

The new year is upon us. It is a time of sending, receiving, and settling bills. We commend to all a timely article on the subject which we copy elsewhere from the Biblical Recorder. The sending of bills is a part of the regular routine of a well-conducted business. There are still some people in the world who take offense when they receive a simple statement of an account they owe—they call it a dun for money, and don't like to be dunned. People of this kind who are as considerate of their credit as they want others to be of their feelings will not place themselves in a position to be "dunned." However, the merchant doesn't take offense when the customer asks for goods which are not his, and the customer certainly should take no offense when the merchant simply asks for the money which rightly belongs to him. If you get a dun that hurts your feelings, just settle up and you'll feel better.

Too much whiskey is sold and swallowed in Gastonia, but after all it is said that needs to be said against the blind tiger, the fact remains that there are few, if any, towns on earth that are so clean as Gastonia on the drink question. Yet, outside of the police court one seldom hears the subject mentioned. We have no bars, no distilleries, no dispensary, no agitation, and a minimum of drinking. And the town is not the worse but the better for this state of things; it is more prosperous, more decent, more progressive, more desirable as a place of business and a place of residence. It is an eminent illustration of the quiet, potent power of a healthy public sentiment. Without intending to institute any offensive comparison we could wish that the people who make and govern some of our drink-afflicted neighboring towns could catch the spirit and sentiment on the drink question which exists here of such satisfactory kind and in such effective degree.

The question of equalizing taxation is ever present with the legislators. In our complex industrial and commercial systems taxes may never reach a basis that is perfectly just and equitable to all; but there are some very glaring not to say gross inequalities which certainly ought to receive the immediate corrective attention of the General Assembly so soon to meet in Raleigh. In a news item elsewhere it is noted that a certain small railway in eastern North Carolina has declared a stock dividend of 100 per cent for the year 1922. Now it is probable that this property is assessed at one-third or one-half of its capitalization and pays tax upon this basis. In other words a stockholder having \$1000 in this very profitable road pays tax on about \$300. His neighbor who has \$1000 in money in the bank or loaned out is allowed by law to get only 8 per cent and yet is required by law to pay taxes on the full amount of his investment. Whenever money invested is earning greater dividends than the lawful rate of interest, why should it not be taxed at least as heavily as money earning only six per cent? Businessmen may talk as much as they please about being persecuted by politicians and legislators and about asserting their rights. People who lend their money at six per cent and are taxed for full value have a right to talk, while capitalists who are earning from 20 to 100 per cent on their investment, and paying taxes on half of it are getting off mighty light.

GOV. AYCOCK PARDONS TEN

His Reasons Assigned for Granting the Pardons.

It is interesting to read the reasons assigned by Governor Aycock for granting the pardons announced Wednesday, and reported to the Charlotte Observer by its Raleigh correspondent.

Jack Hardy, Mecklenburg county, convicted in July, 1900, of robbing and sentenced to ten years on the county roads.

Reasons for pardon: The prisoner is pardoned on the recommendation of the solicitor who prosecuted the case, and the jurors who tried it, together with a great number of citizens. It appears that the prisoner was drunk at the time of the commission of the crime and it is represented to me that he never would have been guilty of the offense if sober. He has already been in prison more than two years and it is thought will lead an upright life in the future.

W. T. Roscoe, of Richmond county, convicted in April, 1900, of murder in the second degree and sentenced to fifteen years in the State's prison. Reason for pardon: Pardoned on the recommendation of the judge, a majority of the jury who tried him and a great number of citizens. It is represented that he has been a most dutiful prisoner and is thoroughly reformed.

Pearl Saunders, of Forsyth county, convicted in July, 1902, of assault with weapon and sentenced to nine months on the county roads. Reason for pardon: The prisoner is pardoned on the recommendation of the county superintendent of health, who certifies that the prisoner is an invalid and can never get better while in jail. The pardon is also recommended by the Honorable T. J. Shaw, the judge who sentenced him. He is pardoned on condition that he leave Winston-Salem.

Jesse B. Mitchell, of Guilford county, convicted in August, 1902, of larceny and sentenced to twelve months on the county roads. Reason for pardon: This boy is about fourteen years of age. His pardon is recommended by the prosecutor and by many of the leading citizens of Greensboro. It is also recommended by the solicitor and the judge.

Elizabeth Long, of Guilford county, convicted in August, 1902, of larceny and sentenced to ten months on the county roads. Reason for pardon: The boy is about fourteen years of age. His pardon is recommended by the prosecutor and by many citizens of Greensboro. It is also recommended by the solicitor and the judge.

Henry Way, of Guilford county, convicted in August, 1902, of larceny and sentenced to twelve months on the county roads. Reason for pardon: This boy is about fourteen years of age. His pardon is recommended by the prosecutors and by men of the leading citizens of Greensboro. It is also recommended by the solicitor and the judge.

Hub Stinson, of Chatham county, convicted in May, 1900, of larceny and received sentence of five years on Alamance roads. Reason for pardon: This prisoner is pardoned on the recommendation of the county physician of Alamance county and the board of commissioners. The county physician certifies that the prisoner is dying of consumption and can only live for a short time. His long confinement is a menace to the other prisoners and can serve no useful end.

Ernest Causey, of Guilford county, convicted in October, 1901, of larceny and sentenced to three years on the county roads. Reason for pardon: The prisoner is pardoned on the petition of many citizens and on the certificate of the county superintendent of health of Guilford county, who certifies that his condition is such that he is not able to do any labor and will never get better while confined in jail.

Roubin James, of Anson county, convicted in September, 1902, of assault with deadly weapon and sentenced to twelve months on the county roads. Reason for pardon: The prisoner is pardoned upon the recommendation of a large number of citizens of Anson county, including many of the officers and some of the jury who tried him.

Joe Wile, of Rutherford county, convicted in September, 1901, of larceny and sentenced to two years on Union county roads. Reason for pardon: The prisoner is pardoned on the recommendation of the board of commissioners of Union county. It is represented by them that he is dangerously sick with rheumatism, is of no service to the county, and is likely to die if kept in prison. He has already served the greater part of his sentence.

Robert F. Madden, clerk in the Central Hotel at Charlotte, took his life in his room there new year's afternoon about 7 o'clock by sending a bullet through his brain. He was regarded as an efficient clerk and was known as such in many and Atlanta.

BEST SCHOOL BOOK IS THE NEWSPAPER.

So Declares Prof. Lynch the Principal of Missouri School who has His Pupils Study the Bellies.

St. Louis, Jan. 1.—Prof. W. H. Lynch, principal of the Mountain Grove, Mo., school, to-day explained to the State Teachers' Association, in convention here, his method of using newspapers for study in the classroom.

Prof. Lynch has great faith in the educational value of the modern newspaper and is a subscriber to seventy dailies, weeklies and semi-weeklies. He said: "I discovered some time ago that no textbook is equal to the newspapers as a means of disseminating actual and up-to-date knowledge in the school room. Textbooks teach only a theory of the world and its facts, the newspapers tell the real drama of life in its varied forms."

"Every Friday morning I have my pupils devote time to reading newspapers. Each pupil has a different journal. Each pupil reads but one article. At a given signal the papers are folded up and each pupil tells the story he has been reading in his own words. This plan has many advantages, not the least of which is that it enables the teachers to get an insight into the natural bent of each pupil's mind."

What Kills Trade.

New York Advisor.

Several years ago the large bicycle companies of the United States formed a combination—or trust—and all the leading cycle companies were brought under a single management.

One of the first apparent results was the cessation of the large individual advertising campaigns which marked the progress of the individual companies. The trust used very little advertising and merely endeavored to popularize the names of its leading machines.

Some time ago this great concern, the American Bicycle company, went into the hands of a receiver. Col. A. A. Pope, who was the pioneer advertiser in the cycle field and whose Columbia wheels were for years the standard of perfection in bicycle production, was recently asked about the outlook for the company in the future.

After saying that the Columbia factory at Hartford would soon resume operations he added: "The cessation of advertising killed the bicycle business, and the way to revive it is to resume that same important matter. You can see how I feel in the matter when I tell you that I spent \$500,000 in one year in that sort of publicity, and that it is my idea for the future—to advertise."

When the trust was organized the wisacrees said: "We are spending our earnings for advertising—if we combine all the leading companies we need only do as much advertising for all as one company is now doing."

This policy was followed and the result has been a decline in what has been called the bicycle fad—the trust is in the hands of a receiver and the industry paralyzed. The cracker trust, the tobacco trust and others have been notable successes—the bicycle trust a notable failure.

The first have been liberal—nays, prodigal advertisers. They have been constantly placing new names before the public almost without exception achieving individual successes. The bicycle people endeavored to advertise half a dozen or more wheels in a general way—there was nothing specific in the announcements—with failure as the final result.

The Origin of Toys.

Everybody knows that a toy is a thing with which the children play, but everybody does not know that toys have a long, long history, and that nearly every one from the jumping-jack to the Christmas tree, has a very honorable ancestry. One day all these playthings were taken just as seriously as the tools and weapons and other appurtenances of man. Nay, they were often his most cherished possessions; they were symbols of his religious aspirations, factors in his worship, sometimes the very images of the gods themselves. Little by little their old uses have been forgotten, but no doubt they are just as useful and just as honorable nowadays, since they serve to keep the youngsters out of mischief and to give them healthful enjoyment.

A Washington city dispatch says that more than \$6,000,000 in Christmas money was sent abroad this year, beating all records. Nearly complete returns from money order offices show these figures. The records indicate an increase of 50 per cent in the money sent to Great Britain and of 33 1/2 per cent to other countries.

BESSEMER ITEMS.

Correspondence of the Gazette.

Mr. Claude Miller spent the holidays with his parents at Shelby.

Miss Ella Thornburg and brother, Raymond are visiting at Cherryville.

Mrs. E. L. Mason, after a visit of several days with friends here, returned Wednesday to Dallas.

Mr. J. Heath Blake, of Gastonia, spent Sunday in town.

Miss Val Sevier returned Monday from a visit to Spartanburg.

Mr. C. M. Cook, after an absence of several weeks at Louisburg, N. C., has returned to Bessemer.

Mr. and Mrs. W. R. Odell and sons, of Concord, were guests of Mr. and Mrs. S. J. Durham Tuesday.

Miss Mamie Alexander, of Concord, who has been the guest of Mrs. D. A. Garrison, has returned home.

Miss Addie Whitney, who has been spending the holidays here, will return to Ridgeway, S. C., to-morrow.

Mr. and Mrs. S. J. Durham returned Sunday from a visit to Spartanburg, S. C.

Mr. Lloyd G. Whitney, who has been attending school at Rutherford College, is spending his vacation at home.

Mr. Boyce M. Ware, who has been visiting friends here, left Thursday for Rutherford College.

Mr. and Mrs. Williams, of Hamer, N. C.; Mrs. Taylor and Mr. T. Pischback, of Blanche, N. C., are guests of Mr. and Mrs. J. A. Smith.

The Shelby Aurora, for years and years a great light in Cleveland county, has passed into the hands of the Republicans. It has been bought by postmaster George De Priest and others, and will be run henceforth in the interest of the Republican party.

Durham had a fire new year's morning caused by explosion of a kerosene lamp in telephone office over First National Bank. Loss partially covered by insurance.

MEAT CUSTOMERS THANKED.

Having retired from the meat market business after serving my customers to the best of my ability for eight years, I take this occasion to thank them one and all for the very liberal patronage they have given me, and to wish each one of them a very happy and prosperous year during 1923.

W. N. DAVIS.

J. H. KENNEDY & CO'S

NEW YEAR GREETING.

Jan 1, 1923.

Dear Patrons and Friends: We have just closed our fifth year in business under the present firm name.

Our records show evidence of a healthy growth each year since we began.

This growth is gratifying. But we are not content.

We want to keep on growing. Business growth is the result of public confidence, and confidence is inspired only by right treatment—not once in a while, but all the time.

We want your trade—much or little—all or a part of it.

We are willing to do all in our power to merit it.

So far, to the best of our knowledge we have not lost a customer, but have experienced the keenest pleasure in enrolling many new ones.

We have everything you will expect to find in an up-to-date drug store—except paints, lamps and whiskies.

Thanking you for past patronage and soliciting a continuance of the same we beg you to accept our hearty wish for a bright and prosperous new year.

Yours sincerely,
J. H. KENNEDY & Co.
White Front Pharmacy, Phone 84.

The New Fall Millinery

You will find it at

MISS RUDDOCK'S

UP-STAIRS

OVER MORRIS BROTHERS.

The new materials, the new styles, the new colors, and new combinations.

And our knowledge, skill and taste are all at your service. Your inspection invited, your orders solicited.

Miss Ruddock.

Thomson Company



EVERYTHING THAT'S GOOD TO EAT.

EVERYTHING THAT'S NICE TO WEAR.

Thomson Company

THE GOLDEN RULE.

A STORE RUN BY THE GOLDEN RULE OUGHT TO PROSPER, SO MANY PEOPLE THINK.

We are trying to run our store that way. That is, we will not charge you more for goods than we think you would charge if you were in our place.

Yes, it is to your interest that we should prosper. If from any cause we should fail to prosper you might be told that a store could not succeed and sell goods cheap.

Remember, that the more goods we sell you the cheaper we can sell them.

Therefore give us your trade and your cash, and we will try to make it to your interest to trade with us.

We guarantee everything we sell you. If it is not right, we will make it right.

We invite friendly criticism.

COME, SEND, OR ORDER FROM THE

Golden Rule Store.
B. G. RHYNE & CO.
GASTONIA, N. C.

BEGIN THE NEW YEAR RIGHT BY PRESENTING YOURSELF WITH A

Waterman's Ideal Fountain Pen

No other fountain pen on earth is worthy to be named on the same day with a WATERMAN

It is All Write.

Full stock to select from at Marshall's

GASTONIA BOOK STORE, ON THE CORNER.

J. Q. Holland & Co.

If you want to be pleased with your own and your boy's apparel and at the same time purchase economically, we want you to come here and see how well we are prepared to assist you. You will find nothing at this store that is out-of-date or out-of-taste, and with these features eliminated your choice should be easy.

Our Sack Suits for men are made up from black, blue, and fancy Cheviots, bright and soft fancy effects in Casimeres and Fancy Worsteds, as well as a good variety of Black Worsteds.

You will find Boys' Suits in a variety of fabrics and styles at correct prices.

Consider the fact that a Smoking Jacket, a Muffer, a pair of Gloves, and individual box of Neckwear, etc., will be most highly appreciated; we have them here.

J. Q. Holland & Co.