CHARLOTTE DAILY OBSERVER, OCTOBER 12, 1904

THE MATTER OF ADVERTISING. riaftembacruet. In an editorial on "Bank in Newspapers," The Philadelphia Rec

dignito of a bank.

simple it is to open a be

As a result of this form of

become savers and bank de-

reaching the public. The Record

easy it is to save

ord says:

ANNOUNCEMENT ordering the address inged, will please in-s to which it is going sits for the change to

Tryon street: Tele-Business Office, 75; e, 134% managing edi-

are furnished on Advertisers may fee on the columns of this y reach all Charlotte tion of the best people d upper South Carolina. rea correspondents a it thinks public poli it is in no case re eir views. It is muc their views. It is much at correspondents sign to their articles, cope-a where they attack per-tutions, though this is d. The editor reserves give the names of corre-en they are demanded ass of personal satisfac-tive consideration a com-inst be accompanded by



CONESDAY, OCTOBER 12, 1904.

VHY NOT IN CHARLESTON? the language of The Waxrprise, "The Fort Mill Times, y safe and sound in its views, or temporarily out of its right rambles thusly:"

sch the birth-place of Andrew positors." Referring to the best medium has never been established, wo that the statement was publicly goes on to say: t the unveiling of the Polk monu-

near Pinzville, Monday, that the but the greatest number of well-known irg chapter, D. A. R., will in r future erect a monument in the an (formerly Mecklenburg county) who formerly expended large sums on fent Jackson.

aild indeed, be scmewhat the Lancaster county chapter likenark the birth-place of Jackson in two inches of newspaper space has ment on South Carolina soil." way of comment the Waxhaw se remarks:

ar as the people on this side of said ate line are concerned, the birth- tried out-door display, but we have with-Andrew Jackson is regarded as drawn from them and other kinds of adand permanently established be- vertising in order to evpend all our apcontroversy. And if the Lan- propriations on the daily newspapers-the anty chapter should decide to daily being the only medium that pounds other spot as the birth-place constantly.' At the meeting of the Penn-Carolina's distinguished son, it sylvania Bankers' Association at Atlantic ot be because they have not ac- City last week, Banker William S. Powives with all the facts, ers, of Pittsburg ('the home of bank aduld be hard to understand why vertising'), affirmed, as a result of pracwomen of Lancaster county tical experience: 'Newspapers are the nit thamselves to such a blun- best medium for advertising.' He quoted a face of the facts. It would statistics showing 'the immense gain of an 'odd' proceeding."

lown."

ing.

en of Mecklenburg county newspapers over those which have refused ect a monument on the site of to adopt modern methods of publicity. e in which Andrew Jackson Two years ago it was computed that m, the said site being, as it was \$500,000 was spent in that year by the time of Jackson's birth, within of the State of North U.S. A. If the women of Carolina want Jackson's birthmarked with a monument, they do well to join hands with their but if they merely want a South ness. A glance through the columns of

monument to Old Hickory, The Observer will prove that in this are concerned at least. locate it

25 YEARS FOR MURDER. Watson Convicted and Sen-at Henderson - Granville lohn B.

John B. Watson Convicted and Sen-tenced at Henderson -- Granville County Campaign to Open To-Day. Special to The Observer. Oxford, Oct. II.-News has just reached here that John B. Watson, who was on lats Saturday convicted of murder in the second degree at Henderson, has been given 35 years in the penitentiary. Wat-son lived in Oxford for some time, and much interest was taken in the case here, though it was regarded, as elise-where, on a very aggravated case, and the general opinion was that he would be convicted of murder in the first degree. Gen. H. S. Royster, of Oxford, was "To most retail merchants and to reasing number of manufacturers and wholesale dealers the necessity of advertisings is obvious. As Lord Rosebery said in speaking of the best means of promoting English trade: "The whole age is an age of advertisement. Authors, actors, statesmen, singers-I do not care to particularize any more categories-all are be convicted of murder in the first degree. Gen. B. S. Royster, of Oxford, was leading counsel in the case, and the coffrt he made in his client's behalf has been ciading counsel in the case, and the effort-ever delivered in Henderson. His man-agment of the case was superb, and able unwyers who heard his argument say it was a great effort and shows him one of the fit of the case was superb. The case ignaged in a great holy war of adverment, and it does seem very hard that should fall short in doing that for our goods which we do so successfully for

ourselves.' Financial institutions have been among the last to recognize the imwas a great effort and shows him one of the State's greatest lawyers. The case was "s'ard-fought one on both sides len. "Asser was ably assisted by Hon." The Branville county political can-vass opens at Creedmoor on Wednesday, the 12th, and closed at Providence Sat-urday, November 5th, Politics are get-ing lively in Granville, and it is expect-ted that a large growd will great the portance of advertising. Anything more inan the annual publication of a tabular statement was regarded, and by some bankers is still regarded, as beneath the "Pittilurg is noted for the number of

Ling lively in Granville, and it is expect-ing lively in Granville, and it is expect-ed that a large crowd will greet the county candidates at the various places. The Kitchin-Reynolds debate did much to disturb the political waters, and inter-est is fast increasing in the campaim. Mr. William H. Harison, of Oxford, went over to Person Monday to deliver a political speech at Hurole's Mills. Quite a large crowd were present, and much interest was manifested in the meeting. Solicitor A. L. Brooks, of Greensborz, was also expected to be there, but on ac-count of a conflicting engagement in the west, was manifested for Raleigh, where he will join Solicitor Brooks, and hey will go to Holly Springs, Wake coun-ity. Wednesday, to fill an engagement there. They will also speak at Franklin-ton Thursday night, at Oxford Friday. its hanks and trust companies and the magnificence of the buil-lings which they Also for the number of its wellpaid workingmen. It was mainly to impress the wage earners with the importunce of thrift that an enterprising banker first adopted modern advertising methods So great and imprassive were the results that the example was followed by a mawrity of the financial institutions. This uccess was based on the public ignorance banking. The people were told, it

rief but well-displayed newspaper ads, ak account.

ing, it is stated that "men, women REV. DORRITEE AT CONCORD and children by the thousands were in

> Charlotte Minister Coming from Man-Stages - Funeral by **BASERS** Mrs. Boger.

Special to The Observer. Concord, Oct. 11-Rev. J. A. Dorri-"There are various advertising mediums tee spent the day in the city and will remain over to-night. Mr. Dorritee is and successful merchants and others prefer making his way home and I am authorized to say that he will, barring the daily newspaper. The book publishers, accidents, reach Charlotte to-morrow

Mr. Dorrittee is returning from the artistics posters, now use newspaper Manassas manoeuvres, having driven space almost exclusively. One of them has said: "The plainest bit of argument which has added to his strength no n ore advertising value than the retailer's name chalked on all the doorsteps in

Quite a number of Concord friends at-Cammeyer, the shoe man, has tended the funeral and burial of Mrs. Martin L. Boger, at St. Martin's, to 'We have used the magazines and The services were conducted by day. pastor, Rev. J. F. Deal, assisted the by Revs. W. J. Boger, of Mt. Holly, a nephew, and W. H. Miller, of Concord Gertrude Caldwell, Llda Smith Misses and Messrs, A. E. Lentz and J. D.

church and at the grave. course of neighbors and friends were deceased was held. The Cabarrus Savings Bank has been closed to-day out and of respect to the bank's vice president, banks which advertise liberally in the Mr. Boger.

The Four Pickets opened an engage ment at the opera house last night. The company will be here to-night and will go to Greensboro to fill an engagement, returning here for three nights, Pittsburg banks for newspaper advertisbeginning Saturday. The county candidates began

A surprising feature of the above excanvass yesterday at Rocky River, All tracts from the Philadelphia paper is were there except Mr. Odell, who was that indicating the tardiness with at Poplar Tent. So far, the campaign detained, but joined the canvass to-day which banks in the North have realized in Cabarrus has been unusually quiet, rg slaters in their undertak- the importance of advertising for busi- but the coming of the Governor, on the considerable, as far as the Democrats

Minor Happenings in and About the City—Events of a Day. —A matriage license was insued yes-erday to Mr. D. B. Andrews and Miss I. E. Faulke, of the Chadwick Mill. -Excavation began yesterday for the Phone A. D. T. Me ig ware Company, to be located in the rear of the Buford annex of the Buford Hotel. -The heirs of the late R. Y. McAden are considering with their attorney, Mr. C. W. Tillett, the disposition of a great tract of sand they own in Cherokee and Clay counties. vertle than 20 cents. Cash in advance.

The city fathers have ordered work begun on 3 cement and stone pavement on the North Cnurch street block front

on the North Caurch street block front north of Tryon street. —A hig steam coller was busy all day yesterday crushing stone on Tryon street, between the square and Fourth street. The street has been badly in need of repair for some line. —The Day Nursery Acsociation will give an oyster supper Friday from 5 to 10 p. m. in the Lutheran parsonage. All friends of the association and interested in its sood work are inved to be present.

good work are urged to be present. -Mr. B. F. Withers having occupied his handsome new home on East avenue, Mr. N. W. Lumpkin has moved into his for-mer residence at No. 8 North Brevard street.

-Music-lovers will be glad to learn HOTELS WANTED-If you have a hotel for sale or rent, I can handle the prop-try for you, W. H. Storm, Care Carolina Hctel, Rock Hill, S. C. the coming of the Cornell Glee. Mandolin and Banjo Club, composed of 50 members, to Charlotte this full. They are expected about the 1st of December.

-Mr. F. R. McNinch has been invited to speak at the joint meeting of the Davidson and Cornelius Councils of the I. O. U. A. M., to be held at Davidson Friday night. He will speak on the prin-ciples of the order. WANTED-A first-class job printer. Ap ply at once to A., care Observer. FOR SALE-That valuable property. N. College street, Charlotte. M. Andrews, Greensby 9, N. C.

-Practice for the tournament to be held week has already begun. Several s were out last evening trying their Reports are that the affair will be LOST-Red coral breast-pin, with face figure. Reward if returned to Observer office. ridera skill. hotly contested, and that a large number of entries will be made.

-Charlotte Lodge, No. 83, Knights of Pythias, held an interesting meeting in the Pythian Castle last night. The third tegree was conferred on two candidates, and a social session was then held. Re-freshments were served in the club-rooms.

-A big Democratic meeting was held the Belmont school-house last night ttended by the voters of the Belmont and Louise Mills. Among the speakers were Messrs, J. D. McCall, C. H. Duis and T. L. Kirkpatrick, of the Charlotte bar.

-The ladies interested in the bazaa for the benefit of the Alexander F will meet this morning at the Presbyterian church at 9:30 o'clock, Firs The necting was to have been to-morrow. but through in a cart, through much of the the announcement is made that it will best of Virginia, making a leisurely trip be to-day instead.

-The Ladies' Home Missionary Society Frinity Methodist church will hold heir prayer meeting this afternoon at 4 b clock at the home of Mrs. R. M. Little-ohn, corner Boulevard and Oak street. The services will be conducted by Mrs Walter Brem.

-It was reported yesterday that Mr Baker, usistant general superintendent the Southern, would move his offices sack to Charlotte from Greensboro, when At the the new station is completed. At the Southern Rallway last night, no one knew Hatchet, from this city, sang at the if this was contemplated. Mr. Baker's A large con- family has never left Charlotte.

-Mr. T. B. Fox, assistant manager of he local office of the Southern Cotton present to attend the last services, at-testing to the high esteem in which Qil Company, has resigned his position his resignation to take effect on the lat Instant, Mr. Fox is from Atlanta, Ga., and will return to that city to accept a position with the Atlanta National Bank. His successor has not been selected.

-The meeting in Pritchard Memorial ast evening was a repetition of the suc-cess which has crowned the efforts of last these who are working there. A number choice who are working there. A number of renitents same forward, Rev. Dr. A. C. Barron preached with power, and the singing of Mr. F. J. Harrill was heard with pleasure. The meetings will continue each evening, the song service is ginning at 7.30 and the preaching at

o'clcck. -The Dilworth Athletic Club is ready to arrange a football game with any team n Charlotte of its weight and class. This hallenge is extended to teams whose av 18th, is expected to gringer things up chage weight is not more than 85 pounds and whose heaviest player does not weigh more than 100 ponds. Replies are to be sent to Manager Black or Captain James

Dorrittee, Jr. This team has already



THE BIG STORES ZANO, SUITABLE FOR BEGINNER. Only 130.00-12,00 cash, \$1.00 per week. Reiff, wuthern Warerooms. WE WILL RECEIVE, sealed bids until 6 o'clock this (Wednesday) evening, on our stock of clothing, damaged by water in the recent fire, the value of which is between \$15,00 and \$30,00. The stock will be sold to the highest bidder. Piedmont Clothing Mfg. Co., Charlotte. N. C. OVERFLOWING WITH **New Merchandise** FINE RICH FARM for sale-309 acres of fine bottom land; very rich; situated in Catawba Kiver Valley, two and one-half miles trom Marlon, N. C., in McDowdl county; fine dwelling; barns, cribs, etc. Nice orchard; water-works through the premises, etc. Price, \$12,000. Write W., McD, Budgin, Marlon, N. C.

Every section of the Big Stores are crowded from basement to topmost floor with the latest and best, with the newest and richest merchandise ever brought to Charlotte, including all the new fabrics, all the approved styles out this season.



The Millinery Department

is doing its best for ladies who wish the highest grade head apparel it is possible for expert designers to create. Miss Gibson and her corps of

designers and trimmers are leading the fashions; they are preparing the handsomest hats Charlotte or the Carolinas have ever seen--hats which have no parallel as to beauty of design.

SILKS AND DRESS GOODS.

Changeable two-tone taffetas in brown and black, blue and black, green and black blue and red, and blue and green, makes a very rich and handsome suit, very pop-Two tone flake taffetas, in blue with white flake corded 27 inches wide, the yard..... 75c. 19-inch changeable silk in blue, gray and green stripes, 36-inch black taffeta, guarantee woven in selvedge and we stand behind the guarantee. Every yard that breaks or splits we replace, the old reliable No. 1,000, the yard

only......

HOTEL, FOR RENT-The Commercial Hotel, in Shelby, N. C., is offered for rent for the year 1905, and possibly for a longer time. This is an excellent stand for a hotel for a number of years. Apply to Mrs. Julia J. Green, Shelby, N. C. MISS LAFAR, a graduate of the Southern Kindergarten Normal Institute, of Charleston, S. C., will open her kinder-rarten October 17th, at 511 North College treet. Hours: 9:330 to 12 o'clock.

mmittee.

WANTED-Young man with uniform and \$10 security to act as news agent on train. The Parker Railway News Co., Hamlet, N. C.

WANTED -Registered druggist, voun man; good opportunity; State experi-nce. Jack son Drug Co., Waxhaw, N. C PRINTER WANTED-Good ad' and job man, or good compositor; steady habits Apply at once; mching paper. The Ga-gette, Gastonia, N. C.

FOR SALE-Latest Victor Talking Ma-chine, taperng arm. 36-inch brass horn; 150 of 7, 10, 12 and 14-inch records, comnew. C. M. Balletin, Hoffman

WANTED_Party who is familiar with machinery supply business. Good open ng to take charge of small business Address 1918 Morris avenue, Birmingham

N. M. LAWRENCE, Special Accountant. Office 'phone, 238; residence 'phone, 922.

WANTED-For U. S. Army, able-bodied, unmarried men, between ages of 21 and 35, citizens of United States, of good char-acter and temperate habits, who can speak, read and write English. For in-formation apply to Recruiting Officer. IS West Trade St. Charlotte. N. C.: South-ern Loan and Trust Building, Greensboro, N. C.: Postoffice Building, Winston-Salem, N. C.: 40 Patton Ave., Asheville, N. C., or Cleveland Building, Spartanburg, S. C. VANTED-For U. S. Army, able-bodied

"KEPHALIN"

A Quick and sure Cure for

Headache

A popular household rem

edy that never fails to

give relief from this dis-

tressing Malady. A Harm-

less and Safe Remedy for

headache from any cause

Manufacture d by

The Gray Drug Co

in front of the office of good as those of any city-are strictly ews and Courier, which, in its up to date. ignorance, still really believes, newspaper advertising has indeed e of light and knowledge, was born in that State.

THE MINSTRELS. The matter of Gave a Pretty Good Show at the Academy Last Night to a Fair-Sized

reached the point where few, if any, Audience business concerns can afford to neglect West's Big Jublice Minstrels attracted speech at Chilicothe, O., Mon-long ago. Nowadays, every institution wm J Bryan seid that he he was a pretty large number in the company, but the corresponding volume of sound Col. Wm. J. Bryan said that he which depends upon the public for pat-d to think he would be President, ronage must needs keep its name before disappointed most people when the cho-corrobative evidence that the old-time that he would be the Moses of the the people, but in doing this care must minstrels are a thing of the past. It was "Moses, you know," he continued, taste. Nowadays if is mainter good first part of the programme was devote "Moses, you know," he continued, slow of speech, and the Lord se-the case that the placing of advertising matter where it does not seem appropri-end-men were not so strong, and their the case that the placing of advertising matter where it does not seem appropri-end-men were not so strong. And their company, assisted by the chorus. The end-men were not so strong, and their clease usually reminded one of Mark Twain's saying, that there were but three

we that I am the Aaron rather at is calculated to prejudice the pub-the Moses of Democracy. I am lic against the article exploited. No argument, however, is needed to con-vince intelligent people that the daily paper is a suitable place to advertise everything. Few indeed are those who the could not resist the pintio to endeavor to take a fall the text is calculated to prejudice the pub-real jokes in the world, the rest boing merely variations. But the crowd was gccd-humared, and the gallery did its duty when it came to vociferous applause with a few steam-boat whistles inter-strend. The olio in the second, part was pretty gred, introducing premier acrobats, mod-ern buck and she dancers. "And the gallery did its do not read the newspapers, while other forms of publicity often attract only the trention of the are the could in a cycle whirt. The dancers attention of those who can do the ad-vertiser little if any good. President Roosevelt has appointed of the Democratic candidate.

Charlotte institutions-a

is given out that, despite reports

President Roosevelt has appointed contrary, ex-President Cleve-Robert J. Wynne Postmaster General song about a trolley ride, were exhiler to hold the place until Chairman Cor. ing, and had lots of snap and go to th fill make a speech in New York to hold the place until Chairman Corthe campaign, acting as preofficer at a meeting of d on the 21st, when John G. Car- well as postmasters must rotate in will make the principal address. order to pay party obligations. is welcome news, for there is likebe something doing when the of Princeton appears on a publatform

will be seen from a statement

To-Day. in yesterday's Observer by H. Special to The Observer os, receiver, fourteen persons of North Carolina has arranged the Quickel, Stanley; B. H. Bridges, Wiland been victimized by the Amos following programme for to-morrow, mington; George Fawcette, Mt. Airy; Cherry Tree swindle received October 12, Founders' Day: 512 back. This is but a small on of the thousands of people-Prayer, Prof. Henry Horace Wil-liams: song, University hymn; address, President Francis Preston Venable; W. F. Marshall and Hugh Long, Gaspoor women-who lost hard- music, by University Orchestra; ad-money through this swindle, and dress, "Literature in the South," by t be a warning to our people Dr. C. Alphonso Smith; song, "Hail to Miller, High Point: Julian McCurry Hartwell, Ga.; John Stevens and Dr

get-rich-quick schemes.

headquarters have been torium last evening at 7:30 o'clock. in New York. This fact would The programme was as follows

n New York. This fact would "A Visit to Marathon," by H. Eben in the suspicion that the Re+ Alexander; "First Coast Survey of

The still some generous people in the chemical lecture room to-night at first the circles at the

York Commercial remarks still a question whether will ever become a unabl-w Mile ever become a unabl-

will ever become a unant- E. Mills.

lar sport. The element of

A young woman, , who says 'she is Gertrude R. Lee, and who claims she is a descendant of General Robert E. Lee, and the daughter of a prominent Southern plantation owner, is under ar-rest in Chicago, charged with theft from Mrs. C. Roberts, of Joliet, III., of two satchels, containing 33,009 worth of jeweiry ases human nature, and

telyou finishes his campaign work. It Lusiness, thus appears that cabinet officers as New Marshals. Mr. John M. Cralg, chief marshal for the Mecklenburg fair, has added to his list of marshals the following named: FOUNDERS' DAY. From Charlotte-J. J. Hutchlson, Joe Ham, W. L. Jenkins, Pat H. Williams

An Interesting Programme Prepared for the Observance to Be Held at the University of North Carolina and L. W. Humphrey; W. T. Love, Spencer Mountain; John C. Rankin, Lowell; Rufus Baker, Crowder's Mountain; Dr. J. B. Wallace, Mt. Holly; Hon.

Stonewall J. Durham, Bessemer City; Chapel Hill, Oct. 11 .- The University J. L. Lineberger, Lincolnton; Dr. Ton tonia: David Clark, Jonesboro; W. C. Jones, Wescott Roberson and A. H.

conclude, the interlocutor knew his

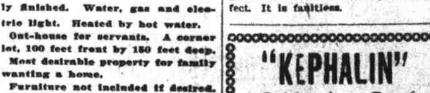
The Historical Society held its first W. C. Twitty, Kershaw, S. C.; John T. meeting this year in the historical audi- Meacham, Cheraw, S. C.

Solicitor Webb's Canvass. For terms, apply to Solicitor J. L. Webb, of Shelby, was in

BEST REMEDY FOR CONSTIPA-

TION. TION. "The finest remedy for Constipation I ever used is Chamberlain's Stomach and Liver Tablets," says Mr. Ell But-ler, of Frankville, N. Y. "They act gently and without any unpleasant ef-fect, and leave the bowels in a per-fecting natural condition," Sold by R. R. E. DAVIDSON & CO.

-John Sharp was yesterday charged a penny and the costs for an assuit on Katie Jones, and John Deaton was made to pay the same for being drung and dis-to pay the same for being drunk and dis-to pay the same for being drunk and dis-to for his appearance at Superior Court on the charge of carrying concealed weap-ons, and a like amount on the charge of an assault on Katle Jones. 'Squire Maxwell dispensed the justice. Does Your Overcoat NEED A NEW VELVET **COLLAR or New SLEEVE** LINING? : : : : so, see J. M. GENA about Tailor shop over postal telegraph office. CHESTER, S. C. R. J. OLIVER. PROP. first part, who gave a walts clog, with a song about a trolley ride, were exhibitat-UNDER NEW MANAGEMENT. Located in the heart of the city. Free carriage meets all trains. Free sample roms; Free baths. Electric lights; call bells. Excellent cuisine; attentive serv-FOR SALE Ten-Boom Furnished House, with cellar, situated on car line, Boulewinter. vard and Lindhurst avenue, 1911. All garments are tailored in best worth manner, in the latest styles. Comfortably planned, handsome guarantee our workmanship to be



MECKLENBUNG IRON WORKS.

WE ARE EXCLUSIVE

Merchant Tailors

We have a very large as-

sortment of special De-

signs in English and

Sco'ch Woolens on dis-

play that will please your

Merchant Tailors

eve.



The Tailors Triumph is the Suit for the school boy. It is well tailored, fits well, full cut, and made to stand the roughest boy. Every suit from \$2 up guaranteed in every 8 particular. All sizes, from 3 to 17 years. This is not a new line with us, but we have handled it for years.

