

Another Great Feature

For The Observer Co.'s Personally Conducted Pullman Dining Car Excursion

Charlotte, N. C., June 15, 1909.

Mr. U. S. Morris, General Agent,
Clinchfield Coal Corporation,
Realty Building, Charlotte, N. C.

My Dear Mr. Morris:

As you probably know, The Observer Company will operate on July 15th, a personally conducted Pullman Dining car tour to Dante, Va. On this tour there will be representative citizens of the Carolinas who have had about coal mining and particularly "Clinchfield," who probably have never had an opportunity to witness a demonstration of coal mining in a modern mine such as you have at Dante. I appreciate fully the earnestness of the request, but I should like to have our party shown through the mines as was done with the party of South Carolina Cotton Manufacturers last month. I am not unmindful of the fact that this will interfere with the mining operations for the day but if you can see your way clear to grant this request, it will prove a great feature to our trip and one which every member of our party will entirely appreciate. It will give them an opportunity to see in a comparatively short time what volumes of printed matter and illustrations will fail to convey. An early reply will be greatly appreciated.

Yours very truly,
JNO. R. ROSS,
Business Manager.

Charlotte, N. C., June 25, 1909.

Mr. John R. Ross, Business Manager,
The Observer Company,
Charlotte, N. C.

My Dear Mr. Ross:

Our president, Mr. John H. Winder, with whom I conferred concerning your request of June 15th, is quite willing to have such members of The Observer party as desire, taken in electrically drawn cars through the Clinchfield mines at Dante, and afforded every opportunity to witness the operation of the modern mining machines.

It will also be a pleasure to provide cars to take your guests to what is known as "Right Hand Fork," so as to enable them to get a panoramic view of one section of the "development."

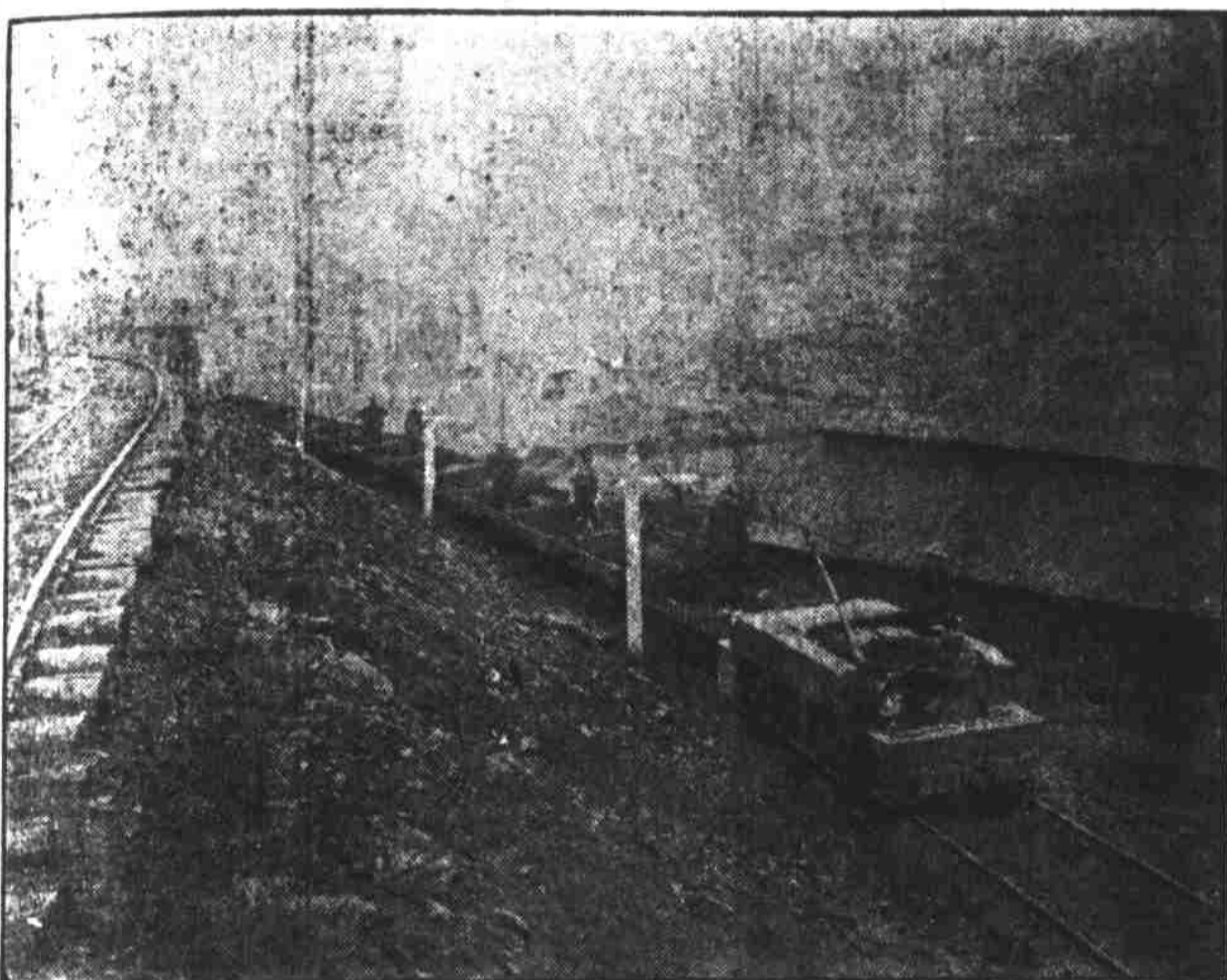
Mr. John M. Roan, General Manager of the Clinchfield Coal Corporation, whose headquarters are at Dante, will extend your guests every courtesy and hospitality.

Yours very truly,
U. S. MORRIS,
General Agent,
Clinchfield Coal Corporation.

We announce to-day as an additional feature for our wonderful excursion, a trip into the wonderful mines of the Clinchfield Coal Corporation where the actual mining operations can be seen as they are carried on in a mine which is probably the superior in point of advanced mining to any in America to-day. The privilege of seeing the wonderful Clinchfield mines in the manner provided by President Winder is really an opportunity which seldom comes to the traveller.

HAVE YOU MADE YOUR RESERVATION.

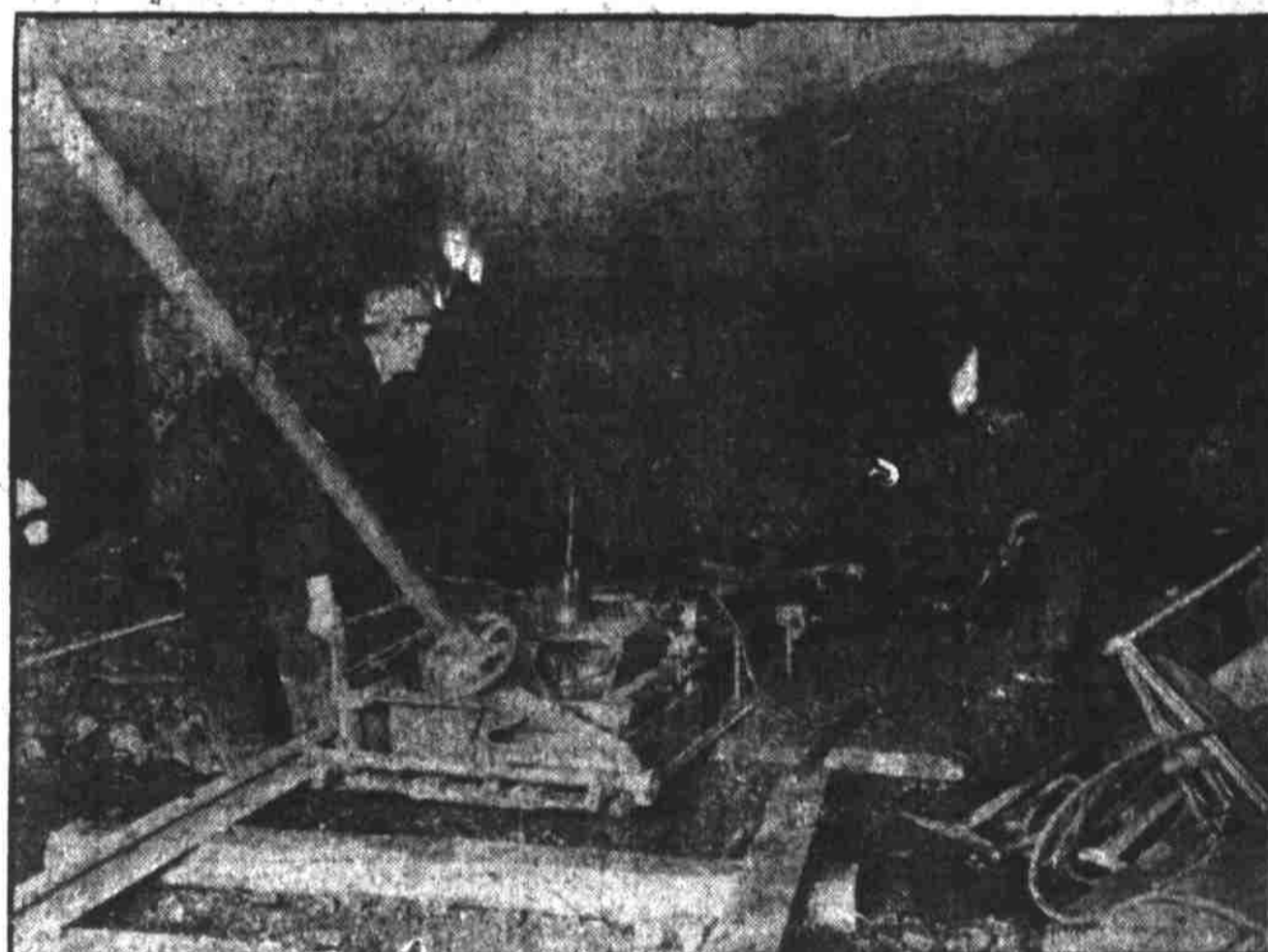
In order that all who desire to take advantage of this exceptional trip may be handled in the most acceptable manner we urge you to make reservations at the earliest possible date



Train "Clinchfield" cars on way to mine after delivering coal. Electric power from central power plant used as motive power. The electric engines used in this work are of tremendous power and supplant the old system of mules.

WHATEVER SUBSCRIPTIONS YOU SECURE COUNT.

The terms upon which a free trip may be secured are printed here, but should you not succeed in obtaining enough subscriptions to earn the trip, we reward your efforts by allowing as a credit on the ticket a pro rata amount in accordance with the subscriptions secured. For instance if one half the required number of subscriptions are secured, these will be taken in payment for one half the ticket on the excursion. Get busy among your friends and earn the whole trip free, it is not a hard matter.



A modern mining machine in a "Clinchfield" mine. This machine is working in the mine at the end of a 31-mile tunnel, electrically driven and takes the place of more than 20 men working on the old system.

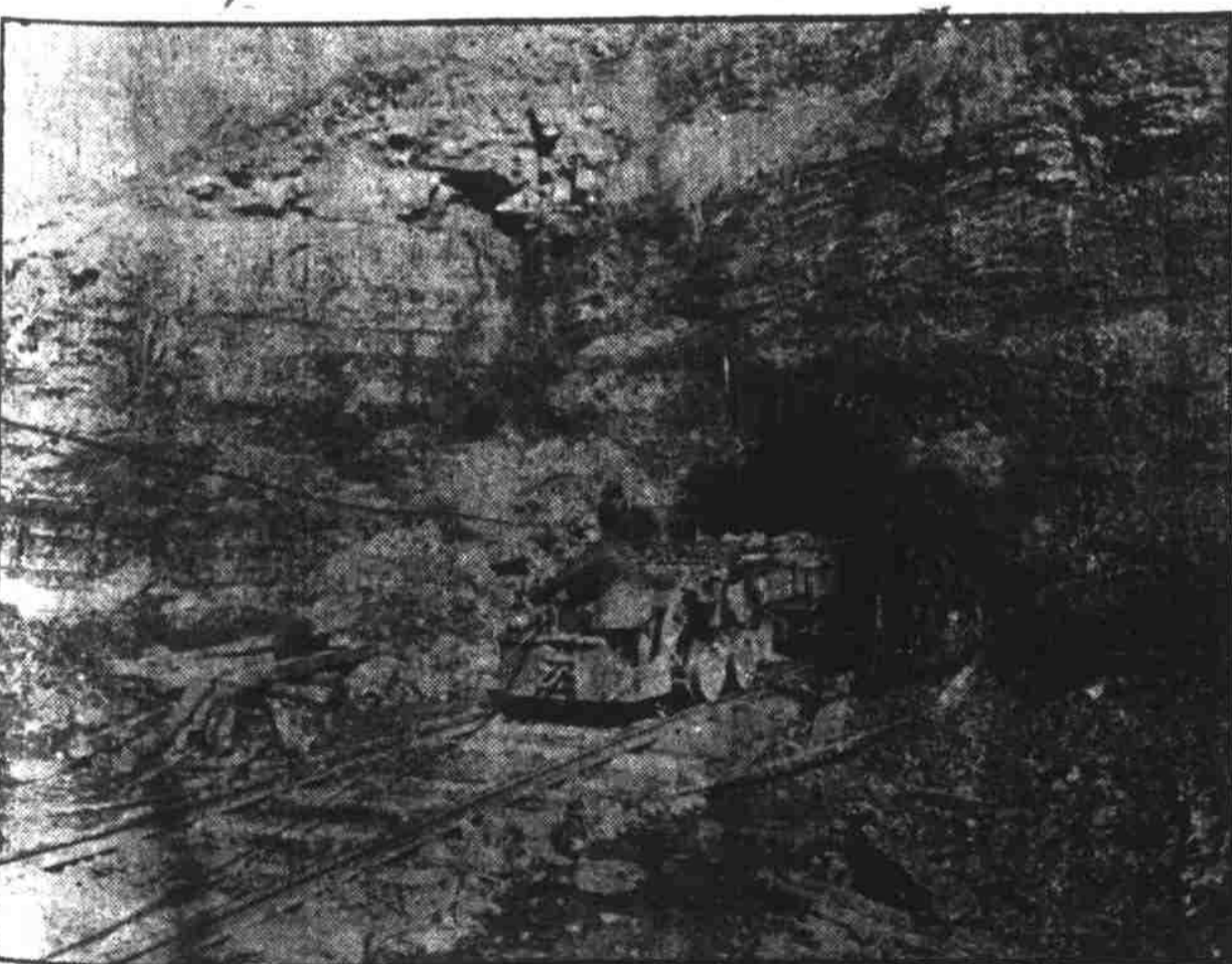
ARE YOU WORKING?

It is not necessary to put up even \$16.00 for the trip (as cheap as this is) if you don't want to. Send us 8 new yearly subscriptions to the Daily Observer, or 12 to The Evening Chronicle, or 44 to The Semi-Weekly Observer and the trip is yours free. If you haven't tried to secure the subscriptions it will surprise you how easy it is to get subscriptions to Observer Co. publications.

SUBSCRIPTION PRICES

The Evening Chronicle per year \$5.00; 6 months \$2.50; 3 months \$1.25.
The Daily Observer per year \$8.00; 6 months \$4.00; 3 months \$2.00.
The Semi-Weekly Observer per year \$1.00; 6 months 50c; 3 months 25c.
Four quarterly or two six month's subscriptions count as one yearly. No limit as to territory in which to earn this free trip.

Reservation for this trip should be made at once.



Train of "Clinchfield" leaving the mine entry, propelled by enormous electric engine.



Making a "Clinchfield" entry, preparatory to beginning the removal of coal by the train load.

For Further Information Call on or Address

JAS. KER, Jr., CITY PASSENGER AGENT, CHARLOTTE, N. C.
or **The Observer Co., Observer Building, Charlotte, N. C.**