

SOCIAL AND PERSONAL

Mrs. A. C. Barron, who has been for the week the guest of Mrs. B. D. Heath, left yesterday for Spartanburg, S. C., to be with her daughter, Mrs. L. C. Withers.

Mrs. Harvey Lambeth will return Tuesday from Rockingham, where she is the guest of friends.

Mrs. S. A. Kelly, who has been ill with grip for several weeks, is able to be up.

The next entertainment to be given by the Church Improvement Society of Tryon Street Methodist church will be a "Martha Washington" reception, to be given on the 22d of this month, under the direction of the "February Circle" of the society.

Miss M. D. Tyler, of the faculty of Presbyterian College, who is in Baltimore, where she was called by news of the illness of her mother.

Miss Nan Evans, of Gastonia, was a guest of the Buford yesterday.

News has been received in Charlotte of the wedding of Mr. William Arthur Jamison, formerly of Charlotte, and Miss Ida Grace Williams, of Wisconsin, in St. Paul, Minn., the 28th of last month. They will arrive in Charlotte to visit friends soon.

Mr. and Mrs. W. L. Balfour arrived last night from Gastonia and are the guests of Mr. and Mrs. R. L. Durham.

Miss Helen Liddell gave a luncheon yesterday afternoon in honor of Miss Julia Gray who was next Tuesday. The occasion was a most pleasant one. Those present were Misses Julia Gray, Lenora Seay, Bessie Steere, Blecker Reid, Bessie Steere, Mary McLaughlin, and Anna Forbes Liddell.

Mrs. Annie Smith Ross has returned to the city after spending a week with Mrs. D. Sam Cox, in Columbia, S. C.

The Young People's Missionary Society of Trinity Methodist church will meet this morning at 10 o'clock. All members are urged to be present.

PERSONAL

The Movements of a Number of People, Visitors and Others.

Mr. George E. Tenny, of Richmond, Va., president of the Atlantic Bitulith Company, which is under contract to pave the Charlotte sidewalks within the five limits, is in the city on business connected with this enterprise.

Mr. Fred A. Hull, of Asheville, national bank examiner, is at the Selwyn.

Mr. Fred W. Byrum, of Pittsboro, was a guest at the Buford yesterday.

Mr. A. I. Fairbrother, of Greensboro, is at the Central Hotel.

Mr. E. H. Jordan, of Newbern, is among those returning to the Selwyn. Mr. R. H. Atkinson, of Monroe, dined at the Central yesterday.

Mr. E. T. Taylor, of Wilmington, was at the Selwyn yesterday.

Mr. R. B. Fox, general manager of the International Ice Company, left last night for a visit to 10-14 1/2 to the home offices of that company in Chicago.

Mr. J. E. Hammerly, manager of the local office of the Western Telegraph Company, and Mr. H. J. Carpenter, of the same company, left yesterday for Columbia, S. C., on business. They will return to-day.

BRIEFS

A Few Minor Happenings in and About the City.

Miss Corita Brown is confined to her room with an attack of grip.

Miss Jessie McKanney is very sick with a severe case of grip at her home on West Fourth street.

Mr. T. A. Adams will address the colored Y. M. C. A. this afternoon at 8 o'clock at the colored hall.

Tickets for Nat Goodwin went on yesterday at Hawley's and he was brisk. He plays here Tuesday night.

The monthly meeting of the Mecklenburg county board of health will be held at 10 o'clock to-morrow morning.

It was thought last night that the condition of Mr. Clem Dowd was a shade improved, though he is still extremely ill.

The Royal moving picture show opened yesterday at No. 218 West Trade, under the management of Mr. Frank H. Harris.

Mr. W. L. Crowell, who was operated on a day or two ago at the Presbyterian Hospital for appendicitis, is getting along nicely.

Capt. P. P. Zimmerman, the well-known associate of the Mecklenburg Iron Works, is kept abed with the grip, at his home in the city.

Mr. H. W. Moore has been confined to his home with the grip since Friday a week ago, but hopes to be able to return to work to-morrow morning.

The Ariel Male Quartette, consisting of Messrs. Overcash, Newcomb, Cecil and Hoyt, will sing at the First Baptist Sunday school this afternoon.

The weekly drawing for prizes at the Central Hotel cigar stand was held last night, the following being the winners: First prize, \$1.75; second, 10¢; third, 14¢.

One of the largest and handsomest birds ever seen in Charlotte was the 4-pound Mammoth Bronze turkey sabbot on display yesterday in front of the 3rd Street Restaurant. Some of the feathered coadjutors were decorated with the beautiful tints of the peacock.

TO GO WEST FOR PASTOR.

Understood that Second Presbyterian Church will call Rev. Dr. Dobyns, of St. Joseph, Mo.

Considerable interest has been felt by the people of Charlotte during the past few weeks in the activities of the session of the Second Presbyterian church, who have been diligently searching the field for a minister to whom they are willing to extend a call. A decision has been reached and the name will be presented to the people of the congregation for formal ratification, the final action to be taken next Sunday. While nothing official has been given out, it is understood that Rev. Dr. Dobyns, a prominent pastor of a flourishing church in St. Joseph, Mo., is the chosen one. Dr. Dobyns has a fine reputation in his section as a minister and pulpit orator and if the call is extended him and accepted, he will no doubt measure up to the requirements of pastor of the splendid Second church. He is about 40 years of age.

To Address the B. G. M.

"Three Chums in a Hot Place" will be the subject of an address at the B. G. M. of the Young Men's Christian Association this afternoon at 2:45 o'clock. The speaker will be Mr. J. E. Johnson, office secretary of the inter-State committee of the Young Men's Christian Association of the Carolinas. All his friends of the city are invited. During the month of February some very interesting talks will be delivered on subjects that will interest boys.

TEN YEARS OF SUCCESS.

For ten years the superior quality of Blue Ribbon Extracts has been manifest to discerning consumers who demand the best.

MISS TAYLOR'S PROGRAMME.

Bible Lessons of Past Week Have Proven Most Profitable—To Continue This Week.

The ladies and gentlemen who have for the past week attended the Bible lessons which Miss Amy Manning Taylor is giving daily in the First Presbyterian church, realize that a rare privilege and helpful pleasure has been theirs. And with this realization they are anticipating a yet greater treat in hearing her for another week. During the coming week Miss Taylor will speak at 8 o'clock in the evening, instead of in the afternoon, and her subjects, which are given below, are sufficient evidence of the helpful addresses to be anticipated.

In other cities, such as Savannah, Charleston, Richmond and Nashville, where Miss Taylor has conducted Bible classes recently, she has been heard at every lesson by several hundred ladies, and it is hoped by those who heard her here last week that the attendance will be largely increased this week. Such privileges are rare and there are scores of persons in every church in Charlotte, who, if they would hear Miss Taylor once, would not for a great deal miss the remainder of the lessons.

This afternoon her lesson will take the place of the Y. W. C. A. vesper service.

The programme for the week is as follows: Sunday, 5 p. m.—Life in St. John's Gospel. St. John 4: 7-10.

Monday, 8 p. m.—Outline of the Acts of the Apostles.

Tuesday, 8 p. m.—The City of Philippi.

Wednesday, 4 p. m.—St. John 15. Service.

Thursday and Friday, 8 p. m.—Epistle to the Philippians.

The Wriston Land Company.

The Secretary of State has just issued a certificate of incorporation to the Wriston Land Company, Charlotte.

The papers were received here yesterday afternoon and filed with the clerk of the court. The company is composed of Mrs. Mary E. Wriston, Mr. and Mrs. J. A. Durham, Mr. George E. Brockenbrough and Mrs. Mary V. Smith, and will conduct a general real estate business in Charlotte.

Organ Recital at St. Peter's To-Night After Service.

There will be an organ recital at St. Peter's Episcopal church to-night after the services, at which the following programme will be rendered: Adagio in D.....Smart

Reverie.....Flaeger

Fantasia.....Cherpi

Andante religioso.....Morlet

Capriccio.....Lemaigre

Allegretto.....Bock

March Salsicque.....Maitly

COMMISSION TAKES A REST.

But Day and Night Sessions Will Be Held This Week to Clear Up the Big Docket—South Carolina's Coast Artillery Reserves.

Observer Bureau, 1422 Main Street, Columbia, S. C., Feb. 1.

There was no examination of witnesses before the dispensary investigating commission to-day, the commission adjourning after a lengthy "executive" session with Attorney General Lyon on his return from Asheville, until February 4th, and announcing that here would be no judgments announced until then.

On re-convening the commission will begin to hold a night and day session until the long docket is completed.

In acknowledging receipt in a letter to Adjutant General Boyd, received to-day, of General Boyd's annual report, Chief of Artillery Arthur Murray, of the War Department, says:

"I especially note what it contained therein, concerning the coast artillery reserves, and this I deeply appreciate as indicating a proper sentiment on the part of the military authorities of the State of South Carolina to contribute its share in this important problem of national coast defense."

I take this opportunity to assure you that, as chief of artillery, I will spare no effort to extend to the State of South Carolina every possible assistance in the furtherance of this interesting and important question."

GIVEN BIG DAMAGES.

Wilkes County Jury Awards Plaintiff \$5,000 For Personal Injury—Bank of Wilkes About Ready to Begin Business.

Special to the Observer.

Wilkesboro, Feb. 1.—A two-weeks' term of civil court closed to-day and his honor, G. S. Ferguson, left on the 1 o'clock train. Quite a number of small cases was disposed of. The most important case tried was that of Mattie J. Jennings, administratrix of O. O. Smoot and Sons Company. The jury awarded \$5,000 damages in this case, which is the largest personal accident damage sum ever awarded in the county. The plaintiff was represented by W. W. Barber and R. Z. Linney and the defendant company by W. M. Hendren, of Winston-Salem, and Finley & Hendren, of the local bar.

The deepest snow of the season fell last night.

The Bank of Wilkes, of this town, is about completed and will open in about fifteen days, with a \$10,000 capital stock, all paid in. This bank will fill a long-felt need of this town and be a great convenience.

Governor Glenn Pleased.

Statesville Landmark.

It is well enough that those who think Governor Glenn received a setback because the Legislature did not pass a prohibition law, as he recommended, but submitted it to the people in lieu thereof, have had their laugh first. As the Landmark sees it, the State campaign for prohibition is just to the Governor's hand. He will canvass the State for the measure, as he has again and again offered to do, and before he has finished he will have a lot of folks believing that his canvass was necessary to carry the election. At the same time he may incidentally make the impression that an objection to the Senate may be necessary as a vindication of his course. The Landmark doesn't believe that the Governor can defeat Senator Overman, but at the same time we confess that the earnest desire that he cannot may be father to the thought. However, we think that the arrangement for the prohibition campaign is the opportunity the Governor asks.

Grippe is sweeping the country. Stop with Frezzer's before it gets deeply seated. To check early colds with these little Candy Cold Cure Tablets is surely sensible and safe. Frezzer's contains no Quinine. No active, no harmful, no sickening. Pneumonia would never appear if early colds were promptly broken. Also good for feverish colds. Large box, 45 tablets, 25 cents. Vest pocket boxes 5 cents. Sold by Muller's Pharmacy.

ETHICS OF ENGRAVING

Engraving is not a matter for conjecture. It is either correct or incorrect. The house which keeps you in a state of uncertainty by an order is never satisfactory. Placing an order here insures you the correct engraving—style and form. Our Spring styles of stationery are now on exhibition; let us show you samples of wedding invitations and visiting cards, which we send free. J. P. STEVENS ENGRAVING CO., Manufacturers of Wedding Stationery, 47 Whitehall St., Atlanta, Ga.

AWARD OF PRIZES

The following retail dealers have been awarded prizes for best display of

LUZIANNE COFFEE

in the contest recently held: 1st prize, Helms-Larose Co., New Orleans. 2d prize, Inman Lumber Co., Lyman, Miss. 3d prize, Union Grocery Co., Clinton, N. C. The Rely-Taylor Co., New Orleans, U. S. A.

PRESENT DAY SELLING.

The Day of the Fakir Has Past—How the Law of Compensation Works—Salesman Who Sells Goods is Selling Reputation and Every Sale is an Advertisement, Good or Bad.

W. C. Hunter, in Modern Methods.

Time was when the best salesman was the one who could tell the biggest lies, drink the most whiskey and show his customers the liveliest time. To-day the best salesman is distinguished by the following attributes: Truth, trustworthiness, together with a fine knowledge of the goods he is selling.

The man who sells goods must be prepared to hear from nearly every man that his price is too high. If the buyers would always tell the truth, then the salesman who sells the most goods would simply be the one who actually sells at the lowest price. Price does not mean anything. Price is high, or low only when quality is taken into consideration.

The man who sells merchandise for instance must be thoroughly acquainted with the thing he sells. He must be reliable, he must give good measure, he must keep his word.

We hear a good deal about the live wire, rapid-fire salesman, who goes out on his initial trip and comes back with a bagful of orders. He is a credit. It must be remembered that ever and always there is the law of compensation to take into consideration. The salesman who bags a lot of orders on his first trip does not get so many the second time. He has colored his picture too highly on his first trip. He has made too many side promises, too many misstatements, and the customer finds out that he cannot be believed and this smooth article of a salesman is not so welcome in the buyer's office the second trip.

On the other hand and in strict accordance with the law of compensation, the salesman who tells the truth and moves quickly, who does what he agrees to do and knows what he is talking about, who talks convincingly and sticks closely to business, will eventually succeed.

Wonder workers who start out with a burst of speed and smash records in the matter of selling will still be salesmen at fifty years of age, for you can't go fast far.

Those wonder workers change frequently. Then fit from house to house. They work because they need the money to have a good time with, and as soon as they get the money they proceed to have a good time until their little pile runs out, and then they get another job. Business men know this wonder-worker well. Go into any wholesale house and you will find them. They are living in the past and relating their conquests. They never speak of the present but always of the past. They have done things they can't do again. The good salesman is doing things now better than he has done in the past.

The permanently successful salesman does not cut much of a figure in the matter of dress. He is not as handsome as the wonder-worker. In fact, he may be physically unattractive, but he has a heart under his rough exterior. The customers he reaches with have confidence in him. They know he will do what he promises, and finally this man is the one who builds up a good trade and at fifty years of age he has a place of his own, sends salesmen on the road and his house does a good business because his policy permeates the institution, and the customers have confidence in the house because he is at the head of it, and they are familiar with his methods and practices.

Some buyers seem to think that it is necessary for them to give the impression to the seller that they are buying at lower prices than the seller quotes. The wonder-worker tries to make each customer believe that he is buying at the lowest price. The common sense salesman does not resort to such tactics.

The average buyer does not concern himself so much about being able to buy cheaper as he does to feel that his competitor does not get better treatment than he does.

In the matter of selling there is no one thing that proves ultimately successful as the one price plan. By that we mean the same price to all who purchase the quality or the same amount in a given time.

The more elastic and variable your prices, the more ingenuously required to keep these cut prices from getting into the hands of your customers. This matter of cutting prices causes no end of worry. In proportion as you indulge in cutting prices, so in proportion you will receive an increased number of cut-price offers.

Let it be known that your prices are subject to reduction at the hands of a smooth buyer and the news will travel fast.

Let it be known that you do not cut prices and that news will gain circulation in the trade and you will not have cut-prices offered you.

There is something in the matter of selling beyond dollars and cents, and that is dollars and sense.

Remember this, when you sell goods you are selling reputation. If your goods are bad, your reputation will be bad, too. You can't have a good reputation and sell bad goods and make a permanent success.

Remember, every sale you make is an advertisement.

Remember, you can take advantage of the buyer once or twice but if you want to hold his trade you must be fair with him.

Smooth tactics that bring in present money react and lose trade for you later on.

FLEET ENTERS THE STRAIT.

Battleships Steam Into Punta Arenas as Chilean Navy Fleet Met by Chilean Navy—Admiral Evans in Good Shape.

Punta Arenas, Strait of Magellan, Feb. 1.—The American battleship fleet steamed into Punta Arenas harbor to-day and came to anchor at 12:50 p. m.

The American ships were sighted at 11 a. m., steaming in double column. They came up slowly from Possession bay, where they had anchored the night before, and at 12:25 were abreast of the port.

While yet some distance away, a salute to the port boomed out from the Connecticut, and the Chacabuco replied. The British cruiser Sappho also saluted the Connecticut, which responded in kind, and as the Connecticut passed, the Chilean cruiser saluted the American flag and the Connecticut saluted the Chilean flag.

Before the arrival of the fleet a wireless message from the Chacabuco was sent to Admiral Evans by Admiral Simpson, extending a hearty welcome from the Chilean navy to the American navy. Admiral Evans at once responded with many thanks.



DESIGNED BY SCHLOSS BROS. & CO. Fine Clothes Makers Baltimore and New York

COME TO OUR SPRING TAILORING OPENING

Monday, Tuesday and Wednesday, February 3d, 4th and 5th, ONE OF SCHLOSS BROTHERS & CO. Expert cutters and fitters will be here to take your measure.

Score of New Styles—Hundreds of Smart, New, Appropriate Fabrics—the services of one of the most Expert Cutters and Fitters in the land; these are the advantages we offer you at our Annual Spring Tailoring Opening conducted by the Great Tailoring House of

SCHLOSS BROS. & CO., Baltimore and New York.

Who are sending one of their best men especially for this event. Come in and meet him and see the new things for Spring. You will be under no obligations whatever—we'll cordially welcome you anyway. Be sure to come.

BELK BROTHERS

Sale Notice.

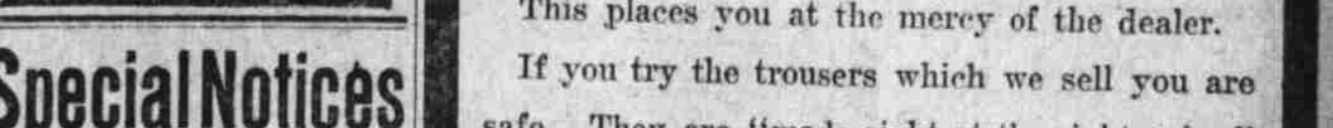
By virtue of an order of the judge of the Superior Court of Randolph County in an action entitled J. W. Pugh et al. vs. Millboro Chair Company, I will, on the 24th day of February, 1908, sell to the highest bidder for cash at 12 o'clock m., on the premises at Millboro, N. C., the entire plant and other property of the Millboro Chair Company.

J. A. SPENCE, Receiver. This January 22d, 1908.

Announcement

We beg to announce that Dr. E. R. Russell and Dr. J. P. Matheson have formed a partnership for the practice of diseases of the Eye, Ear, Nose and Throat. Office open February 6th, 1908.

DR. E. R. RUSSELL, DR. J. P. MATHESON.



Open until midnight for the sale of Cigars, Fruits, Candies and such Groceries as may be needed. The nicest, cleanest grocery store in Charlotte.

W. M. CROWELL, Phone 744 and 227.

Special Notices

NO BETTER PLACE TO TAKE YOUR prescriptions than Rowe's. We guarantee to give you just what your doctor calls for, and we give prompt service. J. B. FOWLE & CO., Druggists, Phone 179.

DO IT NOW, IT'LL PAY YOU TO BEGIN using Blue Ribbon Vanilla to-day. It's absolutely pure, goes twice as far and the flavor is perfection.

YOU'LL BE GLAD IF YOU DO AND sorry if you don't try a can of our Blue Sea Gumbo Plant, finest fish oil earth for salads, packed in pure Olive Oil. Only 25¢ for full-size can. MILLER-VAN NISSE CO., up-to-date grocers.

WOODALL & SHEPPARD'S DRUG store is now located at 21 South Tryon street. Phone 40. We give prompt and accurate service. Only graduates in pharmacy compound prescriptions here. All prescriptions are double checked. WOODALL & SHEPPARD, Druggists.

THE GEM DINING ROOM AND THE Gem Lunch Room are still serving particular people. We have the best of everything in season. We serve you in style and you don't have to wait. When you are hungry come to the Gem.

SOME OF YOU LAZY DEVILS WOULD rather drink well water and bathe in a tub than pay \$2.50 or \$3 for modern medicine. No better on earth for the afflicted, and provide safety and comfort for your family. E. L. KEESLER, 23 S. Tryon St., Phone 344.

TYPEWRITERS RENTED—100 rental machines, all makes, ready for instant delivery. Every machine first-class in every particular. J. E. Crayton & Co., 217 S. Tryon, Phone 204.

FOR RENT—Modern 8-room house, 808 W. Trade, elegant finish, February 1; modern 3-room house, February 1st; 11 West Vance street, modern 4-room house, 205 East Ninth street, 2-room house and store, 91 North Caldwell street, \$15.50; also other 1 to 4-room houses. J. ARTHUR HENDERSON & SONS.

The Long-Tate Clothing Co.

S.S.S. PURIFIES THE BLOOD

Bad blood is responsible for most of the ailments of mankind. When from any cause this vital fluid becomes infected with impurities, humors or poisons, disease in some form is sure to follow. Eczema, Acne, Tetter, Boils, Pimples, etc., while they show on the skin, have an underlying cause which is far deeper—an impure, humor-infected blood supply, and until this is corrected, and the blood purified, the distressing itching and burning symptoms will remain. Rheumatism, Catarrh, Sores and Ulcers, Scrofula, Blood Poison and all other blood disorders, are the result of a vitiated, polluted circulation, and will continue to grow worse unless the poison is removed from the blood. In all blood and skin diseases S. S. S. has proved itself a perfect remedy. It goes down into the circulation and removes all waste matter, humors or poisons, and makes the blood pure and health-giving. Nothing reaches inherited taints and old chronic troubles like S. S. S.; it cures because it purifies the blood and restores lost properties to the impoverished circulation. Not only is S. S. S. a blood purifier of the highest order, but a tonic and appetizer without an equal. Ask on the blood and any medical advice desired sent free to all who write.

THE SWIFT SPECIFIC CO., ATLANTA, GA.

"GET IT AT HAWLEY'S"

Your Doctor

Will tell you that the properly trained druggist belongs to a highly honored profession which works with the profession of medicine. Your doctor knows us. Bring your prescriptions here.

Hawley's Pharmacy

Phones 15 and 260. Tryon and Fifth Streets.

Recipe For GOLDEN GLORY DOUGHNUTS

1 egg, 1 cup sugar, 1 cup sweet milk, 1 tablespoon GOLDEN GLORY COOKING OIL, 1-2 nutmeg, 1 teaspoon salt, 1 heaping teaspoon baking powder, 1 quart flour (or as much as may be necessary for proper consistency). Sift salt into the powder, mix with the flour. Roll out the dough and cut with a thin doughnut cutter. Use a deep frying pan nearly full of

Golden Glory Cooking Oil

Get the oil hot enough to brown a bread crumb in five seconds. Carefully drop the doughnuts in, and do not overcook the pan. They will soon float. Turn the mover as soon as possible. When brown, take up with a fork, and lay on folded cloth or blank white paper to absorb the adhering oil. Sprinkle with powdered sugar.

Brannon Carbonating Co.

Distributors, Phone 835.