

Mr. Herbert S. Houston, of Doubleday, Page & Company, Gives Out an Interesting Statement Concerning the Economic Condition of the South. This Side of the Potomac Are Doing Farther Than They Formerly Did—Charlotte is Spoken of as Mill Centre of the South.

In Printer's Ink, a journal for advertisers, published in New York, August 7, appears an interesting interview with Mr. Herbert S. Houston, who visited Charlotte some time ago. The story follows:

"The South is being gradually quickened by the spirit of publicity. And it is interesting and cheering to observe that this spirit seems to follow the growth of the national spirit. Beyond question, as the States below the Potomac emerge from the provincialism of section they are seeing farther and ever farther horizons of opportunity and wealth and power; and they are seeing, too, that publicity is needed to bring these horizons within reach."

"It was in this way that Mr. Herbert S. Houston of the firm of Doubleday, Page & Company, outlined to a member of Printer's Ink staff, some of the conclusions he had formed on a recent trip through the South, for the Southern Number of 'The World's Work'."

"This spirit," he continued, "did not rise quickly, Phoenix-like, from the ashes of war, but in the most halting and faltering way—indeed, it is only now taking visible and effective form. In New Orleans one of the officers of the old Canal-Louisiana Bank, Mr. Janvier, told me how the carnival spirit of Mardi-Gras, with its buoyancy and gaiety, brought people to the city, and was the beginning of the publicity of the city. The people who came, as he put it, found that Southerners were of the same race and country as themselves, broken in fortune, of course, but not in hope, and they bore back to the North news of what they had seen. This publicity turned people and capital to the South to aid in the industrial development which has now grown to such vast magnitude. To-day New Orleans has in the Progressive Union an organization that is the very embodiment of the publicity spirit, serving the city in all manner of ways. In its membership, under the presidency of Albert Godeaux, a leading merchant, are the most influential business and professional men in the city. And whether it be at a dinner, President Finley, of the Southern Railway, or conducting a tour of leading Southern business men to the Panama Canal, the Progressive Union is serving New Orleans in season and out of season. And what is true of New Orleans is true of every other city in the South, for in each one there is a similar organization, usually bearing the name of Chamber of Commerce Board of Trade or Manufacturers' Association. But every one of them is a genuine embodiment of the publicity spirit, for its chief reason for being is to spread abroad information about the city it serves."

"Of course, there is every degree of quality in the methods employed, and some of them are but a little better than the worst. But the hopeful point is that the South, through these organizations, has both the publicity spirit and the means through which it may have expression. As there are always some alert, progressive men in every organization, responsive to good suggestions, methods are bound to improve. In the main, the booklets and printed matter sent out are not well done. In text they are apt to be too rhetorical and fulsome, and in typography and illustration they are far below the best standards. But again, they are a beginning, and I am sure a beginning in a chain of progressive excellence."

"It was most interesting to find in Montgomery, the first capital of the Confederacy, strenuous spirit of publicity which was finding expression along good lines. Here the commercial club has organized a publicity campaign that is a model for any city, North or South. This campaign includes effective advertising in magazines and newspapers and good follow-up booklets. One of the hopeful things about it is that both in initiation and in direction it has been wholly under Southern guidance. St. Elmo Massena, of the Montgomery agent who has had the campaign in charge, and the work that has been done measures up to the best modern standards. It is not surprising, therefore, that Montgomery is receiving large advertising orders from its advertising agents, and it is planning to continue it on a larger scale than ever before."

"Nashville, under the able direction of Armistead & MacMichael, is beginning a broad publicity campaign. In this steady old city, where you would believe as thoroughly in the advertising that reaches all over the country as you will find any place. Such men as John M. Gray-Dudley Hardware Company; Joel O. Chesky, who has begun advertising in the Southern Confederacy; and the products of his firm; E. S. Shannon, secretary of the Board of Trade, and a number of others."

"Richmond has also come actively into publicity of J. Achey Saunders the head of the Richmond Advertising Agency. Here also, like Stewart Bryan, publisher of the Times-Dispatch; H. W. Wood, of T. W. Wood & Son; E. C. Laird, president of the Southern Manufacturing Co.; W. S. Rhoads, a leading merchant; and other men who are the most progressive in the city are behind the movement. In Richmond, I was especially struck with the far-sighted judgment that was shown in mapping out the campaign. They got a practical and informing booklet before they began their advertising, so the results from the advertising could be effectively followed up."

"Newport News has made a beginning in advertising, and Lynchburg has carried on a most interesting and successful campaign. In Lynchburg, designed to build up its own trade. Under the leadership of John W. Craddock, a great shoe manufacturer and one of the most progressive business men in the South, the city began a large advertising campaign in Southern dailies, pointing out to merchants the advantages of buying in Lynchburg. This intensive work of building up its own trade should be followed, of necessity, by more expansive work in telling the whole country of the advantages of Lynchburg. To the end of securing the people needed to take care of the trade and the industries of this fast-growing city."

A COURSE IN NURSING.

Wants Hospital at Durham. Proposed by the President of the State Normal That a Preparatory Instruction Be Given at That College—The Course Outlined.

The importance of thoroughly training nurses is now, as never before, being recognized in the South. The favor with which this profession is being received is attested by the larger number of young women who are applying for training in our hospitals.

To place nursing on the plane of a profession, rather than that of a trade, our nurses must have better preparation, both general and technical. Some apply whose general education is decidedly deficient, but let us grant that applicants are prepared to begin hospital work, all of us who have to do with the work in our smaller hospitals know under what difficulties classes for nurses are conducted. Where the bulk of the teaching falls, as is usual, upon one nurse or superintendent and a few doctors who have no time to give full, systematic instruction is next to impossible. An emergency case may take the nurse at the lecture hour. The same emergency may take the physician should it happen to be his lecture hour. With her routine hospital duties the pupil nurse is often fatigued to properly comprehend the simplest subjects. Teaching is very exacting work; and for one nurse to teach half a dozen different subjects and still meet the many demands made upon her time and strength is an impossibility. Teaching requires special fitness, and not every good physician, or nurse of good executive ability, is a good teacher.

It is apparent, I believe, that in the South more hospital training schools in North Carolina, not only are there many who are not given previous training is deficient, but many subjects are being taught half way, many of which subjects should have been mastered before applying for admission to a hospital. These are the conditions that confront the hospital training schools, and it is in connection with small hospitals whose resources are limited.

As a solution of the difficulty it is proposed to offer at the Normal and Industrial College, Greensboro, N. C., a preparatory course for nurses. The advantages of such a course are many. Many of the subjects are already being taught there, in a systematic way, by experienced teachers. The thorough grounding in elementary chemistry, physiology, etc., would be of considerable benefit, both in training study and in lightening the burden of the overworked physician who has so far borne their part cheerfully and without pay. The saving of time of both superintendent and physician, when a pupil enters the hospital, would be a great factor in favor of the course. It is prepared applicants in our hospitals means the saving of the health of the nurses, a saving of money, to the hospital in a more economical use of expensive materials and appliances. The hospital owes it to the nurse to give her thorough instruction, and to give it in advance of its being thrust upon her through the necessities of hospital work.

The proposed course roughly outlined might be as follows: Anatomy and physiology, personal and household hygiene, general hospital economics, domestic science and dietetics, elementary biology, chemistry as related to medicine, physical culture; class room demonstration by nurses in bed making, bandaging, the preparation of sterile solutions, dressings, etc.; frequent lectures by physicians or nurses, on subjects of interest and benefit to the student nurse; systematic courses of reading on nursing and allied subjects, the course to cover a school year of nine months at the Normal and have a credit of six months on a hospital course of three years.

Similar courses are being successfully carried on in several large hospitals, and have been added as an elective at Drexel Institute and Simmons College, Teachers College, New York, and recognize the need of better teaching for nurses by the establishment of a course in hospital economics in which those who expect to teach this subject will have systematic instruction. The subjects proposed in this preparatory course should appeal to all who are interested in more sanitary and a more rational way of caring for the homes of our State, as well as those directly interested in hospital work. The eyes of thinking women are turning as never before to the problems of home making. Shall we not give them an opportunity to learn in a school the more elementary facts of health, of nursing, and of dietetics, rather than that they shall have to learn them in the hard school of experience? This course should be so arranged that the large number of young women in the Normal may avail themselves of its privileges whether they expect to enter the smaller profession of nursing, or go, as most of them will, into the larger field of home makers. Such subjects, properly taught, should have a culture value equal to that of literature or history.

There are difficulties, doubtless, in connection with the satisfactory carrying out of such a course, yet they are infinitesimal as compared with the great possibilities involved. This problem is accordingly submitted for the consideration of the educational department of the Normal and Industrial College and the hospital training schools of North Carolina. Respectfully,
MARY L. WYCHE.

Rev. J. S. Nelson in Littleton. For a number of weeks past Rev. J. S. Nelson, of this city, has been visiting his son in Littleton. This visit has proven very beneficial to his health, his friends will be glad to know, and he is expected home in a few days. Mr. Nelson is one of the older members of the Western North Carolina Conference and has been a preacher for more than fifty years. The Church has no minister who has done a more faithful, conscientious work during this long service. He has preached much in North and South Carolina, and throughout both States he is recognized for his intellectual and spiritual strength. As a preacher, pastor and private citizen his character is crowned with those graces which mark the consistent Christian life, and he commands and holds the confidence of those who know him.

DEATH OF ERNEST LAWING.

Ernest Lawing, the 15-year-old son of Mr. George A. Lawing, proprietor of a grocery store in Seversville, died last night shortly before 11 o'clock. Young Lawing had been ill some time with a complication of diseases, typhoid fever being the immediate cause of his death. The interment probably will be in Paw Creek.

Another Abernethy Negro Now in Limbo. Another of the notorious Abernethy family of negroes has gotten himself into trouble again and last night lay in a cell at the police station. The latest is one of the younger members, known as "Son," though his real name is George. "Son" broke loose last night and cut his wife with a pocket knife. He was with two colored friends of the name of Tom Roberts and Will Jones when the assault took place, though "Son" declares he was "jerked out." Patrolmen M. M. Earnhardt and Merritt went out to Seversville and arrested him. His wife afterward appeared at the police station and wanted to get her husband out. She denied the fact that blood was smeared all over her back. She had a small gash on her forehead and a puncture just over the shoulder blade. She went away declaring her intention of billing "Son" out in short order.

Do Rich Men Need Life Insurance? No. 2. (Continued) THE PLANS OF WEALTHY MEN OFTEN EXTEND OVER MANY YEARS. Men of small capital live more from day to day, week to week, month to month. But men erecting railroads, manufacturing plants; developing real estate; organizing corporations, require years for the maturity of their plans. How many men of great ability have died prematurely when not only have their earnings been lost, but even the funds invested in partly developed plans have disappeared for lack of ready money, which Life Insurance would provide.

Every man under a Stetson. Is sure of a hat he can count on every time. It is the standard of style wherever hats are worn. It is always the hat for looks, and the hat for wear. A better hat cannot be made. Every Stetson bears the Stetson Name. We have the Stetson Soft and Derby Hats in all the latest styles.

LONG-TATE CLOTHING CO. W. J. RODDEY, Manager, Rock Hill, S. C.

WANTS HOSPITAL AT DURHAM. Proposed by the President of the State Normal That a Preparatory Instruction Be Given at That College—The Course Outlined.

Do Rich Men Need Life Insurance? No. 2. (Continued) THE PLANS OF WEALTHY MEN OFTEN EXTEND OVER MANY YEARS.

Every man under a Stetson. Is sure of a hat he can count on every time. It is the standard of style wherever hats are worn. It is always the hat for looks, and the hat for wear. A better hat cannot be made. Every Stetson bears the Stetson Name. We have the Stetson Soft and Derby Hats in all the latest styles.

WANTS HOSPITAL AT DURHAM. Proposed by the President of the State Normal That a Preparatory Instruction Be Given at That College—The Course Outlined.

A HAPPY MAN.

Is Amos F. King, of Port Byron, N. Y. (55 years of age), since a sore on his leg, which had troubled him the greater part of his life, has been entirely healed by Bucklen's Arnica Salve, the world's greatest healer of Sores, Burns, Cuts, Wounds and Piles. Guaranteed by all druggists. Price 25c.

Rev. J. S. Nelson in Littleton. For a number of weeks past Rev. J. S. Nelson, of this city, has been visiting his son in Littleton. This visit has proven very beneficial to his health, his friends will be glad to know, and he is expected home in a few days. Mr. Nelson is one of the older members of the Western North Carolina Conference and has been a preacher for more than fifty years. The Church has no minister who has done a more faithful, conscientious work during this long service. He has preached much in North and South Carolina, and throughout both States he is recognized for his intellectual and spiritual strength. As a preacher, pastor and private citizen his character is crowned with those graces which mark the consistent Christian life, and he commands and holds the confidence of those who know him.

Do Rich Men Need Life Insurance? No. 2. (Continued) THE PLANS OF WEALTHY MEN OFTEN EXTEND OVER MANY YEARS.

Every man under a Stetson. Is sure of a hat he can count on every time. It is the standard of style wherever hats are worn. It is always the hat for looks, and the hat for wear. A better hat cannot be made. Every Stetson bears the Stetson Name. We have the Stetson Soft and Derby Hats in all the latest styles.

WANTS HOSPITAL AT DURHAM. Proposed by the President of the State Normal That a Preparatory Instruction Be Given at That College—The Course Outlined.

Do Rich Men Need Life Insurance? No. 2. (Continued) THE PLANS OF WEALTHY MEN OFTEN EXTEND OVER MANY YEARS.

Every man under a Stetson. Is sure of a hat he can count on every time. It is the standard of style wherever hats are worn. It is always the hat for looks, and the hat for wear. A better hat cannot be made. Every Stetson bears the Stetson Name. We have the Stetson Soft and Derby Hats in all the latest styles.

WANTS HOSPITAL AT DURHAM. Proposed by the President of the State Normal That a Preparatory Instruction Be Given at That College—The Course Outlined.

Do Rich Men Need Life Insurance? No. 2. (Continued) THE PLANS OF WEALTHY MEN OFTEN EXTEND OVER MANY YEARS.

PURCELL'S Ladies' Specialty Store PURCELL'S Ladies' Dress Skirts New Fall Models Monday we will show a beautiful collection of Separate Skirts, every one a choice style of the coming season's models. We have made a special feature of these Separate Skirts. We have given special thought and pains to character, cut and trimming. The tailoring is the very best and the result is—your Skirt from us will insure you a perfect fit and satisfaction in every respect. New Fall models in Panama Skirts range in price at \$5.95, \$7.95, \$8.95 and \$9.95. New Fall models in Voile Skirts, handsomely trimmed, at \$9.95, \$10.95, \$12.50, up to \$17.50. Final Out on Silk Jumper Suits and Wash Dresses \$22.50 and \$19.50 Silk Jumper Suits cut to \$11.95. \$15.00 and \$12.50 Silk Jumper Suits cut to 9.95. \$12.50, \$10.00 and \$8.95 Madras Jumpers and Two-piece Suits at \$4.95. PURCELL'S Cut Price on Kimonos.

10 GALLONS \$10 WHISKY REGAL We Will Ship Direct From Our Distilleries and Wine Cellars. Is Amos F. King, of Port Byron, N. Y. (55 years of age), since a sore on his leg, which had troubled him the greater part of his life, has been entirely healed by Bucklen's Arnica Salve, the world's greatest healer of Sores, Burns, Cuts, Wounds and Piles. Guaranteed by all druggists. Price 25c. THE CASPER CO., Inc., Roanoke, Va. (Also Winston-Salem, N. C.) 118

North Carolina Week Jamestown Exposition Special rates of \$3.00 per day, American plan, at the Willoughby Beach Hotel, Willoughby Beach, Va., which is located just opposite the exposition, fifteen minutes by trolley direct to the grounds. Fine boating, bathing, fishing. Music and dancing every evening from 9 to 11 p. m. All outside rooms, overlooking Chesapeake Bay. Cool and comfortable. Special attention to our cuisine. Fresh sea food furnished daily. Write for reservation at once. H. S. PARKER, Manager, Formerly with Hotel Chamberlain. Take cars at Main and Granby streets, Norfolk, marked "Old Point Express" or "Willoughby Local," direct to hotel.

The BOTETOUR NEW fire-proof hotel containing 160 outside rooms, situated in the most exclusive residential section, overlooking Norfolk's beautiful harbor and Hampton Roads. On main car line to all parts of the city and Exposition. Cafe, baths, elevators and all modern conveniences. Boat line to Exposition 1-2 minutes walk. European Plan \$1. per day & up S. B. VALENTINE Manager NORFOLK, VIRGINIA. Victoria Hotel (European) Main Street, Norfolk, Va. Rates \$1.50 to \$2.50 per day. Hot and cold water in each room. Cars pass door to exposition, 30 minutes ride. CHAS. T. BENNETT. THE VIRGINIAN HOTEL Corner Freemason and Granby Sts. Everything New. NORFOLK, VIRGINIA. Rooms 75c. to \$1.00 per day.