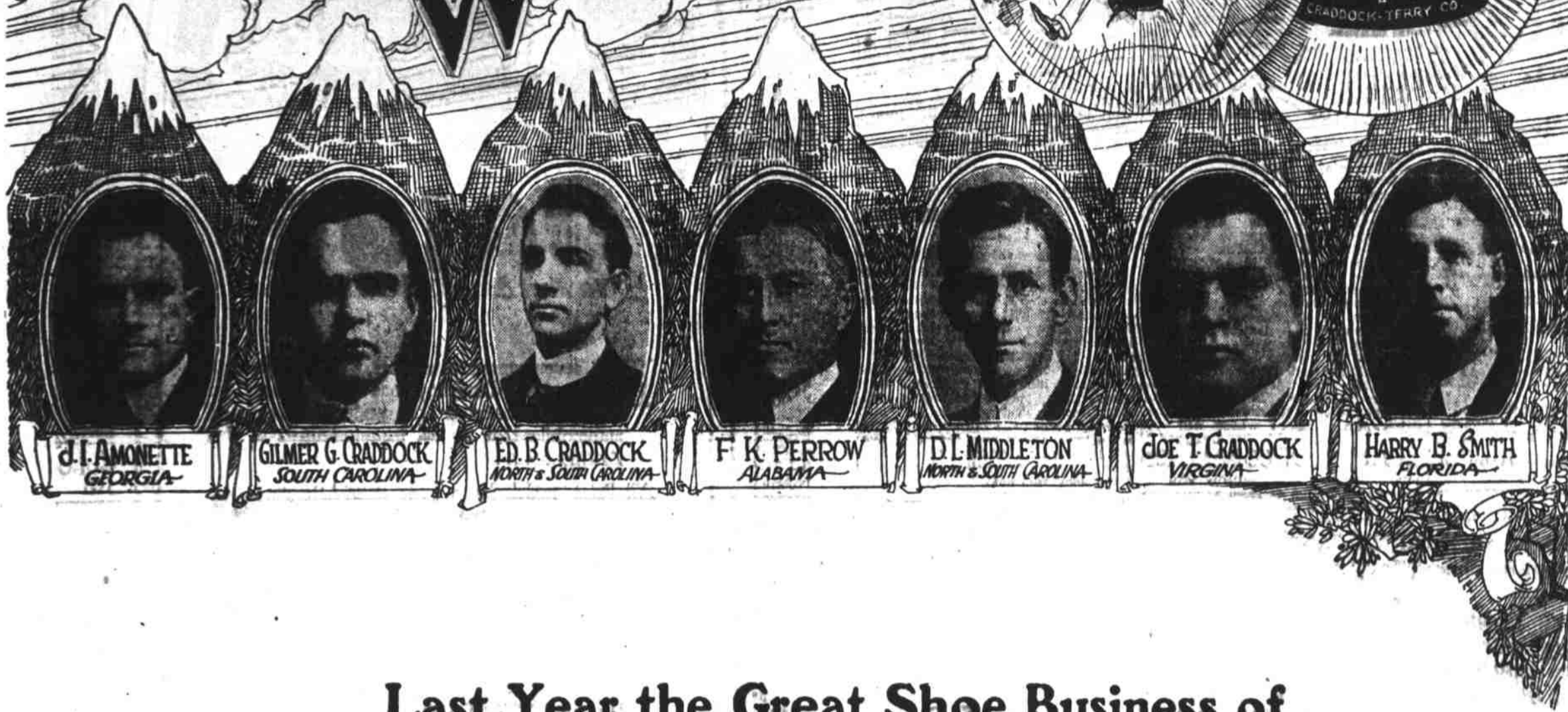


Shoe World



Last Year the Great Shoe Business of The CRADDOCK-TERRY Company Amounted to Nearly 9 MILLION DOLLARS

THIS company refused to accept war contracts and sold the output of their six big factories to the retail merchants of the South. Starting as jobbers, doing a business of a quarter of a million dollars the first year, the CRADDOCK-TERRY Co. commenced to manufacture shoes in Lynchburg in 1900, and in 1914 they extended their operations by establishing three factories and a distributing house in St. Louis, which resulted in a gain of 42% in the total volume of their business in 1916. The growth of the CRADDOCK-TERRY Co. reads like fiction, but it is a fact which the South points to with pride as a striking example of the manufacturing advantages below the Mason and Dixon line.

THE REASON is to be found in the close co-operation existing between the salesmen and the officers and directors of the CRADDOCK-TERRY Co. For example, the members of the \$100,000.00 Club are all stockholders of the Company, and A. P. Craddock, the vice president of the company, and one of its founders, is a member of the \$100,000.00 Club, while the president of this great corporation was at one time a traveling salesman, and nine of the twelve directors of the CRADDOCK-TERRY Co., started as traveling salesmen.

This means the selection of styles as well as the manufacture and sale of this line of shoes is in the hands of men who know how to protect the interest of their customers—that the management of this gigantic business is in the hands of men who are inclined by training to keep themselves in sympathetic co-operation with their customer, men who know the requirements of the retailer, men who know that a satisfied customer means repeat orders, and that continued success depends entirely upon continued patronage.

THE merchants and consumers of the South do themselves a double service when they buy CRADDOCK-TERRY Co.'s Longwear Shoes. The economic advantages enjoyed together with the small transportation charges from factory to consumer, enable the retail merchants of the South who handle this line of shoes to offer their customers better footwear at lower prices.

Six large specialty shoe factories, all under one management, means a saving to consumer and merchant. Southern-made shoes, sold by Southern salesmen, distributed through Southern retail merchants to Southern consumers, means a greater South and better shoe values.

HYDRO-AEROPLANES AS AID TO UNITED STATES IN CASE OF ATTACK FROM SEA

Could Locate Hostile Force Fifty Miles at Sea and Give Alarm in Time for Troops to Mobilize at Points in Danger.

Washington, D. C., Feb. 14.—Capt. Virgilus E. Clark, attached to the signal corps, aviation section, believes that if the United States is ever called upon to protect its coast line from the attack of a foreign enemy the hydro-aeroplanes will play a most important part.

In The Coast Artillery Journal, Captain Clark gives in detail what can be expected of efficiently manned and operated hydro-aeroplanes. He believes that it is not only possible, but highly probable, that in the near future hydro-aeroplanes will be designed that will be able to "get off" make extended flights during which implicit confidence may be placed in the motor, and land without damage in almost any weather in which the navigation of a destroyer is practicable.

"On a day of average atmospheric transparency an observer in a machine flying at a height of 2,000 feet could make out a fleet of vessels at a distance of at least 50 nautical miles," he says. "In case of an expected approach by hostile men-of-war or transports, three hydro-aeroplanes might effect a more complete reconnaissance of our North Atlantic coast waters by making back and forth, daily flights of three hours duration, than would be possible by employing a score of the fastest destroyers."

The report would, at the very least, give the coast artillery personnel at New York, Fort Monroe, Boston and Philadelphia 15 hours, and at the other fortified points within the same eight hours in which to prepare powder, fire trial shots, and even, possibly, move troops from the points not threatened to those that appear to be in danger. In the meantime, the enemy would be utterly unaware of the presence of the air scout. It is impossible to see or hear an aeroplane at a distance of even 10 miles.

"In many of our harbors low fog banks, broken by many rifts, and extending only a short distance out from the fortified shore, are very common. Should a coast defense commander have reason to expect an attempt to 'run by' from hostile vessels behind such a fog bank, the service of a hydro might prove invaluable. The flagship would be located by circling over the harbor entrance; the observer would make a preparatory signal, and then the pilot should describe a series of regular circles, keeping his altitude constant, and passing during the course of each circle vertically over the target ship. The observer should cause a puff of smoke to be emitted when directly over the target."

MANY STRANGE NAMES FOR ENGLISH TRADES

Military Tribunal, Weeding Out Names for Army, Finds Trades Strangely Named.

London, Feb. 14.—(Correspondence of the Associated Press.)—Reports of the military tribunal which are still at work weeding out men for the army, show that there are many ways of earning a living which are not known to the ordinary public. The list of trades presented in a day's application for military exemption frequently reads like an extract from a nonsense-rhyme book. For example, the report of a tribunal in London lists the following applications from a sourer, a splasher, a smutterman, a weller, an un-hairer, a tackler, and a tautener.

A bargain-letter, a monkey-runner, and a bull-dogger were among the exemptions granted the other day. A bargain-letter, it is explained, is the man in a quarry who arranges terms with the quarriers from time to time as the work develops. A monkey-runner works in a steel mill, where he conveys the pieces from shop to shop suspended from blocks and tackle, while the bull-dogger stands by the rollers and receives the rolled metal in a large pair of tongs or dogs.

An "allowance man" is not what is known in the British colonies as a remittance man, but is found in the breweries, where he is responsible for the allowance of beer made to every employe twice daily. A "jack-tenter" is employed in the cotton mills, while employes known as "liggers" are found in a score of trades as wide apart as soap-making and coal-pitting. The coal mines provide many curiosities, such as kirvers, scupplers, thuriers, lockerers, loaderers, getters and fillers.

An "arbor-maker" has nothing to do with garden furniture, but is an important cog in the watch-making industry. The "clicker" is found in a dozen trades, but is especially prevalent in boot-making, which also provides such occupations as those of the cordwainer and skiver. The chucker is employed in the manufacture of spke, while the heaver is found in the metal-working trade. The "massicator" belongs to the rubber industry, as does also the highly skilled workman known as the "hydrostatic bedmaker." The "Mungo sorter" deals with the manufacture of cheap cloth from shoddy. The "ironer" may belong to any one of 15 trades, from umbrellas to boots. A "backer" has nothing to do with the race course, but may be encountered in half a dozen trades, from bookbinding to machinery. The "bookmaker" is also found in several trades. The "flasher" follows a wholly respectable calling connected with the manufacture of plate glass. The "raceman" works in lead mines and the "raiser" in a copper mill.

The "bank walker" is not employed in a financial institution, but is engaged in examining the banks of canals and rivers to guard against accidents. A "hurrier" comes from the lead mines. A "bobby lad" has nothing to do with the police force, but is employed either in the mines or the cotton mills. A "dotal man" is an agricultural laborer, but a "pig lifter" is not; he is employed in a steel works.

ASKS A BOUNTY ON SPARROWS

Bill Would Require Counties and State Pay Two Cents Each. (Topeka, Kan., Dispatch to Kansas City Star.)

Senator Dore, of Pawnee county, introduced a bill making an appropriation of \$25,000 to exterminate the English sparrow in Kansas. The bill requires the State fish and game warden to pay a bounty of two cents for each sparrow delivered to him, and it authorizes the counties to pay an additional two cents to the hunter.