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J. B. SHERRILL, Editor and Publisher W. M. SHERRILL, Associate Editor

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### ADVERTISING DID IT.

In an address before the 25th annual convention of the Southern Newspaper Publisher's Association, recently held at Atlanta, W. M. Armistead, of the N. W. Ayer & Co., national advertising agents. related several instances of the effectiveness of newspaper advertising, referring directly to two Winston-Salem firms, both of which are liberal users of printers' ink. The following extracts are taken from Mr. Armistead's address:

"About 15 years ago there was a comparatively small concern , at Winston-Salem, N. C., manufacturing a very fine line of heavyweight popular priced underwear. This merchandise was not trade-marked; the goods were being sold in competition with other unknown-merchandise. They decided to trademark it in order that it could be identified by the consumer. We were commissioned to originate the trade-mark and do the advertising. We suggested that the line of merchandise be called the 'Hanes.'

"It was two and one-half years before the goods with the trademark could be gotten into distribution. Advertising was applied. Today that mill has grown to be the largest of its kind in the world. Not only heavyweight underwear is being manufactured, but all weights of underwear-a full line-and the product is sold generally throughout the entire United States. This company is the P. H. Hanes Knitting Co.

"About the same time the R. J. Reynolds Tobacco Company discovered a better way of manufacturing smoking tobacco. They named this product Prince Albert. We were commissioned to that the President is not going to engage do the advertising. At that time the company ranked fourth in the tobacco industry. Practically all of the business was confined to the southern states. If my memory serves me correctly, I do not to very much north of Baltimore or west of St. Louis.

cigarette was offered to the public a fortune was spent in experimental work in perfecting it. The name given the cigarette was Camel. Before competition realized what was going on, Camel cigarettes were being sold from coast to coast in every city, town and hamlet. It was the first brand of cigarettes ever distributed and sold nationally, and Camel cigarettes, as you know, are the overwhelming choice of the people.

"Today the R. J. Reynolds Tobacco Company is the leader in the tobacco industry, having come from fourth place in the face of all the skill that competition could muster."

#### MRS. COOLIDGE AND THE PRESI-DENCY.

Whatever may be one's opinion of tive of the United States, one cannot but have sympathy for the man as an indi-

ons more than anything else directed the items as fuel, janitor service, supplies, President to say he didn't "choose" to light, water, transportation of pupils run in 1928, and that behind these per- and the overhead expenses of administrasonal reasons is Mrs. Coolidge who has tion. tired of the anxieties, the worries and the troubles that go hand in hand with occu- tion in all elementary and secondard pancy of the White House.

ter suited by nature than any other Pres- This is an increase of \$1.18 for the white ident in recent years to stand the rigors race and \$0.50 for the colored race over of the Presidency, but even his New the preceding school year, or if we go England training, his hereditary "cold- back still further, for the white race it ness" and his reticence have not been is \$12.50 more than in 1919-20, \$19.39 able to withstand the strain that must of more than in 1914-15, \$22.04 more than necessity fall on the shoulders of the in 1909-10 and \$23.35 more than in 1904showing striking evidences of the ravages of these respective years. the the duties of office have made on his physical being, and no doubt the strain the State as a whole. If rural schools has been almost as great on Mrs. Cool- only are considered, it cost 22.49 a year

ing and tiring one for the first lady of for instructional purposes. the land. We appreciate her desire to escape from the searchlight of publicity groups, there is also a difference in the that is never turned off the White House, per capita cost of instruction. In Group whether it be in the capital or in the re- I, which consists of the eight largest citmote regions of South Dakota. Always ies in North Carolina, it cost an average she must be on guard, always she must of \$48.18 per pupil in the white schools play the role of the first lady regardless and \$21.36 per pupil in colored schools. of her own feelings. And always there is In Group II it cost slightly more than the dread and fear of the fanatic who the State averages in white schools and would make the President or some mem- less than the State average in colored ber of his family his special prey.

from Mrs Coolidge that she is tired of County. In rural colored schools the Chimney Rock was reached. home of her own as Mrs. Coolidge rath- at \$4.70 per pupil. er than as the first lady of the land.

### WHAT DOES HE MEAN?

If President Coolidge has no intention of allowing his name to be placed before the Republican National Convention as a Presidential candidate he should have

With his brief statement that "I do not choose to run for President in 1928' he Chief Executive said nothing defiite. He could at least have explained he meaning of the word "choose." As it s, his statement means nothing more to he average person than that the Presilent had rather not make the race but will make it if enough pressure is prought to bear and if he is assured that here will be no stiff opposition.

What does he mean?

He has been unfortunate in the choice days for colored children. of a word, to say the least. It is to be egretted that he left room for speculaion for Americans had rather their President be bold and outspoken than inlefinite and uncertain.

Much better would it have been if Mr. Coolidge had said "I would not have the nomination if given me," or "I will be a candidate if I see the people want me."

That's what his statement meant after all, so far as the public is concerned and there are evidences that even his closest friends have put the same interpretation on his brief utterance. Former Senator Butler, who was manager of Mr. Coolidge in the pre-convention campaign of 1924, said:

"I am not convinced he will not run if nominated.'

That's the utterance of a man close to the President, a man who probably has as quick access to the White House as any other. He doesn't take the statement to mean that the President doesn't want the nomination. He takes it to mean in any campaign or make any fight for the nomination. He takes it to mean that the President has really said noth-

There is no cause for real surprise in believe they were selling goods to amount the nature of the statement after all, though. Mr. Coolidge is the kind that whrereas in 1925-26 the average white likes to straddle the fence. That has been teacher possessed training equivalent to "With the advertising plan came an his manner of doing business ever since expansion of the sales force. Within a he was first made President. He hasn't short time Prince Albert was the unques- taken an aggressive side in any debatationable leader and the marvel of the to- ble problem. He just moves along the bacco industry in the volumes of sales. lines of least resistance, confident that "A little later this company decided to the powerful organization within his paradd cigarettes to their line. Before this ty, backed by the millions of corporations receiving favors from the government will carry him through.

> He wants to be President but he does not want to fight for it. He "chooses" not to take chances on being defeated. He "chooses" to let his party make the fight while he plays safe. He "chooses" the same undecisive method of procedure that has characterized his term of office. He makes a statement without saying en years these confessed radicals have anything, and leaves his party as much up in the air as ever.

# PER'CAPITA COST OF INSTRUC-

The latest issue of School Facts deals with the per capita cost of instruction in North Carolina, showing that 77 per cent. of the total amount, \$22,822,834, spent for running the schools in 1925-26 President Coolidge as the Chief Execu- was for the salaries of teachers and principals. In other words, it cost \$17,581,-208 to actually nistruct the 818,739 children enrolled in school that year. The Somehow we feel that personal reas- remaining 23 per cent. was spent for such

In 1925-26 the average cost of instrucschools for the white race was \$26.54, President Coolidge, we believe, is bet- and for the colored race it was \$10.24. Chief Executive. He has broken within 05; and for the colored race it is \$4.80, the past two years, latest photographs \$7.61, \$8.18, and \$8.35 more than in each

This 26.54 is the average cost taking The death of one son, threatening let- 8.38 to instruct each colored pupil. If ters against her other son and many oth- city children are considered separately it er things have combined to make the cost an average of \$39.27 in the white stay in the White House a rather unpleas- schools and \$16.46 in the colored schools

> When the cities are divided into schools. In the third group instruction

the whole thing and desires above all else greatest cost was in New Hanover at the tranquility, peace and happiness of a \$25.21 per pupil and lowest in Scotland ous one to be sure, but a detour just the have kept in touch with the matter, but

each white child enrolled.

and around the \$10.34 State average for the highway has been completed. the colored race the range is from \$26.68

the average for the white race was 135.9 ous.

15, ten years later, the average annual tolerated. salary of a white teacher was \$285.59 and a colored teacher \$149.66. In 1919-20, just after the war closed, the average amount paid teachers had increased to \$516.15 and \$248.45 for the white and colored race, respectively. Now, 1925-26, a white teacher receives an average of \$853.23 annually, a colored teacher, \$467.-23. This is an average monthly salary of about \$114.00 for the white teacher and \$67.00 for the colored teacher.

One of the most significant factors responsible for the increased amount paid teachers is their scholastic preparation. In 1904-05 there were some well-trained trained teachers. It is not know how many or what per cent. of the whole were in each of these classes during that year. Since 1921-22, however, the record has been kept and the number of years of training of each teacher in the Stat is known. In just this short period the average training of the teachers of the State has increased significantly. In 1921-22 the average white teacher possessed training equivalent to one year in college, years in college.

The better qualified teacher, just as the better qualified artisan, receives the larger salary, and what is even more significant in the calculation of cost the betlonger term school.

## SAYS THEY MUST DIE.

Nicoli Sacco and Bartolomeo Vanzetti must die, says Governor Fuller, of Mas-

This case has attracted more interest and aroused more hatred perhaps, than any other in American history. For sevbeen fighting for their lives, but unless some legal technicality prevents they appear doomed.

courts have been appealed to, and vari- note with the public. ous demonstrations staged in many sections of the world. Finally the matter of a negro charged with the larceny of came down to a decision by Governor automobile that the arresting officer, in Fuller and his committee. During sev- an attempt to learn the name of another eral weeks the Massachusetts Governor negro believed to have been implicated in gave personal attention to the case, in- the affair, had threatened to use a needle terviewing scores of persons who had to torture from the negro the desired inbeen connected with the case and giving formation. what seemed to have been all possible de-

to feel that it is a case for Massachusetts fenses. Officers were told that they were home have been doubled, so that he may that their duty ended when they took not be molested because of the case.

ed all along that they were not given a fair trial, that they were convicted because of their radical tendencies rather than because of any guilt, and that there has been no justice in the case.

We are not inclined to that belief, in trying to enforce the law. Before Governor Fuller made such thorour investigation we felt that perhaps a mistake had been made but we do not believe this possible now. We do not believe Governor Fuller and his committee would be prejudiced to the extent that they would let innocent men die. So far as we have been able to see, every agency of the courts has been exhausted in behalf of these men and each investigation has resulted in the same verdict -guilty. They have been given a fair, square deal. That is all anybody can get, although such action sometimes results in errors. We hoped the men could be saved but we accept the report by Governor Fuller as final and justified.

# SHOULD INFORM PUBLIC COR-

Several days ago announcement was their budget requests to the last dollar. We are not convinced that Mr. Cool- costs \$36.58 per white pupil and \$15.71 made in various newspapers and through Not that we are a pauper county, but be-

him. We accept it rather as admission Hanover county to \$14.36 in Cherokee ing was said about a detour just before able property, if it does reach the \$45,-

The highest cost in any particular ed at night. That's the chief cause of tion unless every department in the coununit was \$56.63 in the city of Durham for complaint we have to make. The State ty operates with as little cost as possihighway department should be required ble. The people want a tax reduction. Thus it is seen that around this State to hang lanterns or some other kind of The department heads should make it average of \$26.54 for the white race the lights on these barricades at night, es- possible. range of cost is from \$56.63 to \$14.36 pecially after word has gone abroad that

Concord persons motoring to Chimney Rock Tuesday reached their destination In 1904-05 the average school was op- before sundown and were surprised to en 94 days for white children and 91 find the detour. They could see the bardays for colored children. This was the ricades easily enough, but they were asschool year. This length was gradually tonished when they returned after dark increased until 1919-20 when the six to see that no lights were placed on the months minimum term went into effect, barricades to designate them as danger-

days and for the colored race it was 127.4 There is no excuse for such neglidays. From this year to the present the gence on the part of the highway forces. length of school term has increased grad- If the commission does not keep an en ually each year until it is now, \$1925-26, gineer on each job all of the time at least 149.1 days for white children and 138.3 it should require contractors to hang lanterns on detour signs that extend partial-Upon examination of the facts, it is ly or wholly across a highway. And the found that in 1904-05 the average annual public should not be told that a highway salary paid a white teacher was \$148.22 is open until it is open. The combination and a colored teacher \$105.10. This was of false reports and unlighted barricades a very small annual salary, yet in 1914- is a dangerous one, and should not be

### ELECTRIC POWER.

Discussing the enormous increase in ndustries in the Piedmont section of North Carolina and South Carolina, Public Service says:

"Almost without exception writers of Eastern North Carolina in discussing the rapid industrial growth of Piedmont Carolina give credit to electric power for the marvelous development of that section. Nor is there any element of jealousy in the discussions; those writers approach the subject with the magic of electric power as an accepted and universally known fact.

"It is a known fact that the greatest industrial growth in the Carolinas is centered about the points of initial electric power developments and has expanded in all directions just as electric development has extended. 'Manufacturers Avenue' is the name and reality that stretch from Danville, Virginia, through Greensboro, High Point, Concord, Char- girl who for one moment forgets judgment and lotte, Gastonia, Gaffney, Spartanburg and common sense by motoring with strange men can on to Greenville, South Carolina. That do so without endangering her reputation and running a serious risk of undergoing an experience is the 'backbone' of industry in the Carolinas, and some healthy 'ribs' extend on

"It is a conceded fact also that the manufacturing industry has made only ter qualified teacher is employed in the slight progress in Eastern North Carolina. The answer seems to be that Eastern North Carolina hasn't electric power. True, almost all the towns and cities of that section have individual municipallyowner and operated power systems that furnish light and some power to their individual communities.'

# OPPOSES THIRD DEGREE METH-

Judge W. F. Harding, of Charlotte, while presiding over Superior Court in Guilford county this week, expressed a All kinds of committees have been or- denunciation of "third degree" methods ganized to aid in their defense. Various which is calculated to strike a pleasing

Evidence was introduced at the trial

"You had no right to make that stateliberation and consideration possible. ment, Mr. Officer," Judge Harding is After his investigation he reports that quoted as having said in no uncertain he sees no reason why the men should tones. He further stated that he had no sympathy-with any method of intimida-President Coolidge is not expected to tion by officers in an effort to force from interfere in the case. He is understood prisoners details regarding alleged ofto decide. However, guards about his not to assume the role of prosecutors and the offender into custody and delivered Friends of the two radicals have charg- him to the constituted authorities.

Officers have no authority for using such methods as these. They can carry out their duties without being unlawful, or they should quit. It's going too far when officers violate the law themselves

### WORK FOR TAX RATE REDUC-TION.

Members of the board of county commissioners are in position now to see what the various departments of the county expect to receive for maintenance during the next fiscal year. The preliminary budget calls for an expenditure of Shelby and Cleveland county should take added \$469,311, this representing an increase for the public schools and a decrease for the highway commission over what was spent during the past year.

The total of taxable property in the county has not been made public but it is reported that the total will be about \$45,000,000. The present tax rate is \$1.10. The total taxable property last year was approximately \$38,000,000.

idge with the unfortunate word "choose" per colored pupil.

Those two young men who studied domestic all the way from Wilmington to Chimney ination but we do accept it as meaning of instruction in white schools ranged all Rock. A big celebration was held and so cut off every surplus dollar until the new date.—Terre Haute Star.

Other agencies that Route 20 was open finances on a business basis and need to on doing without their breakfast at some future that he is carrying the league with him.

League with him.

he would like to quit if the party will let the way from \$40.11 per oupil in New far as we have been able to learn noth- system is operative. The increase in tax- SHADOW 000,000 mark will be about what has been Raleigh Times There is such a detour, not a danger- predicted from time to time by those who same, with barricades that are not light- the increase will not permit a tax reduc-

#### DIDN'T PAY THE BILLS.

A High Point man committed suicide because he was "troubled over bills."

It's a happy man that has never known the misery that comes to him who is haunted by the butcher, the baker, the merchant and the garage owner, but aiter all the High Point man didn't pay the bills when he took his own life.

It's true that he escaped the misery himself, but what about the others? If he were so concerned with the matter of the debts he should have stuck to the task of paying them in cash rather than with

It's unusual, though, for a man in debt to worry enough about them to take his own life. Usually the man holding the bills is the one that does the worrying. The average man who goes so deeply into debt that he can't get out does not worry about them. That's the reason he owes so much. The merchant, the bak- Ritchie. He could win in er and the butcher usually do the wor-

It appears certain now that the Couny of Cabarrus and the City of Concord will not increase expenditures during the next fiscal year. Tentative budgets presented and approved indicate that the trend is downward in most departments and this may result in a reduction in the tax rate. Every department in the city dent because he fears Al Smi and county should be operated at the least possible cost during the year. There has been a rather generous increase in property values and only economic administrations in the city and county will satisfy the tax payers.

### "NICE" STRANGERS.

Durham Herald.

strange man should be a lesson to all young woman who have a tendency to accept all "nice" men at full value of their "company" appearance. No do so without endangering her reputation and similar to that the Durham girl had recently.

There are plenty of men always on the watch for unsuspecting young women, and will induce them to take automobile rides, said rides too fre quently ending disastrously for the girl. It is none too safe when the man is well known, and the risk is multiplied many times if he be a stranger. Unfortunately, there are a number of thoughtless young women who do not seem to mind assuming the risk. That encourages the prowling male to seek new conquests.

A rather amusing story of an Asheville incident was riding slowly along one of the principal streets when he saw a flapper, rouged, saucy smile, extremely short skirt, approaching on the sidewalk, He drew up to the curb and invited her for a ride. She looked him over, saw he was "nice looking, and accepted the invitation. She lived some distance from the business district. The man drove her to her home, and opening the door of his automobile, told the young woman to "get in the house, go to bed, and quit riding around at night with strange married men!" The young woman followed the part of his advice about making a hurried entry to her home

Not every man would have been as considerate. That incident may have taught the thoughtless young woman a lesson. Maybe it din't. It should

## MAKING 'EM OVER AGAIN.

Lee Weathers, editor of The Cleveland Star, Shelby, recently visited the North Carolina Orthopaedic Hospital in this city and his visit spired the following touching editorial:

"Have you ever looked into the eyes of a crippled ot as he, or she, wistfully watched other children romping in the lively games of youth? If you have een that despairing gaze of anticipation that holds little hope of realization then you've looked deep into an oft seen tragedy of humanity.

"But-perhaps you've also looked into eyes of a tot after a cast is taken from his leg and he romp, other children with whom he plays-an avenue of unknown joy and happiness opened up to him. That look, if you've seen it, must resemble ome of the magnificent sights in Heaven. A bit of Heaven it must be itself. This look one doesn't ee so often as he should in the mirror of life. "Yet, over in the ouskirts of Gastonia is a place

where the tots of the first despairing glance are taken that the look of despair might be transformed into the indescribable gleam of joy. our desk is the annual report of the North Carolina Orthopaedic hospital with the compliments of the founder and president, Robert B. Babington. It doesn't difier how low our view of life has descended, or to what downcast depths our thought may be wandering, a glance at the activities of that institution brings back faith in man. Charles B. Aycock became immortal to this state by opening wider avenue for the mentality of North Carolina children, but, in handing out the bouquets while the recipient lives, we would say Bob Babing ton should have an equally gripping hold on the nearts of a North Carolina people for the wider avenue he has opened for the frail, deformed bodies of Carolina youth.

The illustrated stories, the booklet give an insight into the work of the institution. A small girl with a horrible appearing deformed foot. Then another photo of the same girl after treatment, showing two feet well formed, he deformity vanished. There are other pictures like that, and many other case not pictured interest in the institution because of the fact that Shelby man, George Blanton, is chairman of the

# LEGAL STATUS OF ALIMONY.

paring the two liens to a first and second mortgage. Mortgages, as every jurist knows, are payable upon maturity, but alimony is in the nature of an The various departments should cut irredeemable ground rent-in this case with mineral rights apparently assured to the hopeful gold-dig-

There evidently has been Black Hills. It ends of the President in there is scarcely a travail out of which it

ten blunt and unadorned "I do not choose to run Mr. Coolidge does not sa or the tradition against th He does not say that he ven that he does not desire,

He does not make prewant, and not li

enough to tell even a

carry New York, against against any mystery man

A week ago the polictical sir contemplated Coolidge as the

problematical figure. Today, the certainty is rather al Democratic candidate and the purple the Republicans finally decided has of doing what it has been decid not hope to achieve.

of the Republicans, with the De

## NEW ROAD TO CONOTE

This paper has mentioned that at its the State Highway commission h control of the highway-heretofore from Catawba to Conover, via Clarent the surmise was that the road wit partially graded from Statesville to

Catawba county has a road bo

State highway commission

of the road from Catawba to Clar south side to the north side of

Recently a member of the high reference to the road between & Newton. They would build to Com Asked about the Supreme col present route of No. 10, he said the would be maintained as a State eventually hard surfaced, but ere

long time off. facts mentioned. If a hard summer north of the railroad from State the idea is not only that it would interpreted by the Supreme C in such event, set an example paralleled, probably, in our

though I take no prestopped to think, I would realize should think deepley.

I belive that fires are caused carelessness of the other man privileged character. I may cast away half-lighted ciga ing to see where they fall. do such things with impu

I believe that the other I believe all this, without & munity from the attack of fre that fate has not nominal in "the club of other men. am a fool.

MAKE A TA

Halifax County should restraining order forbidding State Equalization Fund !

THE LEAGUE DIS