land here, and for literature for themselves and neighbors. Such inquiries are coming to others from every state west of the Mississippi river and Northwest Canada. The theme common to hundreds of letters is a story of loss and bitter disappointment to hundreds of thousands who have sought cheap land on which to make homes.

The Trans-Continental Railroads in the United States are right now soliciting people here in the South to emigrate to Canada. The league to be formed here, will undertake to place its advertising matter in the hands of some one from all over this country and Northern Europe who have been "drummed up" by Western and Canadian Railroads, doing this through the agency of the Trans-Continental.

No more practical method of getting people into this state has ever been conceived than what is known as the "Back Home" movement.

If properly operated the "Back Home" movement will put the agricultural and other advantages of the state squarely before those of the West or elsewhere through the agency of North Carolina people, both at home and abroad.

It is a personal and public campaign in operation to the withdrawal of our people by the Western and Canadian Railroads. It is an appeal to one of the strongest natural impulses of human nature, and therefore, a flank movement in our contest with the western states and Canada.

It will bring many persons into this state, both its former citizens and others who, through their influence, have been led to investigate its advantages. It is the basis for federating all the state organizations in the common cause of immigration-selected immigration, and bringing them into active cooperation with the railroads.

Meeting called to order by President O. Kuester, of the Greater Charlotte Club.
Address of Welcome by Mr. W. C. Dowd, editor of the Charlotte News.
Response by Mr. H. B. Varner, president of the Lexington Board of Trade.
Ten minute talks by Mr. F. W. LaBonne, manager of N. & W. R. R.
Mr. J. C. Gaines, of the Asheville Citizen.
Mr. C. C. McLean, secretary of the Greensboro Chamber of Commerce.
Mr. Z. P. Smith, secretary Fayetteville Chamber of Commerce.
Mr. W. C. Felster, president Newnan Chamber of Commerce.
3 p. m.
Address by Hon. Lee S. Overman.

Address by Mr. W. D. Roberts, of Johnson City, Tennessee.
Ten minute talks by Mr. Josephus Daniels, editor News-Observer.
Mr. Harry P. Deaton, editor Mooreville Enterprise.
Mr. T. W. Chambliss, of Charlotte Organization.
5 p. m.
Ride over the city:
7:45 to 8:30 p. m.
Reception in Selwyn parlors.
8:30 p. m.

Ten minute talks by Mr. J. B. Sherrill, of the Concord Times.
Mr. N. Buckner, secretary Asheville Chamber of Commerce.
Mr. O. F. Crowson, editor of the Burlington News.
Mr. J. S. Kuykendall, secretary Winston Chamber of Commerce.
Mr. Fred A. Olds, secretary Raleigh Chamber of Commerce.
Mr. J. V. Cimms, of the Raleigh Times.
Mr. O. P. Cooper, secretary Wilmington Chamber of Commerce.
Mr. J. L. Williams, secretary New Bern Chamber of Commerce.
Mr. Fred L. Hoffman, secretary Morganton Chamber of Commerce.

Student Asso. In the Colleges

Mr. Henry S. Johnson, the student secretary of the interstate committee of the Carolinas Y. M. C. A.'s, has begun his fall visitation of the student associations in the colleges. Through Mr. Johnson's efforts nearly all of these associations had representatives at the student conference for training held at Montreat in June and the special object of this trip is to get them to carry out the suggestions given at the conference for organized Christian effort. He will also work up delegations for the Bible study institutes to be held this fall.

Two of these institutes will be held, one for South Carolina at Newberry College, October 26th to 29th, and one for North Carolina at Wake Forest College, November 2nd to 5th.

Speakers of international reputation will be in attendance upon these institutes. In accordance with the determination of the association leaders to push evangelistic effort more vigorously than ever before special evangelistic services will follow each of these institutes.

Famous Christian Science Lecturer

An event of high import to Christian Scientists here, and hereabouts, as well as of interest to the public who enjoy the expressed thought of a man of intellectual power and culture, whether endorsing the thought or not, will be the lecture to be delivered here on October 24th, in the Academy of Music, by Judge Clifford T. Smith, of Boston.
Judge Smith is a famous member of the Board of Lecturers of the Mother Church, in Boston. He was also a former reader in the church. He will lecture on Christian Science. Those who believe as he does will hear him gladly.

PRES. COLLEGE READY FOR THE OPENING

With a college building remodeled throughout at a cost of approximately \$10,000, with a new, larger and stronger faculty and an aggressive and progressive new administration, the Presbyterian College for Women will formally open Tuesday morning for the first term in its new era.

Already the improvements that have been made at the college and the greater things planned in the work of the institution have borne fruit in a way, for the friends of the college and its alumnae have been united as never before and the people of the city generally are enthusiastically interested in it.

President John L. Caldwell has spent the entire summer working in the interest of the college. He has made a number of important trips and has devoted a great deal of time to the direction of the work of overhauling the imposing college building, so that when the students begin to arrive they will enter as it were a new and greater institution. Mrs. M. H. Russell, the lady principal, arrived in the city yesterday and will spend the first part of the week in seeing that everything is in readiness for the girls when they arrive.

The members of the faculty have already begun to arrive. Mrs. Minnie Wriston Smith, who spent a part of the summer at San Francisco studying under Herr Heinemann and later spent a short while at Lake Kanuga has returned to the city and is ready to take up her work as head of the voice branch of the school of music. Dr. and Mrs. Charles R. Fisher, of Gordon, the former the new head of the school of music, will arrive here Tuesday. The other members of the faculty will arrive Tuesday and Wednesday, and Wednesday the dormitories will be opened to the students, who are all expected to arrive on that day.

The formal exercises attending the opening of the college will be held in the college auditorium Thursday morning. President Caldwell will make a short talk to the students and there will be present also Rev. D. A. A. McGeachy, pastor of the Second Presbyterian church; Rev. Dr. E. E. Bommar, pastor of Pritchard Memorial Baptist church, and Rev. Alva W. Plyler, pastor of Trinity Methodist church. All alumnae of the college and its patrons and the people of the city generally are invited to attend the opening exercises.

NAME DATE OF GOOD ROADS CONVENTION.

New York, Sept. 9.—It was announced here today that the annual national good roads' convention will be held in Washington in December. It is said Washington will continue to be the scene of these meetings until Federal aid for the construction of good roads becomes an accomplished fact.

Cotton Mill Asso. Workers

An important conference of the employed officers of Cotton Mill Y. M. C. A.'s and other persons interested in welfare work of this kind will be held at the association building in Charlotte September 20 and 21.

The conference will be held under the auspices of the industrial department of the international committee and the state committees of Virginia, Georgia and the Carolinas. Representatives of those committees will be in attendance.
President Few, of Trinity College, Thomas F. Parker, of Greenville, and Charles R. Towson, of New York, will address the conference and the discussions will be participated in by a large number of men actively identified with work of this kind. A number of the general secretaries of city associations will be in attendance because of their interest in the discussion of extension work in mill villages by city associations.

The sessions of the conference will be open to the public and a cordial invitation is especially extended to all who are in any way interested in work of this kind to attend and to take part in the discussions.

Baptist Association Meets at Pineville

The Mecklenburg and Cabarrus Baptist Association composed of 26 churches in these two counties, and with a membership of 4,065, reported in the minutes of last year, will hold its 26th annual session with the Pineville Baptist church on Wednesday next. The introductory sermon will be preached at 10 o'clock a. m. by Rev. S. N. Watson, of Concord, with Rev. D. M. Austin, of Charlotte, as alternate.

Hon. W. C. Dowd is moderator of this body and will call the session to order immediately following the sermon. A large delegation is expected to be present and also a number of the representatives of the boards and different departments of the work. Reports will be made and discussed, embracing the work of missions, state, home and foreign, and also of orphanage at Thomasville, and education and Sunday schools. There are five churches in this body located in Charlotte. The ladies representing the various missionary societies in the churches will hold a most interesting meeting during the session and make reports of their work.

A FIERCE NIGHT ALARM is the hoarse, startling cough of a child, suddenly attacked by croup. Often it arouses Lewis Chamblin, of Manchester, O., (R. R. No. 2) for their four children were greatly subject to croup. "Sometimes in severe attacks," he wrote, "we were afraid they would die, but since we proved what a certain remedy Dr. King's New Discovery is, we have no fear. We rely on it for croup and for coughs, colds or any throat or lung trouble." So do thousands of others. So may you. Asthma, Hay Fever, LaGrippe, Whooping Cough, Hemorrhages fly before it. 50c and \$1.00. Trial bottle free. Sold by W. L. Hand & Co.

NO SWEARING IN THE ZONE.

Taking the English "damn" as his subject, H. L. Mencken, in the Baltimore Sun, says:
"Colonel Goethals' recent prohibition of swearing in the Canal Zone engages the public gazettes, east, west, north and south, and nine-tenths of them, of course, praise the Colonel in smug, affecting phrases.

"I here treat, of course, of swearing properly so-called—of that dignified and satisfying profanity which is neither blasphemous nor obscene. The civilized American white man is always careful of such distinctions. The Spaniard, the Portuguese, the Italian, and other such Latins seem unable to swear without blasphemy, and among the Chinese, I am informed, swearing is hopelessly and revoltingly obscene. But the great root words, the heart and lungs, the mercury and quinine of Angli-American swearing—lo-wit, the words 'dam' and 'hell'—have no hint or color of blasphemy in them, and are no more indecent than the names of the elements.

"The proper function of swearing," said the Marquis of Crewe lately, in the course of a political speech at Tiverton, England, "is to sustain and comfort mankind in the minor ills of life. In the presence of anything like a great crisis it is superfluous and inadequate." An accurate statement of the whole philosophy of swearing. It would be absurd for a man to say "damn" on having his leg cut off, or on being found guilty of murder, or on discovering a box constrictor in the act of swallowing his infant—but in all the lesser mercergies of existence a few harsh, stozando words discharge the lightning of irritation, and hence relieve the mind. Hay fever, if swearing had never been invented, would be as fatal a malady as hydro-

phobia. As it is there is a "damn," or at least a "darn" for every sneeze—a "damn" that is cheap, ever-ready and certainly ameliorative—and so the patient survives, to the joy of his loved ones and creditors.

"It was Mark Twain, I believe, who first showed the direct connection between the poise and efficiency of the English and the satisfying sonorosity of their national cuss-words. A Latin, thumping his thumb with a hammer, resorts at once to hair-raising blasphemy, and as a result he gets no relief. His oaths are too complicated, too cacophonous, too earnest. Instead of soothing him, they disgust him. In consequence, the Latin is a nervous, irritable, emotional fellow, and unfit for work requiring a calm, persistence, cool courage and a capacity for overcoming a multitude of small obstacles. The French, tackling the Panama canal, failed miserably. If Colonel Goethals' order were actually enforceable we Americans would fail too—but every sane man knows that it is essentially unenforceable, and every honest man is glad of it.

"The English 'damn' is the cornerstone of the British empire. It explains the great success of the English as colonizers, their infinite capacity for handling the lower races. The institution of slavery made swearing an important art in Colonial America, and it has been cherished and nurtured ever since. Hence our sky-scrapers, our trans-continental railroads, our great steel plants, our enormous commerce and prosperity. Engineers estimate that it takes 475,000 'damns' to lay a mile of track, and 250 a mile a day to operate trains over that track. How many steamboats would run if mates were forbidden to swear? How many newspapers would come out if the foremen of their composing rooms were denaturalized and disendammed? How would wars be fought, how would orchestras rehearse, how would bricks be laid, how would policemen police, how would plumbers plub, how would

the great problems of state-craft be solved if—

"The subject of swearing is too vast for treatment in a single article. It has too many facts, its roots and tendrils sink too deep into psychology and sociology, ethics and anatomy, logic and philosophy. On a later day let us return to it, confining our study, in prudence, to some minor sub-department, some constituent cell of it. For example, the psychic differences between English swearing and German swearing, the use of profanity by eminent men, or the scientific basis for the doctrine that swearing is offensive to ladies."

Lost and Found

A young man took his sweetheart to a ball. She wore her party dress. As they began a dance he noticed what he thought was a raveling sticking out of her sleeve. He tugged at it. It came easily, and during the remainder of the dance, having started to wind up that raveling, he kept at it. It wasn't until the end of the dance that he had finished winding.

Next morning the girl said to her mother:
"Maw, an awful funny thing happened last night. You know I went to that dance. Well, when I got home and got ready for bed I found my union suit had disappeared."

Our policies are not the flimsy kind but are FLAWLESS. They are capable of any amount of "wear and tear." Therefore not many customers are LOST; on the contrary many are FOUND, daily.

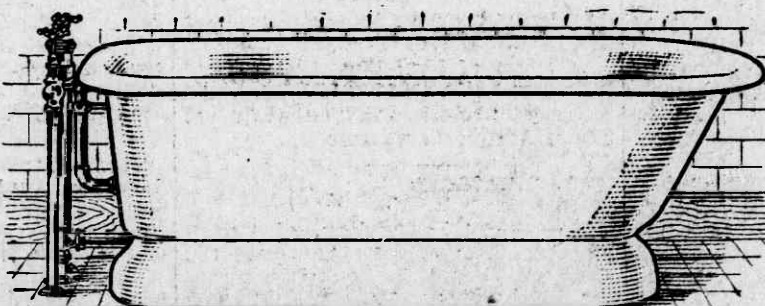
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