# CHICAGO? NO, MIAMI!



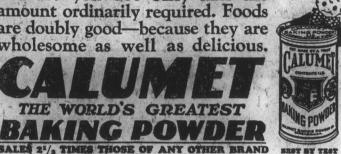
Chicago's Michigan Boulevard has a new rival in the development of Miami's magnificent Bay

Chicago's Michigan Boutevara has a new rival in the acvelopment of axiams a may represent the Shore Drive will soon be bordered solidly on the tandward side with skysvapers. On the other side lies the new \$3,000,000 Bay Side park, stretching down to the white-sanded beach.

Miami's new waterfront boulevard seems certain to become one of the famous thoroughfares of the country within the next few years. More than \$25,000,000 has recently been spent in buging property and widening the street for nearly five miles.

Because you use only half the amount ordinarily required. Foods are doubly good—because they are wholesome as well as delicious.





Keeping costs down and service up

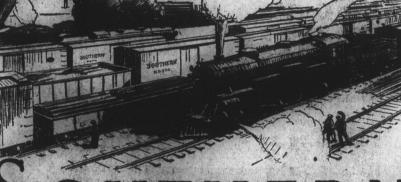
> are dependent upon the efficient performance of in-dustry for the necessities of life, it is not only good business but also an obligation of industry to keep or to consumers down and service to them up.

The Southern Railway System has achieved operating economies which enabled it to operate last year on freight charges that averaged 16 per cent lower than in 1921. These reductions applied to the 1925 traffic means a saving of \$27,000,000 to the shipping public:

And these rate reductions have been effected in spite of greatly increased taxes. In 1921, the Southern paid in taxes \$3.80 of every \$100 of its gross revenue, while last year it had to pay \$6.39 of every \$100. This increase in taxes is equivalent to \$6,500,000 a year.

The service of the Southern has been kept up. Its capacity is larger, and the physical condition of the property better than ever before. In fact, it has spent about \$112,000,000 in the last three years in making improvents and for new equipment.

The Southern is rendering a larger and better service at a lower price, and is promoting the welfare of the industries and agriculture of the South by keeping its costs down and its service up.



SYSTEM

TIMES AND TRIBUNE PENNY ADS. ALWAYS GET RESULTS

## To Marry



mous French writer, is soon to marry a butler, according to an-nouncement at Paris. She herself was a domestic before she became the wife of the neted author.

## THOSE "CHEAP" THINGS,

The Pathfinder.

When ostrich plumes used to cost \$3 to \$10 apiece all normal women wanted to wear them and they pronounced them "just too lovely for anything." But now that the bobbedhair craze has killed the ostrich business and plumes are being sold in the 10-cent stores of course no respectable woman wants to be seen wearing one.

respectable woman wants to be seen wearing one.

Such things may seem funny, but they are just natural. Human nature is made that way. We want what is hard to get, and it takes an etfort to appreciate what is common.

If you are one ofthose human beings who can appreciate and rationally enjoy the things that are common—the fresh air, pure water, nature, friendship, music, art, good reading, work, play—then you are indeed fortunate, for you possess a fortune greater than Ford or Rockefeller.

fortune greater than Ford or Rocke-feller.

The finest and best things are free as the air, or virtually so. Even saivation is free—and perhaps that is just what is wrong with it. There are a lot of people who have no use for anything that's free; they value everything by the price that has to be paid for it. When whisky was \$1 'a quart such people never cared enough about it to buy it or drink it, but now that it costs many times that much they will break all the laws of God and man to get.it.

This is all covered by what the modernists call "psychology." In earlier days no one knew anything about psychology—ant least not under that name; but now everything is "psychology" that makes the average human being want what costs a lot, especially something that he hasn't got. It is "psychology" that make the possessor of a radio set "fish" for hours to get some distant station, and then not listen but go on fishing for more distant stations. It was "psychology" to get some distant station, and then not listen but go on fishing for more distant stations. It was "psychology" that made an Indian warrior glory in the scalps that he literally strung at his belt, and it is the same thing that makes the modern flapper glory in the number of scalps that she figuratively strings to her belt, it any.

figuratively strings to her belt, it any.

In the old days the moralists raved at evils and set up guide-posts to mark unmistakably the straight and harrow path of rectitude. They did their best, but they did not reckon with this "psychology" stuff.

Psychology, as a science or study, is a very modern affair. In fact it's like a new-style hat; everybody is hurrying to acquire it and parade it, no matter how ridiculous it may make them appear. There is altogether too much of it for our good; it has run away with the world.

Youngsters now "want what they want when they want it," and nothing can keep them from having it. If a sign says "Wet Paint" they are thereby promptled to rub their band thereby.

The estrich plumes in the 10-cent store are just one more commentary on the times. After a while things will improve, however. The world is will improve, however. The world is will be used to the devil, and the younger generation are all right. Women have been "emancipated" and they are on a spree celebrating their freedom. They don't mean to "obey" anyone; they want to do what they want to do, buy what they want to buy, and decide everything for themselves.

A smart newspaper paragrapher

wouldn't pay \$5 for the same picture if it was painted by an unknown artist. We are all of us, in one way or another, deeply influenced by this "psychology" bug. If we can learn to appreciate better the inlings we have—the things that are cheap or free—then we shall indeed have a fortune no matter how poor we may be in a merely financial sense. Try this on your saxophone.

B. Laney in Monroe Journal, has gone away on a lone

mp, om his babies by some de

laured from his babies by some de-signing vamp,
Stelen from the arms of a wife and kids true,
With no home he can call his own, he's now sad and blue.
And it's tramp, tramp, tramp, tramp,

with a conniving, designing vamp!

Innocent children will suffer for care,
Of a father and he is gone elsewhere,
Gone on a journey around the world,
Taking a pleasure trip amid the
busy whirl,
Not a soul to speak to—just a lonesome tramp,
With a heartless, soulless, designing
vamm.

As he sits in his room, he jumps with fear,

with fear,
At every sound he chances to hear,
While his babes call "papa," in a
faroff state.
And his good wife wonders what
has been his fate;
And the vamp that lured him, and
his gold stole.
Has glso robbed him of his immortal
soul.

### Scholarships at Duke University.

Scholarships at Puke University.
Durham, March 12.—Eleven fellowships, one valued at a thousand dollars, and ten valued at \$600° each,
have been announced by Duke University for the year 1926-27. In
addition to this there will be twelve
graduate scholarships and numerous
teaching appointments. The scholteaching appointments. The schol-arships will be worth \$200 and the holders will be required to give a small proportion of their time to instruction. The teaching assistant ships will range in value from \$600 to \$1,000.

In a statement issued by the graduate school, the announcement is made that all applications must be filed with the chairman of graduate instruction by April 1st,

On March 5, 1875, nearly half a centry ago, William Muldoon, who has just been reappointed to the New York state boxing commission, won the Gracco-Roman wrestling championship of the police A. C.

The right hand of Willie Hoppe is heavily, insured and under the terms of the policy he is not al-lowed to shake hands with his right.



Hot water is an economy. at any time

A Special Economy in the Rund Tank Heater sale ends March 20 φ2275 installed 75c down-\$2.00 a month

If you have no boiler, we will install a Ruud Tank Heater with 30 gallon boiler complete with 50 feet of gas and water pipe and two hot-water faucets at special terms. \$59.75 installed. \$1.75 down - \$4.00 a month.

You want hot water when you want it—everybody does. And an instant supply of hot water isn't a luxury. It's an economy of time, labor and patience. An economy of the patience of the supplement omy of money, too, if you buy one of the Ruud Heaters priced for savings in this special sale.

We'd like to tell you about

the many advantages of these RUUD Tank Heaters—their efficency, economy and dependability. So come in and let us show you how one would operate in your

Come before the end of this sale—and if you decide to buy, as we think you will, you'll buy at a saving.



Concord & Kannapolis Gas Co.

TIMES AND TRIBUNE PENNY ADS. ALWAYS GET RESULTS

# Lose that "thump Where you see the pump that displays this sign

The New ANTI-KNOCK Gasoline



Fill your tank with Sinclair H-C Gasoline and forget your gas problems. No knocks! no thump! no ping! Just the smoothest running engine that ever responded to your accelerator. And remember.....it's all gasoline... it all comes out of an oil well....It gets its anti-knock quality from its refining process.

The better all-year Anti-Knock fuel

THAN REGULAR SINCLAIR