

**Snakes in Ireland.**  
According to the legend, St. Patrick banished all the snakes from Ireland. The Emerald Isle does not boast (or deplore) a single species of native snake. Last year the newspapers reported that a small harmless snake, less than two feet in length, had been found in Dublin. It attracted so much attention that it was placed on exhibition in the National Museum of

Ireland in that city. That this snake was not native to Ireland is shown by the following letter which the Pathfinder received from J. J. Buckley, acting director of the museum in Dublin:  
"No native snakes are found in Ireland and the only reptile is the viviparous lizard; but snakes are occasionally imported and escape. Thus about two years ago a South African

species—Homolepis lactens—which had probably been imported with bananas, was captured at Dakley and is now on exhibition in this museum. More recently several species of the grass snake were taken in Dublin city. The latter species is common in England and most parts of Europe."  
USE TRIBUNE PENNY ADS.

**CHAPEL HILL IS HAPPY OVER CHASE'S DECISION**

**Tension That Has Caused Great Anxiety in Recent Weeks is Relieved.**  
Chapel Hill, March 2.—The University of North Carolina community is in happy mood tonight. The decision of Dr. H. W. Chase to continue as president has relieved a tension that has caused grave anxiety among the faculty, students and townspeople during the past several weeks.  
There has been unanimity of sentiment here for holding Dr. Chase, if possible, and now that this has been accomplished there is a feeling of great relief. There had been considerable talk that a number of faculty members would go if Dr. Chase went. Just how many would take this step it would be difficult to say, but it is a well recognized fact that Dr. Chase and his faculty have always worked together in close harmony in all matters of vital concern. He has fused faculty opinion neatly.

During Dr. Chase's absence in Oregon there were persistent rumors that he had also been offered the presidency of Ohio State and Penn State. Just what stage the negotiations reached has not been disclosed, but in view of his declination of the Oregon presidency, it is doubtful if Dr. Chase will be considering other offers right away.

**REV. MR. HAM MERELY TALKING TO REPORTERS**

**His Recollection of Salisbury Event Was Not Given As a Reply to Recent Stories About It.**  
Danville, Va., March 2.—A misconception has arisen over the revelations made by Evangelist Ham concerning incidents which transpired at his Salisbury meeting 17 years ago. Transcription by the correspondent of the interview with Mr. Ham placed the evangelist in the position of making "admissions" and left the intimation that he had made a statement whereas in reality he was approached by a reporter for the purpose of obtaining his recollection of the event.  
It was also denied today that the evangelist was "smarting under an innuendo" as was indicated and which left the impression that he was making of his own volition a reply to published editorials and articles in North Carolina papers. The revivalist has no feeling whatever, it is said, about the discussion that has been provoked and merely gave his recollections of the Salisbury campaign when being approached on the subject.

**DR. SOPER ADDRESSES SUNDAY SCHOOL MEET**

**His Speech Is Feature of Second Day's Session at Tryon Street Church, Charlotte.**  
Charlotte, March 2.—An address tonight by Dr. E. D. Soper, dean of the school of religious education of Duke university, on the "Heyday of Youth" was the principal feature today of the conference of Sunday school workers, in session since yesterday at Tryon Street Methodist church. Attendance at the conference stood at over 300 today, the big day of the conference. Sessions were held morning, afternoon and evening.  
Dr. Soper impressed the ministers, Sunday school superintendents, teachers and other officials here the vital importance of right training for the boys and girls between the ages of 15 and 21 years.  
A number of other speakers were heard during the day. The conference is under the direction of the Sunday school board of Western North Carolina conference of the Methodist church.

**Jury Trying Manslaughter Case At Charlotte Is Hung.**

Charlotte, Mar. 2.—The Superior court jury trying the case of J. L. James, white, and Augustus Odum, negro, charged with manslaughter in connection with the recent death of Miss Lizzie Lawrence, aged white woman, who was killed on South Tryon street when struck by an automobile said to have been occupied by two men, had not reached a verdict late tonight and was locked up until tomorrow morning.  
The jury was given the case shortly before noon Monday and has been out longer than any recent case in Superior court. This afternoon Judge W. F. Harding said it would be cheaper to let the jury deliberate until it was finally decided that it could not reach a verdict than to order a mistrial. It was said tonight that if the jury had not agreed by noon tomorrow that he probably would order it discharged and the trial declared a mistrial.

**Post and Flag's Cotton Letter.**

New York, March 2.—After opening at new levels, due to poor cables and a continuation of hedge and southern selling, the market rallied sharply on rather heavy short covering and some trade buying. This rally apparently reflected an oversold condition in the market, which has had a steady decline now for a week.

Trade conditions remain unchanged, and are in a rather stagnant condition. Spot demand is light and the goods markets are quiet, with no prospects of immediate activity. The liquidation that has been going on in other markets is having a dampening effect on bullish activities and caution is still advised on the long side, although purchases on a scale down should eventually turn out well.  
POST AND FLAG.

**Expect to Tighten Up Enforcement of Law.**

Charlotte, March 2.—Prohibition enforcement in the Eighth District, including the states of North Carolina, South Carolina and Georgia, is expected to be tightened up as a result of conferences between General Lincoln C. Andrews, assistant Secretary of the Treasury, Ben Sharpe, enforcement director of the district, and Kenneth J. Kindley, third assistant district attorney for the Western District of North Carolina which will be held in Washington Wednesday.

**Girls Cry "Bunk" to Mrs. Henderson's Crusade Against Short Skirts, Late Parties and Cigarettes**

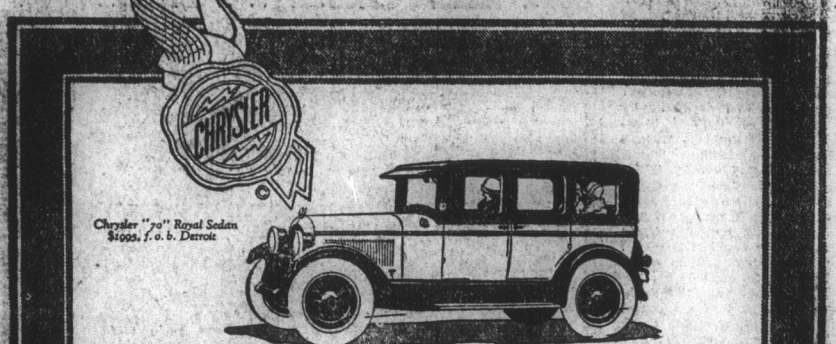


Crying out that flaming youth needs to be doused with the cold water of reform, Mrs. John B. Henderson, Washington society leader, who attracted attention years before prohibition by destroying the \$80,000 wine cellar of her husband, has launched a crusade against the short skirts, late hours and cigarette smoking of modern debutantes.

Indignant, girls of the National Capital are rising to put down Mrs. Henderson's campaign. But the late Senator Henderson's widow, having support of the Daughters of the American Revolution, refuses to relent until the girls lower their skirts to ankle length, forsake cigarettes and go to sleep every night by midnight.

For me to dance in my heels, my partner had to hold me so tight that I was fearfully embarrassed. When I walked, my skirt flew up and my pantaloons showed above my knees.  
"There are women no one can please. We might as well be criticized for short skirts as anything else."

**CHRYSLER**



**To All Women Who Do Not Ride In A Chrysler "70"—**

Whatever car you ride in—or drive, if you are one of the great army of women drivers—we can promise you an entirely new delight in the Chrysler "70".  
Comparatively few women, it is true, care to ride as fast as 70 miles an hour; but the power indicated by 70 miles plus represents the utmost in acceleration, in smoothness, as well as in speed ability.  
And think of a car without side-sway—a car which steers

with unbelievable ease—a car made so safe by Chrysler hydraulic four-wheel brakes, and so compactly designed for easy parking, that you handle it with implicit confidence.  
Chrysler is admittedly the style leader among motor cars—and that, of itself, is a genuine satisfaction.  
We are eager to demonstrate the beautiful Chryslers to you at your leisure.

CHRYSLER "70"—Phantom, \$1395; Coach, \$1445; Roadster, \$1625; Sedan, \$1695; Royal Coupe, \$1795; Brookham, \$1965; Royal Sedan, \$1995; Crown Sedan, \$2095. Disc wheels optional.  
CHRYSLER "48"—Touring Car, \$845; Roadster, Special, \$890; Club Coupe, \$895; Coach, \$935; Sedan, \$995. Disc wheels optional. Hydraulic four-wheel brakes at slight extra cost.  
CHRYSLER IMPERIAL "20"—Phantom, \$1645; Roadster (disc wheels standard equipment, wood wheel optional), \$2285; Coach, four-passenger, \$3195; Sedan, five-passenger, \$3395; Sedan, seven-passenger, \$3595; Sedan-limousine, \$3695.  
All prices in U. S. Dollars, subject to current Federal excise tax.  
Bodies by Fisher on all Chrysler enclosed models. All models equipped with full balloon tires. We are pleased to extend the convenience of time-payments. Ask about Chrysler's attractive plan. Chrysler dealers and superior Chrysler service everywhere.  
All Chrysler models are protected against theft by the Fisher patented car numbering system, exclusive with Chrysler, which cannot be counterfeited and cannot be altered or removed without conclusive evidence of tampering.

**S. A. EUDY**  
AT WHITE AUTO CO.

**Daily Newspaper Advertising**

The question has been asked: What are the Advantages of Daily Newspaper Advertising by contrast with all other forms of advertising?

In setting out these advantages, Daily Newspaper Publishers do not discount supplementary forms of publicity. But the area of and its distribution of population are such, that Daily Newspaper Advertising has been and must be the basis of all the pointedly successful advertising campaigns.

- 1. Universal Appeal.**
  - (a) Enters the home intimately.  
The newspaper enters the home and has a more intimate appeal to all members of the family than any other reading matter.
  - (b) Reaches all classes.  
The newspaper appeals to all reading members of the community, without distinction of race, class, creed, sex, income or occupation.
  - (c) Thorough distribution.  
The newspaper finds its readers, whether they are at home or not; if they are not at home, it reaches them when traveling, on trains and cars, in hotels, clubs and libraries.
  - (d) Reaches the business man.  
The newspaper is to the business executive the most necessary medium of information.
  - (e) Minimum duplication.  
Because of the completeness of the service of each newspaper, there is a minimum of duplication between newspapers.
- 2. Immediate Appearance.**
  - (a) Impulse to immediate action.  
Because the newspaper deals with the immediate fact and the opinion of the day, its columns give an impulse to immediate action; results are often felt even before the presses are silent.
  - (b) Quick insertion  
Through the newspaper the reader may be reached within a few hours after copy is prepared.
  - (c) Quick change.  
Advertisements in a newspaper may be changed or even canceled up to a few hours before going to press.
  - (d) Quick repetition.  
A newspaper advertisement which proves successful can be repeated promptly before the conditions favoring success have altered.
  - (e) Timely copy.  
Newspaper copy can be adapted to the day on which it appears, or to current events, and can avoid untimely references.
- 3. Frequency of Appearance.**
  - (a) The choice of the day.  
The newspaper advertiser has his choice of the precise day of the week most suitable to his advertising.
  - (b) Intensive campaigns.  
Newspaper advertising permits any intensity desired, up to daily insertions.
  - (c) Serial campaigns.  
In the newspaper it is possible to use scheduled copy with any desired interval between insertions.
  - (d) Cumulative effect.  
A newspaper campaign may be planned to obtain a maximum cumulative effect, through the flexibility of space and intervals.
- 4. Localized Circulation.**
  - (a) Close to place of purchase.  
The reader of a newspaper advertisement can go directly to the place where the article advertised is on sale.
  - (b) Spotty distribution.  
The advertiser with spotty distribution can, by using newspapers, advertise exclusively where his goods are on sale.
  - (c) Concentrated territory.  
The newspaper offers the maximum concentration of circulation in any community.
  - (d) Strengthening weak territory.  
The newspaper may be used to strengthen weak spots in the distribution with the exact degree of force desired.
  - (e) Progressive zone advertising.  
Newspaper advertising may be extended progressively by zones, hand in hand with and aiding the extension of distribution.
  - (f) Seasonable by territory.  
Seasonable variations in the demand in different territories may be taken into account in newspaper advertising.
  - (g) Localized copy.  
Newspaper copy and illustrations may be made to meet precisely and take advantage of local conditions.
  - (h) Traceability.  
The effect of newspaper advertising may be traced by observing the course of sales in each community.
  - (i) Try-out and test campaigns.  
At low cost, tests may be made of the medium, the product, the selling plan or the copy approach at typical points before embarking on a costly general campaign.

The Daily Newspaper is the medium of the moment—the axis of opportunity; flexible, powerful and instantaneous in its ability to create sales.

