ADVERTISING AGENCY MASSENGALE, ATLANTA.

toutiers Agency That Has "Made out" to Advertisers Through Rou-t Methods and Intelligent Action The Concern Strongly Recom-midd by Advertisers in Various sticins of the Country.

Depyrighted by Newspaperdom lishing Company, May, 1966.

A Southern agency that has "made good" to advertisers through honest methods, incelligent push and profitable knowledge of the advertising business is the Massengale Advertising Agency of Atlanta, Ga. The concern has become a recognized fixture in Southern business. From the moment when the Massengale agency was conceived there has been one was conquived there has been one most notable feature to its credit, an effort to be decidedly on the level with its clients and the publisher." The Massengale Agency is

strictly a Southern institution in its scope of handling business, for its clients come from the East, the West and the North. As we write this the agency is handling over 50 excel-

An advertiser who gives more attention to results attained rather than number of accounts placed, might ask, "But what of its efficiency to get business for its advertisers?" sensible question, too, in these days of merry hustle for the almighty dollars. Newspaperdom, investigating the many agencies throughout the investigating country concerning their ability to requitable results per dollar of expenditure, put the Massengale people under the glass along with the rest. In no case did the agency get an unfavorable word. We couldn't an unfavorable word. We couldn't say this of some of the agencies investigated, however. Suppose we go over a few of the letters from the many letters received concerning the

Massengale Agency; The Coca Cola Company. F. M. Robinson, secretary. Atlanta, Ga.— "The Massengale Advertising Agency conducted our magazine and religious advertising campaign last year gave us most excellent satisfaction. They gave careful attention to all the details and we think displayed marked ability and excellent judgment in the selection of the best mediums for our use and the preparation of the right kind of copy to bring results. They are certainly entitled to a liberal chare of credit for the remarkable success in our business during the

Atlanta Chamber of Commerce, W. G. Cooper, secretary, Atlanta, Ga.— "As secretary of the Greater Georgia Association, I did several thousand and they handled it well."

entrusted to the Massengale Advertising Agency has been handled judiciously, and with uniform courtesy and

"Red Rock" ginger ale, 214-216 Au-burn avenue, Atlanta, Ga.—"We regard the Massengale Advertising raised in Cabarrus, but was in Agency as the best one in the South, and it will compare favorably with any one in the United States. No matter how much business we expect Massengale Advertising Agency handle it for us. They are thorough business men, and it is indeed a pleasure for us to do business with We know, beyond a doubt, they have been of a great deal of benefit to us in our business, and we never hesitate to recommend them highly to any one; in fact, could not

find better people. George D. Witt Shoe Company, George D. Witt. president, Lynch-burg, Va.—"The | sengale Advertising Agency have none a great deal of the best people in their line that we know of; we have received excellent results from the work they have done weeks, during which It gives us pleasure to say

the Massengale Advertising Agency, Number 4 township. leads us to believe that the company is theroughly reliable. They have been handling our account for the past three years and have given satis-

The Johnson Chill and Fever Tonic Company, Savannah, Ga.—"We have done business through the Massengale Advertising Agency and have known Mr. Massengale for some years past We believe these gentlemen are in position to handle business in a field that others cannot cover as Personally we have great faith in

The John C. Roth Packing Company, C. E. Roth, treasurer, Cincinnati, O.—The Massengale Advertis-ing Agency of Atlanta, Ga., gives us good service, and we are pleased with

J. K. Orr Shoe Company, 32 Auburn avenue, Atlanta, da.—"The Massengale Agency has been handling our out-of-town advertising for about a year. They have given us excellent service. They are enterprising and building up rapidly in their

Royall & Borden, Goldsboro, N. C. is very painstaking and has an able corps of workmen. Mr. Massengale and vicinity, gives personal attention. We cheer which the R. fully recommend him to any wishing good, careful service in an

advertising way Charleston Manufacturers, Jobbers' and Bankers' Association, B. F. Mc-Leod, president, Charleston, S. C. 'Our association is well pleased with the service rendered by the Massen-gale Advertising Agency. We find it ore satisfactory in many ways than to deal directly with newspapers our-

Board of Trade, J. A. Faulkner, secretary, city of Lynchburg, Va. The Massengule Advertising Agency have been altogether and entirely satisfactory to us in all our relations covering three years."

Gowan Medical Company, Durham N. C .- "The Massengale Advertising Agency gives us very satisfactory re-sults. They have the ability and sep their business on a high plane." Shuptrine Drug and Seed Company, 229-231 Congress street, Savanah, Ga .- "We have been giving the Massengale Advertising Agency, of Atlanta, Gs., the greater part of our advertising to place for us during the oust five years. In our opinion they have given us competent, intelligent

careful service. Lamar, Taylor & Riley Drug Com pany, J. B. Riley, Macon, Ga.—"The Massengale Advertising Agency has done very satisfactory work for us." The Laxo Company, 1420 Main street, Durham, N. C. — "Mr. Mas-sengale has handled our advertising ever since we have been in business, and we consider him an all right

and we consider him an all right agent and perfectly reliable."
Harris Lithia Springs Company, Harris Springs, S. C.—"The Massengale Advertising Agency has handled the greater part of our newspaper advertising for the past five years. Their work has been very satisfactory and produced splendid results. They are undoubtedly progressing with the times."

Agency has been handled in a most

Agency has been handled in a most satisfactory manner and as far as we are able to judge, has produced profitable results. It gives us pleasure to speak a good word for this enterprising Southern advertising agency."

McItwaine, Knight & Company, 678 Broadway, New York, N. Y.—
"We have done considerable business through the Massengale Advertising Agency, and we have always found them prompt, painstaking and correct in their dealings. We are glad to speak a good word for them, and unhesitatingly recommend them to any one needing their services."

J. T. Gantt, Macon, Ga,—"We are satisfied with the management of the Massengale Advertising Agency."

Massengale Advertising Agency."
Acme Brewing Company, Macon,
Ga.—"The Massengale Advertising
Agency has been looking after some
of our advertising for the past two or three years, and we are pleased with the way they handled our busi-ness. We expect to do more business with them the coming season, which is an indication that their work is

satisfactory to us.".

Brown Manufacturing Company, Henry R. Brown, president, Green-ville, Tenn.—"The Massengale Advertising Agency has placed our con-tracts for one year in the newspapers of Georgia. They did so on very favorable rates; in fact, better than we had been able to obtain ourselves, and loked after the work, as far as we could judge, in a very satisfactory

manner. Space is too limited to admit of a greater number of letters being but the few above portray some truths advertisers can well take into consideration. Every one of these letters were sent to Newspaperdom without the knowledge of Massengale people. Had they known of an investigation, or nave been permitted to consult with us in the matter, the results would not have been useful to the advertiser. The officers of the Massengale Agency are: St. Elmo Massengale, president and treasurer; G. B. Mas-

sengale, secretary. GOING TO PANAMA.

Mr. Ed Mitchell, Former Cabarrus Boy, Will Resume His Duties as Cashier in a Bank on the Isthmus —Funeral of Young Man Killed on Railroad.

Special to The Observer.

Concord, Jupe 27 .- Mr. Ed Mitchell leaves to-night for New York and on Saturday sails for Panama, Mrs. Mitchell and little son will spend the sammer here. Mr. Mitchell has been on the isthmus for two years. He went out as paymaster and has later dollars' worth of advertising through the Massengale Advertising Agency, and they handled it well."

become cashier of a large American bank in Panama city. Mr. Mitchell is familiar with conditions on the he C. F. Sauer Co., Richmond, isthmus and says the general con-"Whatever business we have ditions are most excellent, that a great change has been brought about since the Americans took His own experience has been not a of illness for the single spell Hagan & Dodd Co., manufacturers years and the doctor has not in this time been called for any of his family. Mr. Mitchell was partly navy and has in that service been the world over. When the New York syndicate opened the Panama bankdo in the future, we will let the ing house Mr. Mitchell was selected as cashier and has continued in that capacity since. Another Concord boy on the isthmus is Mr. Fletcher Fink. who is connected with the engineering department, and is located eight miles from Panama city.
Miss Nell Surratt. of Charlotte Miss Nell Surratt, of Charlotte, came over this morning and is visit-

ing at the country home of Mr. and Mrs. R. V. Caldwell, a few miles of Concord. Miss Rosa Bernhardt, of Salisbury,

accompanied by Miss Brown. D. B. Edmill. one of the best known showmen of this section, is here and will remain for several weeks, during which time he will to Roaring River to pack up their organize his troup for the coming household property and ship it to

SUPERINTENDENT'S DAY.

Successful Session of the Baptist Sunday School Assembly at Jackson Springs.

Special to The Observer.

Jackson Springs, June 27.—Super-intendent's day at the Baptist Sunday School Assembly here has been a decided success. The session to-day was presided over by Rev. Livingston Johnston, corresponding secretary of the Baptist State Convention. In the opening Bable study Rev. J. S. Corpening, of Timonsville, S. C., gave a splendid exposition of the sixth a spiendid exposition of the sixth chapter of Isaiah. The practical discussions of the forenoon were both interesting and profitable. Prof. W. J. Terrell told how the excellent Sunschol at Wadesbero is organized. R. D. Caldwell, of Lumberton, Mr. school gives more than \$40 a month to the Thomasville Orphanage,

spoke on "How We Cultivate Giving."
"What the Home Department Is, and How it Works, was the theme of a good talk by Hr. J. M. Broughton. Hev. Charles E. Maddry thrilled the assembly with the recital of the mission Sunday schools in Greensboro and vicinity. The very unique way in which the Raleigh Tabernacle observed last Christmas wes explained by Mr. N. B. Broughton. An excellent paper by Mr. P. B. Parker, of Golds-boro, was presented telling how the Neuse Association is organized for Sunday school work. The open conference on workable ideas in Sunday school management evoked several happy suggestions. Dr. Fred D. Hale, of Wilmington, delivered the noon address, stressing the need of wise doctrinal teaching in the Sunday school. It was an able address and achool.

was well received. To-night the sermon was preached by Rev. C. D. Graves, of Wadesboro, one of the strongest of the younger ministers in the State.

Burlington Personal and News Notes.

Special to The Observer. Burlington, June 27,-News was received here Tuesday of the critical lilness of Mr. M. R. Sartin, one of this county's mort prosperous farm-ers. Mr. Sartin is at his home near

Union Ridge.
Miss Inez Teague left this morning for an extended visit to relatives the east Tennessee. She will be gone several weeks.—Mr. Q. J. Scott goes this afternoon to Mebane to attend the marriage of his brother. Mr. Arthur Neal Scott, who will to-morrow morning wed Miss Carrie Pickett at the bride's home near Mebane.—Mr. Chas. H. Murrey went to Greensbore to be present at, the Sharp-Avery marriage, which took place in St. Andrew's church. Greensbore. gone St. Andrew's church, Greensboro.— Mr. and Mrs. W. H. Carroll are spend-

ing several days at Asheville.

Tou cannot induce a lower animal to eat heartily when not feeling well. A sick dog starves himself, and gets well. The stomach, once over-worked, must have been very satisfactory and oduced splendid results. They are doubtedly progressing with the nest.

Craddock-Terry Company, Lyschers, Ta.—We take picasure is stated that what business we have done rough the Massengale Advertising Pharmacy.

You cannot induce a lower animal to eat heartily when not feeling well. A sick dog starves himself, and gets well. The stomach, once over-worked, must have to starve to rest your don't have to starve to rest your stomach. KODOL FOR DTSPEPSIA takes up the work of your stomach, digests what you eat and gives it a rest. Puts it back in condition again. Tou can't feel good with a disordered stomach. Try Kodol. Sold by Hawier's Pharmacy.

MAY STOP FOUR SALOONS LICENSE MAY BE INCREASED

Winston Aldermen Consider Question of Reducing Number of Saloons to Six—A North Wilkesboro Woman the Victim of a Singular Accident — Damask Manufacturing Co.'s Plant on the Market —Chief of Police Crutchfield Seriously III—

News Notes of the Twin-City. Special to The Observer.

Winston-Salem, June 27 .- The Winston aldermen held a special meeting and a caucus last night. The first was to consider the proposition to extend the street car line to East Winston and the latter to discuss the question of granting saloon license. It was announced that the street railway people claimed not to be in a position now to say just when the line to East Winston would be built. The aldermen propose to use their best efforts to secure it as early as possible. At the caucus the board discussed a suggestion to reduce the number of saloons in the city. At present there are ten bars and with the exception of the Phoenix all of them have made application for renewal of their license which expires on the 30th inst. George Roediger and C. C. Shoffner have formed a co-partnership and will do business in the new Roediger building, corner of Third and Church streets. A committee was named last night to investigate conditions and called meeting to-morrw night. It is board are in favor of not allowing any saloons on the south side of Third street on account of the new hotel. It is quite likely that if Renigar and M. Kobre & Co. get a renewal they will have to open elsewhere. It is in-timated that the present number of saloons will likely be reduced to six.

If such action is taken the license may be increased. It is now \$1,500.

SINGULAR ACCIDENT. It is reported that Mrs. Joe White, bride of a few months, about 26 years of age, suffered a very singular and perhaps fatal injury at her home at North Wilkesboro, Monday afternoon, during a thunder storm. She was sitting in her room when lightning struck the house. It tore through the roof and in turn struck a large picture, which was hanging on the wall. The picture and its heavy frame were hurled against Mrs. White with terrific force, inflicting serious injury. It appears that the lightning wrought such havor never touched the woman. Mrs. White's condition is reported to be serious; in fact, it is said she cannot live. Her husband is a foreman in a furniture factory, and she has only been married a fer months

Congressman E. Spencer Blackburn who was renominated at the con-gressional convention at Wilkesboro to-day was here this morning en route to the convention. The gressman was met at the station here by a few of his local admirers and they chatted with E. Spencer earnestly until the train moved off. After the interview one of the "boys" remarked that Blackburn claimed majority of the votes so far instructed for State chairman. His followers seem to be in high glee over his chances to become boss of the party in North Carolina. It is reported that at the Republican county convention here next Saturday a resolution will be introduced instructing the delegates to the State convention to vote for Blackburn for chairman. If this is done a warm discussion is likely to follow, as it is known that some of the leaders are opposed to instructing delegates to any of the conven-tions. The Blackburn "wing" in Forsyth is inclined to the opinion that a majority of the Republicans in the who has been the guest of Miss county are for Spencer and for this Grace Brown, returned this morning.

hand in the convention. A PLANT ON MARKET. Mr. and Mrs. W. L. Harper went this much because we believe it is deservedly true."

Tate Springs Hotel, Thomas Tomlinson, Tate Springs, Tenn.—"Heing personally acquainted with Mr. St. Elmo Massengale, the president of the Massengale Advertising Agency.

Has coming nousehold property and snip it to Clemmons. Mr. Harper will probably go on the road. He has several offers to travel. It is not known yet what disposition the new owners will make disposition the new owners will make of the plant of the Damask Manufacturing to the Massengale Advertising Agency.

Number 4 township. It was sold three times under bankruptcy proceedings. The last chasers were the Greensboro National Hank and the Carolina Supply Co., of Greenville, S. C., and it is understood that they will dispose of the property as soon as a purchaser can

found Mrs. Betsy Griffin, whose home is near Rural Hall, is at the bedside of her son, Avery Griffin, who is ill at his home on Tenth street. Mrs. Griffin is quite a remarkable woman. She is years old and is as active as one much younger. She was married at the age of 17 years and says she raised 14 children, doing her own

house work Capt. Crutchfield, Winston's chief of police, who has been ill for more than two weeks, had a bad night and his condition this afternoon was reported to be critical. He is uncon-scious and unable to take nourish-He may not live through the night

Rev. and Mrs. C. H. Wendhold, of Kernersville, returned this morning from a visit to relatives and friends at Bethiehem, Pa. They will be the guests of Mrs. Wendhold's parents, Mr. and Mrs. H. A. Lineback, for a few days

Register of Deeds Lindsay received two lengthy documents to put on record. They are agreements between the Virginia Trust Company and the Commercial Trust Company, of New York, for the loan of two million dollars to the Norfolk & Western Railway Co.

Salem Lodge A. F. and A. M., No. 289, installed officers for the ensuing year last night. After the ceremonies the members enjoyed a pleasant social and smoker. The officers are as follows: R. D. Hay, worshipful master. J. W. T. Schott, senior warden; N. L. Cranford, junior warden; John Fruzier, secretary; T. E. Davis, treasurer

TO CURE DANDRUFF.

It is Necessary That the Dandruff Germ be Eradicated. "Destroy the cause, you remove the effect." Kill the germ that causes dandruff, failing hair and baldness, you will have no more dandruff and your hair must grow luxuriantly. Herpicide not only contains the dandruff germ destroyer, but it is also a most delightful hair dressing for regular toilet use. No other hair preparation is on this scientific basis of destroying the dandruff germ, and none other claims to be for the simple reason that it is only recently that a destroyer of the germ has been discovered...Newbro's Herpicide, the only hair preparation that actually kills dandruff. Sold by leading druggists. Send 10c. in stamps for sample to The Herpicide Co., Detroit, Mich. R. H. Jordan & Co., PLANS FOR CELEBRATION.

Programme of Exercises at Ga July 4th Nearly Completed jured by Flying Rock—Per and News Notes. special to The Observer.

Gastonia, June 27 .- At the regular meeting of the Fourth of July promoters at the city hall last night the members of the committee on programme discussed the order of exercises for the 4th. In addition to Governor Glenn, Congressman E. Y. Webb will be present and will deliver an address on the battle of King's Mountain. Both the Governor and Congressman Webb will speak at Loray Park im-mediately after the parade. Mr. J. B. Beal reported that the musicians for the Old Soldiers' Band had been secured and they would have a band of veteran musicians who performed as such during the war between the States. Chief Marshal C. B. Arm-strong to-day notified his assistants as to regalfas and requested them to meet at the city hall on the morning of July 3rd at 9:30 o'clock. While some blasting was being done on York street this morning by

ments of rock were hurled through the board fence of Mr. G. W. Ragan, one piece struck Henry Franklin, Mr. Ragan's old colored servant who was standing in the door of his quarters in the rear of Mr. Ragan's resi-dence, about fifty yards from the street. The stone struck Franklin in the right thigh, causing very painfu injuries. No bones were broken. Mr. James D. Moore has purchased the interest of his brother, Mr. Jno. C. Meore, in the Gastonia Roller Cov-ering Company. Mr. Moore becomes secretary and treasurer of the com-pany and Mr. George W. Smith president and manager. The company is doing a good business, having on hand at present orders to keep them

men grading the street under Street Commissioner Jno. F. Jackson frag-

busy for months. Arrangements have been made for two games of ball in Gastonia this week between Gastonia and Mt. Island teams. The Mt. Island team has been greatly strengthened by the addition of several new players and the games are to be played at Mt. Island's request for another trial. The first game between these two was altogether one-sided, as the Gastonia team had a walk-over. games will be played at Loray Park Friday and Saturday afternoons at

4:30 o'clock. Capt. R. L. Durham, of Charlotte, is a Gastonia visitor to-day.—Mr. and Mrs. R. L. Swan and J. E. Falls are spending the week at Wrightsville Beach.—Dr. W. E. Lindsay, of Lin-wood, has just returned from Mt. Sinai Hospital, New York.—Miss Es-ther Bolick, of Taylorsville, is spending several days with Gastonia friends.—Miss Irone Loughridge left to-day to spend several days with Yorkville friends -Dr. J. M. Hunter, the Rock Hill cancer specialist, paid Gastonia a visit to-day.—Rev. C. Durham, of Lumberton, arrived toto be with Mrs. Durham and children, who are visiting Mrs. Durham's mother. Mrs. J. D. Moore, Sr. -Mrs. R. J. Sifford went to Yorkville to visit her father, Dr. J. L. Stokes.

-The Mecklenburg Ministerial Asmociation will hold its regular quar-terly meeting at the Y. M. C. A. Monday morning at 10:30 o'clock.

meeting will be an important and a full attendance is desired We will give you a package of Pledmont ('igarettes for 10

CATARRH

If You Centinually K'hawk and Spit and There is a Constant Dripping From the Nose Into the Threat, if You Have

Foul, Sickening Breath, That is Catarrh. CURED THROUGH THE BLOOD BY B. B. B.

Is your breath foul? Is your voice husky? Is your noise stopped? Do you more at night? Be you moese a great-deal? Do you have breather across the groof Are you losing your sense of melt? Is there a dropping in the throat? Are you losing your sense of tester Are you gradually getting deal? Do you have busing sounder? Be you nove ringing in the stormach? Is there a constant hed tester in the mouth? Be you have ringing in the stormach? Is there a constant hed tester in the mouth? Do you have a hacking bought in the stormach? Is there a constant hed tester in the mouth? Do you have a hacking bought because incornations, death and droaty of busing. Bo you suffer with hauses of the past, lossed thinking and reasoning power, Rills ambition and energy, often entire loss of appoints, indicastion, dyspopein, ray, but is causes ulcorations, death and droaty of the proposite, indicastion, dyspopein, ray, and inscotty, It needs attention at ence. Ours it by taking Botanis Blood Balm (B.B.B.) is presented for any strength on the phood, does a way with the past of the past

coupons. C. R. Mayer & Co.

COLUMBUS NEWS NOTES.

Correspondence of The Observer. Columbus, June 25 .- This Ittle village is now lively with guests from

village is now lively with guests from the low country—some from Jackson-ville. Fla., and some from the Falmetto State.

Curits Arledge, who has been attending school at Chapel Hill, is at home for vacation.—C. C. Hampton, Esq., has returned from Charlotte, where for nearly two weeks he was in service as jurer in the Federal Court. His daughter, Miss Myrtle, accompanied him. She went from Charlotte to Rutherfordton to spend a few days with relatives there.

The political cauldron has begun to boil here and "of the abundance of the heart the mouth is speaking."

F. M. Burgess, now register of F. M. Burgess, now register of deeds, will probably be a candidate again for the same office. Also J. P. Arledge, now clerk of court, will be out for the same office, His competitor for the nomination on the Democratic ticket will be W. A.

Democratic ticket will be W. A. Cannen, of Lynn.

Mrs. Dr. Bostic, of Forest City. and Miss Kathleen Young are guests for a few days at the hetel. Miss Young is a daughter of Dr. Young, of Forest City. of Forest City.
Rev. A. S. Caldwell, field agent of the Barium Springs Orphanage, will address the children of this place in the Presbyterian church on Sunday, July 1st.

The prospects for crops of any kind are not at this time very flattering. Fruit crops are unusually light, and owing to the wet season, cotton, corn and other crops have suffered more or less for lack of culti-Wheat is about harvested but has been damaged some by the rainy season.

DENIAL FROM MR. LINNEY.

Blackburn Has Not Promised to Sup-port Him—No Need to Make Promises.

To the Editor of The Observer: I notice in The Raleigh News and Observer of June 22 an article by Mr. Andrew Joyner to the effect that Congressman Blackburn was the solicitor's office in this district as a political asset. In referring to the Wilkesboro convention he states that "he went to investigating and covered that the congressman had promised the solicitorial plum to Frank Linney, of Watauga; Green, of Mitchell, and some other lawyers from other countles in the district." want to correct this statement. That part that refers to me is false and I am satisfied, on the best authority, that he has not promised his support to any of the candidates, nor has he attempted to make the office a polit-

ical asset in his conversations with me. I see no necessity for his doing so, for I believe every county in his district will be solidly for him for State chairman. My county has just instructed its delegates for him. I am sure he is giving all the candidates now in the solicitorial fight a 'square deal." His action at Wilkesboro was to prevent, and not to do, mischief. FRANK A. LINNEY.

Bee Stings a Cure for Rheumatism. Philadelphia Dispatch, 26th.

Baring his back Frank McGlynn, of this city, to-day permitted 100 bees to sting him as an experiment to prove his theory that the sting of the insect is an antidote for rheumatism. The experiment took place at the aplaries of W. A. Seiser, Jenkintown, and watching McGlynn were 2,000 per-

muone membrane, and E.B.R. sends a rich, tinging flood of warm, rich, pure blood direct to the purelysed nerve, muons membrane bones and joints, giving wasmith and strength just where it is needed, and in this way making a period, lasting ours of catarrh in all its forms.

of the insects to sting him on the



"Don't Physic!" Use Tonic Pellets for all liver troubles. Safe, sure, permanent cures and complete treatment for 25c. Easy, natural and certain--money back if they fail.

W. L. HAND & CO. JNO. M. SCOTT & CO.

FREEDOM AND SELF-RESTRAINT

Developed in Their Finest Combination at Converse College, Spartanburg, S. C.

At Converse College, the girls are not cloistered with the rigid strictness suspected by many close observers. Nothing that contributes to gentleness, courtesy and unobstrusive behavior in the girls is too small to be commended with affectionate admonition, at the same time we frankly believe in the conventionalities; we realize that they are eminently safe, but we also realize that a college girl is not to be cloistered, consequently the due social liberties are always allowed. The system of discipline in force here is a system of self government, developing a sense of responsibility and self-restraint, which becomes and remains for life an admirable part of the character of every girl.

Converse is elegantly and most comfortably housed, and splendidly located for health. Far enough below the Blue Ridge crest to be protected greatly from the severe northern blasts, it is yet high enough above the sea to escape the enervating heat of the lower levels.

A first class gmynasium assures abundant beneficial exercise at all times.

The auditorium building contains the 310,000 organ. The class rooms and laboratories are well lighted and practically equipped, and the students' rooms are fit homes for refined young women.

From every point of view, from that of parent and child, Converse is an ideal College.

TRINITY COLLEGE

and Law.
Large library facilities. Well equipped laboratories in all departments of science. Gymnasium furnished with beat apparatus. Expenses very moderate. Aid for worthy students.

Young Men wishing to Study Law should investigate the superior advantages offered by the Department of Law in Trinity College.

For catalogue and further information, address D. W. NEWSOM, Registrar, Durham, N. C.

Trinity Park

A first class preparatory school. Certificates of gradu-ation accepted for entrance to ading Southern colleges.

Best Equipped Preparatory School in the South. Faculty of ten officers and teachers. Campus of seventy-five acres. Library contain-ing thirty thousand volumes. Welf equipped gymnasium. High standards and modern methods of instruction. quent lectures by prominent lecturers. Expenses exceed-ingly moderate. Seven years of phenomenal success.
For catalogue and other in-formation, address

H. M. NORTH, Headmaster, Durham, N. C.

Institute for College Courses Blick Standard tory of Musici The Best Place for Your Daughter Jas. Dinwiddle, Pres

DRAUGHON'S Business Colleges

Raieigh, Columbia, Knoxville, Atlanta. 26 Colleges in 15 States. POSITIONS secured or money REFUNDED. Also teach BY MAIL. Catalogue will con-vince you that Draughon's is THE BEST. Call or send for it.

Hollins Institute Virginia

Established in 1842. For the higher education of young ladies. Faculty, 13 gentlemen and 22 ladies. Enrollment, 260 pupils from 26 States. For illustrated catalogue, apply to MISS MATTY L. COCKE, President, Hollins, Va.

ELIZABETH COLLEGE CONSERVATORY OF MUSIC,

CHARLOTTE, N. C.

A HIGH-GRADE COLLEGE FOR WOMEN

STANDARD IN A. B. COURSE higher than any college for women in North or South Carelina. FACUL/FY-Only experienced teachers from the leading American and European universities at the heads of Departments.

MUSIC—Separate, specially equipped building for music. Six specialists in the Conservatory, who give all their time to teaching music. Director of Music a Leipzig graduate of International reputation.

THE SCHOOLS OF ART AND EXPRESSION—On the same high plane with the collegiate and music departments.

LOCATION UNSURPASSED-10 acres of park campus overlooking the city, adjoining the city's new park, and free from dust, smoke, noises, etc., with pure upland country air, sur-rounded by song birds and the beauties of nature. COLLEGE PLANT-\$250,000 fireproof buildings, modern and sanitary in all respects.

institution which is a Gift to Education, with resources outside the income from patrons, Undenominational, and appeals to an intelligent, discriminating public, who desire the highest order of service at a reasonable cost, on its

Blustrated Catalogue sent on application.

SESSION BEGINS SEPT. 18TH.

CHAS. B. KING, President.

SPECIAL SUMMER SESSION OF

\$35.00 Pays for Scholarship Unlimited as to time in either the commercial or shorthand departments to pupils registering during the month of June. This is a large reduction from our regular rates of tuition. During the past 30 days we have placed 36 pupils in splendid positions as book-keepers and stenographers, and could have placed others if we had graduates. Pupils entering new will finish courses in time for positions this fall. Write to-day for Catalogue and New Journal. Address

KING'S BUSINESS COLLEGE, Charlotte, N. C., or Raleigh, N. C.

OXFORD SEMINARY

OXFORD, N. C.

Four New Model Buildings, New Equipment of all kinds, all Modern Conveniences—gas light, furnace heat, water works system.

Board and General Tuition for Annual Session \$150. Music, Art Business Course at reasonable charge. Handsomely Illustrated Catalogues ready for distribution.

F, B, HOBGOOD, President.

ATLANTA SCHOOL OF MEDICINE, Box 257, Atlanta Ga Largest medical college in this section of the South. Dignified institution of high grade. Clinical advantages most excellent. Unusual facilities
for practical laboratory work in pathology, bacteriology and dissecting.
Equipment new and complete. Faculty of 35 educated physicians experienced in professional teaching. Four courses required for graduation.
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