

BEAUTIFUL POTTERY

AT SPECIAL PRICES ALL THIS WEEK ONE-FOURTH OFF

Our entire line of fine Roseville Pottery, including all kinds of Vases, Flower Bowls, Wall Baskets, Hanging Baskets, Flower Gates, and many fine gift numbers.

See Window Display

Save Money on Your Wedding, or Birthday or Anniversary Gifts

500 Votes in California Tours Contest Instead of 100 for Every \$1.00 Purchase of This Pottery

KIDD-FRIX

Music and Stationery Co. Inc.

Phone 76 58 S. Union St. Concord, N. C.

5 Tickets for 1 During

SPECIAL ALUMINUM SALE

Three Days Only

For Every \$1.00 Purchase of

Aluminum Ware We Will Give

500 Tickets

Ritchie Hardware Co.

YOUR HARDWARE STORE PHONE 117



THE UNIVERSAL CAR

The All Steel Body Cars

All vibration has been eliminated by an added improvement to the new improved Ford.

Ride in one and feel the difference.

Buy a FORD and SAVE the difference.

Let one of our salesmen show you.

REID MOTOR CO.

CONCORD'S FORD DEALER Corbin and Church Streets Phone 220

Men - our 885 FLORSHEIM SHOE SALE is now on

Ruth-Kesler Shoe Store



OPPOSITE NEW HOTEL

"Truth in Advertising" Sought by Bill Before Congress That Bars Interstate Trade if Statements Are Likely to Mislead

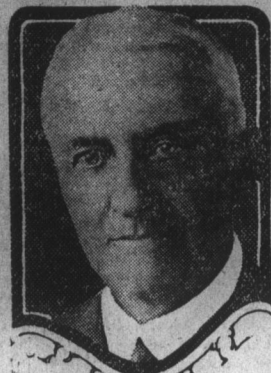
Uncle Sam will join hands with America's Better Business Bureau to enforce more "truth in advertising" if Congress adopts a bill by Schuyler Merritt, of Stamford, Conn., favorably reported to the House by the Committee on Interstate and Foreign Commerce.

This bill, commonly known as "The Misbranding Bill," prohibits any advertising which deceives or misleads, or is intended or likely to deceive or mislead, with respect to any and all commodities shipped in interstate commerce—whether they be motor cars, baking powder or chewing gum.

The necessity for curbing extravagant, false or misleading advertising, as well as the deliberate misbranding of the articles themselves, was emphasized to the committee by Euston Thompson, former chairman of the Federal Trade Commission, charged with enforcement of the advertising and misbranding sections of the bill.

A prohibitive against misbranding, Thompson pointed out, could become effective only by the actual movement of such articles in interstate commerce. "While such a provision would probably reach cases of misbranding," he said, "the Commission has found a very large part of harmful, false advertising is not directly connected with the shipment of goods, but lies in the preliminary field of advertisement. And the preliminary advertising is quite as harmful as that which is connected with a sale or shipment."

The extent to which false and



SCHUYLER MERRITT, CONGRESSMAN FROM STAMFORD, CONN.

misleading advertising has been carried in many fields, Congressman Merritt says, is found to be too great to enumerate in detail in the committee's report to Congress. "In dealing with false advertising," he said, "the committee was confronted with so many differing practices that it decided not to attempt enumeration. There is no doubt, however, about the power of Congress to deny the channels of interstate commerce to articles, the sale or shipment of which is induced by false advertisements."

In some instances, it is asserted, claims are made through house-to-house canvassers and demonstrators which would be clearly subject to prosecution if placed on the labels of articles. The representations thus made are declared to be sometimes misleading as to the purity, healthfulness, and ingredients of the articles, but are not subject to prosecution under present laws as to labelling because the statements are made elsewhere than on the package itself.

An example may be given in the following explanation, which, although typical of the class of misrepresentations used in this manner, is not one which is known as actually in use by any advertiser. A circular might inform customers that a given product contains no salt while the label of the product bears the words "Sodium Chloride." Unless the housewife remembers her high school chemistry she may not identify the "sodium chloride" as "salt" and be deceived.

This type of misleading advertising should soon disappear if the provisions of the Merritt bill are enacted into law, as the bill covers all articles "advertised by letter, circular, catalogue, newspaper, periodical, bill board or otherwise, in a manner which deceives or misleads, or is intended or likely to deceive or mislead." Under the restrictions proposed, the preparation of advertisements would no longer be a field for romantically imaginative writers. Only those who could follow it as an exact science would qualify.

THE CASE-FOWLER MURDER TRIAL AT MONROE

Churn Dasher and a Mule Play Prominent Parts in the Trial.

Monroe, Jan. 26.—After the examination of a few more witnesses this morning, attorneys took up argument in the case of the state against Bertha Case, for the slaying of Frank Fowler.

With witnesses telling divergent tales of the homicide, the case resolved itself into which was to be believed, with a mass of details centering around a loose mule, a thrown shoe, a short skirt, feeding the baby, the churn dasher, a hat, a hammer, a razor, a pistol and locked door, the prosecution and defense battled in deductive argument, each side trying to harmonize the story of its witnesses with what would have been natural consequences in the light of physical possibilities and human inclinations.

The loose mule, which was chased about the farm by Frank Fowler, the deceased, on the morning of the killing, the shoe, which it was alleged each threw at the other, the short skirt over which the dead man and his paramour had unpleasantities, the feeding of the baby on adult rations over which they disagreed, played no particular part in the case except that each side used the occurrence to show that the other was in a state of high temper.

Whereabouts of Hat. Around the hat hung the issue of whether the dead man went to the front room to get his hat to go to work or whether he went there to inflict punishment on the woman with whom he was living. Witnesses told different stories as to the whereabouts of the hat and its part in the game, and it became a question of which was to be believed.

The churn dashed with which Bertha hit Frank, was used by the prosecution to show that the devil was in Bertha, and that Frank, although was mild on the occasion, else he

would have returned the compliment instead of merely staying its further use. The defense made no reply to the churn dasher allegation.

The hammer in the case was one which Mrs. Frank Helms testified that she had seen under the pillow on Bertha's side of the bed some time prior to the killing. She testified that Bertha said that "she had it there to use on Frank Fowler." The prosecution used the incident to show malice, but the defense proved that both Bertha and Frank laughed about the hammer to offset the argument.

The razor was one found between the springs and the mattress on the bed in the room where the killing took place and Bertha said that this was the razor with which Frank was shaving when she shot him. The prosecution argued that it would have been a physical impossibility under the circumstances for Frank to have placed the razor there after being shot, and that it would have been unnatural for the physical man that he was to use a razor on a woman, and that Bertha had the razor there as she had the hammer, for malicious purposes.

The pistol with which the killing was done was found under the pillow on Bertha's side of the bed. The prosecution held that she knew it was there and for this reason dashed ahead of Frank to the room to use it. The defense held that when she got it she tried to get out the front door, according to her testimony, and found it locked, and that she shot then in self-defense.

The locked door to which Bertha testified, was offset by the other witness present, Will Fowler, by Frank Helms, who entered it two minutes after the shooting, and others.

J. C. M. Vann, of the prosecution, pointed out that if Bertha had wished to escape there were two other doors through which she could have gone and through which it would have been natural for her to have gone. The prosecution argued that Will

FIRMS SHOULD AID EMPLOYEES IN THRIFT PRACTICES

By S. W. STRAUS, President American Society for Thrift.

THE newspapers recently have been giving considerable space to the outlines of various welfare and thrift plans made up of by business organizations for the benefit of their employees.

It is constantly becoming more apparent that one of the best ways to help others is to offer them practical encouragement in thrift practices. This idea is being carried out in various ways. Some organizations are helping their employees build and own their own homes; others are encouraging them in the ownership of stock in the organization where they are employed, and still others are carrying out plans by which employees are able to save a considerable sum of money as they go along.

It is an encouraging sign of the times that business interests are taking an increased interest in the personal progress of the members of their organizations. To be happy and successful in business requires happiness and success in the home. Thus business organizations which encourage thrift among their employees are in turn reaping the rewards of greater efficiency. But this is not to be viewed from the standpoint of selfishness. While the company secures benefits from the thrift of its employees, the community, the nation and society in general are likewise benefited. The establishment of a thrifty family in a community is always an added force to the progress of that community.

It is to be hoped that, with the development of the new year, a growing number of business organizations will see the wisdom and value of encouraging thrift among their members.

If this could become a generally accepted practice throughout the business world, it would make 1926 the greatest year for progress in the history of our country.

Fowler and not Bertha Case was to be believed for the reason that this woman, now testifying in her own behalf, would tell a lie most certainly, for she had for three years lived a lie in making the neighbors and kinsmen of Fowler think that she was his legal wife.

Louis XVI was fastidious in some things but not all. Disliking the prevailing style of oblong handkerchiefs he issued a decree ordering manufacturers to make them square, and square they have remained.

Ruskin outlined a plan in Sesame and Lilies similar to the Boy Scouts, long before Baden Powell organized them.

Nation's Art Treasures Enriched Rare Italian Violins and Cellos Brought to United States



Photo by Pacific & Atlantic

EVEN in the midst of wedding preparations Leopold Stokowski, famous conductor of the Philadelphia Orchestra, found time to examine and become enthused over the most famous violin collection in America—that of Rodman Wanamaker, just brought from Italy to this country where it will be permanently held. "The collection is a wonderful addition to the nation's art treasures," said Mr. Stokowski. The chief instrument in the collection is the "Swan," the last violin made by Stradivarius, in 1737, the year of his death—and the most famous of his violins. Other noted instruments are a Montagnana violin; two violas; a Goffriller and a Guadagnini; two cellos, a Tecchler and a Ruger; three other Stradivari, the Joachim-1723, the Dancia-1710 and La Chesnay-1687. They will be used in concerts at the Wanamaker auditoriums in New York and Philadelphia. The collection is valued at a quarter of a million dollars. Stokowski has been conductor of the Philadelphia Orchestra since 1912. Largely through his efforts the orchestra has reached pre-eminence in the musical world. Stokowski's marriage, on Monday, January 11th, to Miss Evangeline Brewster Johnson of New York City, came as a great surprise to all but a few of his intimate friends.

Advertisement for Chrysler '70 automobile, featuring an image of the car and text describing its performance, design, and features like 70 miles per hour, 5 to 25 miles in 6 1/4 seconds, and various mechanical details.

Advertisement for Chrysler Imperial '26, featuring an image of the car and text describing its features and price.

Advertisement for Southern Gas & Power Corporation, Concord & Kannapolis Gas Co., 89 S. Union Street, Concord, North Carolina. Text includes "Back of all Community Progress - Public Service!" and "That community will grow which offers the greatest benefits and conveniences to its citizens and the finest facilities to its industries—"

Advertisement for Gas, featuring a logo and text: "GAS An essential utility".

The Death of Cardinal Mercier. Cardinal Mercier, the Belgian "Apostle of Peace," who stood out as one of the giant figures of the World War, is dead. No man, neither private in the trench nor commander in chief of the allied armies, was more definitely a soldier than Mercier. He was embattled from the day of the invasion of his country until the enemy was forced back to the Rhine. Mercier was the highest type of ecclesiastic, faithful to his church but faithful first to his people. His fidelity extended to all realms of life, because he stood as positively for intellectual and religious growth as for political integrity. Once, long before the war, this spirit involved him in serious difficulty with the Catholic hierarchy, chosen by Pope Leo XIII to organize the church's institute of philosophy at the University of Louvain. Mercier proved himself worthy of the distinction by declaring that Catholic dogma "did not constitute an ideal which it was forbidden to attempt to surpass, or a frontier defining the activities and limits of the mind." This courageous expression brought about a crisis in his priestly career, but he was able to hold the respect and favor of the pope when summoned to Rome to defend himself before a hostile College of Cardinals. During the period of the German occupation of Belgium, Mercier was the greatest support of the Belgian morale and the chief obstacle to complete German domination of the little kingdom. The allied world during the war and since has shown its appreciation of the high quality of his services, conferring honors upon him, but the cardinal dropped back after peace was made in the same simple role of humble spiritual adviser of his people that he had filled before the war. The war did not "make" Cardinal Mercier a great man, it served merely to reveal his greatness.

Advertisement for "Better Than Pills For Liver Ills." featuring an image of a man and text: "You can't feel so good but what Mr. will make you feel better." Includes a logo for "Waller's Remedy".

Case Trial Nearing End. Monroe, N. C., Jan. 26.—(AP)—The trial of Bertha Case, charged with the murder of Frank Fowler, with whom she admits she lived several years "without benefit of clergy" was today nearing an end in Superior Court here. Fowler, a Union county farmer, was killed in March, 1924. He was married to another woman at the time of acknowledged intimacies of the defendant. The average wage of a first class mannequin in Paris is only \$5 a week.