

The Weekly Directory.

BURLINGTON (N. C.) BUSINESS HOUSES.

Buy Dry Goods from B. A. Sellars & Sons.  
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Cooper Dry Goods Company.  
B. A. Sellars & Sons for Clothing and Gents' Furnishings.  
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Real Estate, Insurance and Loans, Alamance Insurance & Real Estate Co.  
Barber Shop, Brannock & Matkins.  
Dr. J. H. Brooks, Dental Surgeon.  
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ELON COLLEGE, N. C.

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Dr. G. E. Jordan, M. D.

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LOCALS AND PERSONALS.

Miss Cora Lawrence and Mrs. H. A. Moffitt, of High Point spent Sunday at the home of Prof. W. P. Lawrence.

Miss Jennie Godwin, who has been visiting Miss Linda Barnes, for the last two weeks, left Saturday morning for her home in Chuckatuck, Va.

Miss Grace Rhodes has returned to her home in Harrisonburg, Va., after a visit to her sister, Mrs. Moffitt.

Prof. T. C. Amick led in the Y. M. C. A., Saturday evening, using as his subject, "God's special call to every man—the call to sainthood." A good meeting.

In the Y. W. C. A. Sunday afternoon Miss Bessie McPherson was leader,—subject, "Loyalty to our convictions." The meeting was well attended and very interesting.

In the dining hall at West Dormitory, Saturday evening, the Young Woman's Christian Association gave the new girls an informal reception. The evening was very pleasantly passed playing games. Sherbet and cake were served.

Mr. M. W. Pinnix, who was in school here last year spent Sunday night here with friends.

In Psiphelian Society, Friday evening, those who deserved special mention were Miss Lois Davison, a piano solo. Miss Ethel DuRant, essay. Miss Lila Newan, the story of the "Shuttle."

Dr. W. Wicker filled the pulpit in the Chapel at the 11 o'clock service.

The Christian Endeavor was a spiritual feast Sunday evening. Prof. W. P. Lawrence led. The subject was; "Resist the devil. How?"

In the regular business meeting of the Christian Endeavor Society, Tuesday afternoon the following new officers were elected: President Affie Griffin; vice-president, Bessie McPherson; recording secretary, Pearl Tuck; corresponding secretary, J. S. Truitt; Treasurer, C. J. Felton; Pianist, Mabel Farmer; chorister, E. T. Hines; collectors, Nellie Fleming and Sallie Foster.

Rev. J. W. Wellons left Saturday for Henderson, where he is to be in a meeting this week.

Rev. W. G. Clementa, of Moorsville, spent a day or two at the College, last week.

Mr. F. R. Warren, of Prospect Hill came up Saturday to enter his son, Mr. E. R. Warren in college.

Mr. H. H. Holland, a business man of Suffolk, Va., formerly a student here, Mrs. J. A. Rawles and Miss Susie Holland, also of Suffolk, Va., are spending a while at Prof. W. A. Harpers.

Mr. E. T. Hines was called to his home at McClainsville, Saturday, on account of the illness of relatives.

Mr. M. W. McPherson spent Saturday and Sunday with his brothers in Haw River.

Honesty as an Investment.

A puzzling question to the man who suddenly comes into the possession of a legacy is said to be, "How shall I safely invest it?" And the art of investing is, perhaps, as difficult as the art of acquiring. We seldom find a capitalist, even an expert in the business of investing money, who does not occasionally make a losing investment,—a bad deal." But in the investment of honesty the investor never loses. Sometimes the stock of honesty is "watered," and in that event both the investor and seller lose.

The lack of honesty in the general run of corporate and public life in America affords an inviting field for college men to do some real service to improve our standards of conduct, for it is principally college men who lead in setting the standard of conduct in public life. A few years ago one Thomas Lawson of Boston, published a series of articles in Everybody's magazine, which he chose to call "Frenzied Finance." Mr. Lawson was denounced as a falsifier and as a sensationalist, by many men of high repute in the financial world. His articles showed up some of the big insurance companies to be managed in such a manner as for the management to be considered especially low from the standpoint of basic honesty. However sensational Mr. Lawson's articles may have been they helped to stir the public conscience, and as a result of this awakening of the public conscience a pretty thorough investigation of the methods and deeds of several of these gigantic corporations was gone into. The revelation of dishonesty was so great, and looked so scandalous that more than one man committed suicide or failed rapidly in health and thus came to a speedy death. The investment of dishonesty thus resulted in disaster, as it usually does.

Later in the same magazine there appeared a series of articles by David Graham Phillips on "The Treason of the Senate." These articles were looked upon by the public somewhat as we look upon the stories of a tattler, yet they evidently struck close to the truth, for the crookedness and dishonesty charged to Chauncey M. Depew lost him the distinguished position of membership on the Board of Control of Yale University, and also further membership in the United States Senate. Senator Platt is dead since those articles appeared, so is Senator Gorman of Maryland, and Senator Bailey of Texas has had to fight to hold his seat in the Senate.

Again, there is now appearing in the Cosmopolitan magazine, by Charles P. Narcross, a series of articles entitled, "The Trial of the Hunger Tax." These articles sound almost like fabrications so bold is the dishonesty of great corporations which is here recounted and exposed. The article on this subject in the October Cosmopolitan is prefaced as follows, by the Editor:

"Within a period of two years, the American Sugar Refining Company has been indicted and found guilty on more than a score of counts for rebating and has paid fines approximating \$170,000; has admitted defrauding the government by a system of false weights; and has settled in part for over \$2,000,000, with more cases to be heard from; and has confessed to a criminal conspiracy to throttle a competitor by offering to pay \$750,000, for a discontinuance of the suit of the Pennsylvania Sugar Refining Company against it. Six of its seven directors stand indicted for conspiracy. This is, in part the record of the outlawry of this giant corporation. The surface only, has been scratched. The methods of operation and the details of criminal defiance of all law and moral obligation, by this corporation, as revealed in this series of articles, are enough to amaze a public already made callous to tales of corporation corruption by the revelations in the investigation of the Standard Oil Company and other trusts."

Pluck.

"Don't spend no money for gas," he told the dentist. "Yank it out if it does hurt."

"You are plucky," said the dentist. "Let me see the tooth."  
"Oh 'taint me that's got the toothache; its my wife. She'll be here in a minute."  
—Cosmopolitan.

G. E. JORDAN, M. D.

Office Gibsonville Drug Co.,  
GIBSONVILLE, N. C.

Hotel Huffine

Near Passenger Station  
GREENSBORO, N. C.  
Rates \$2 up. Cafe in connection.

R. M. MORROW, Surgeon Dentist

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Cor. Front & Main Streets,  
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ALAMANCE INSURANCE AND REAL ESTATE CO.

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MONEY LENT through this Company on real estate is secured both by mortgage and Company guarantee. The lender receives 6 per cent. interest—3 per cent. promptly every six months—and is not bothered about interest collections.

BURLINGTON, N. C.

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