

STATE MAKING RAPID STRIDES ALONG AGRICULTURAL LINES

The following report for the past six months submitted by Mr. E. B. Parker, director of farmers institutes and co-operative experiments for the State Department of Agriculture, will be read with interest.

Major W. A. Graham, Commissioner of Agriculture, Raleigh, N. C.

Dear Sir:—Having recently attended the annual meetings of the American Association of Farmers' Institutes and the Southern States Association of Agricultural Commissioners of Agriculture and Other Agricultural Workers and heard the magnificent reports, splendid papers and fine discussions that marked every session of those meetings, I have been given ideas and larger conceptions of the magnitude and importance of the work even greater than I had before.

As I listened to the reports from directors of institutes in various States, giving the attendance at the sessions of their institutes, both for men and women, running up into the hundreds and actions into the thousands at a single institute, and contrasted the agricultural conditions of those States with the conditions of States in which institutes were almost unknown or poorly attended, I was forced to the conclusion that there was a close relationship between better methods of farming and institute attendance.

At the convention of farmers' institute workers held in Washington City November 14-15, Secretary Wilson, in an address before the convention, made the remarkable statement that the South is making more rapid agricultural progress than any part of the United States. He further stated that there were boys in the South that this year made more corn on an acre of land than any man had ever made in any other State growing States in the Union. Such a statement, which is literally true, coming from the head of the Department of Agriculture, and who is himself an Iowa farmer of no small magnitude, is worthy of consideration.

For this year we have 1,154 applicants, representing 74 counties, connected with the premiums offered by the department and others, among whom are the Virginia-Carolina Chemical Company, Richmond, Va., \$200; Armour Fertilizer Works, Atlanta, Ga., \$100; Carolina Phos. & Fertilizer Works, Raleigh, \$100; S. E. Royer Fertilizer Company, Norfolk, Va., \$100 worth of fertilizer. There have also been subscribed various amounts by citizens of different counties aggregating several thousand dollars.

The reports are now in and if the type of the boy is an index to the man he will make, then there will be some mighty fine farmers in North Carolina when these boys grow up and manage farms of their own. The reports show yields from 20 bushels per acre to 146.28 bushels, averaging 58.7 bushels.

This boys' movement means too much to the agricultural interests of the State to allow it to fall to give it all possible encouragement. In view of the great possibilities of the work I ask to be allowed to offer the same premiums for 1911 that were offered for this year, namely \$500.

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ADVERTISING TALKS

WRITTEN BY WILLIAM C. FREEMAN

A friend of mine has just returned from a trip through the West Indies. In stopping at Guanica, Porto Rico, his attention was directed to the goods that were being unloaded from the steamer "San Juan."

Among these goods were the following: Snowdrift Hogless Lard, Peas, Baker's Cocoa, Heinz 57 Varieties, Fairbanks Soap, Bon Ami, Gold Medal Flour, Burden's Milk, Libby's Food Products, Nalada Tea, National Biscuits, Force, Welch's Grape Juice, Swift's Lard, Franco-American Soups, Cream of Wheat, Sapallo, National White Lead, Quaker Oats.

SEVENTY-FIVE PER CENT OF THE CARGO (with the exception of the machinery—and even machinery is advertised in trade papers and to some extent in newspapers)—CONSISTED OF ADVERTISED PRODUCTS.

Is this not a strong exemplification of the FORCE OF ADVERTISING? You can never tell HOW FAR an advertisement reaches.

To my personal knowledge, a newspaper that has about 100,000 circulation, seems to distribute itself all over the world. One advertiser who uses it largely says he receives mail orders from every country in the world as the direct result of his publicity in it.

Some years ago an advertiser placed a 12-PAGE ADVERTISEMENT in one New York newspaper, which had less than 45,000 circulation at the time. It cost nearly \$3,000.

Two years later he received an order from Australia that amounted to MORE THAN THE ENTIRE COST OF THE ADVERTISEMENT.

The Century Dictionary defines ADVERTISING AS INFORMATION. I should say that advertising is "SPREADING INFORMATION."

If this is not an illustration of the SPREADING OF INFORMATION, I don't know what is. (To be continued.)

Many Miners Entombed by Explosion Lethbridge, Alberta, Dec. 10.—At 9 o'clock tonight 45 bodies had been recovered from the mine of the Canada collieries mines limited at Bellevue, Alberta, where a terrific explosion occurred last night. These include 34 employees of the mine and ten members of a recruiting party from Homer and Frank, who went into the mine at 5 o'clock this morning, and were entombed.

All the missing now have been accounted for. It is thought that several injured men will die. Hundreds of men arrived today from adjoining camps in the Crow's Nest district to assist in the rescue work.

Sixty coffins have arrived at Bellevue in anticipation that the list of dead will reach that number.

"Whit," cautioned the driver, "don't speak so loud; she'll overhear us."

"Who?" "The mare. Spake low! Shure O'm deavin' th' creature. Every time she 'ears th' door close she thinks 'an o' yer is gettin' down ter walk up th' hill, an' that sort a' raises her sperrits."

Trying Suggestion on the Mare. Twice as the bus slowly wended its way up the steep Cumberland Gap the door at the rear opened and slammed. At first those inside paid little heed, but at the third time they demanded to know why they should be disturbed in this fashion.

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TOLD STORY OVER THE WIRE

Telegraph Operator Related Details of the Theft of the Point of the Third's Gun.

New York, Dec. 10.—One of the West Shore telegraph operators at Washawton, just across the river, was working his wire early this morning when his instrument opened.

"This is Nolan," the sounder was ticking. Nolan was the station agent of the railroad at Highland, N. Y.

"I am being held up. I was sitting at my desk when a young man came in and pointed a revolver at me saying he wanted money and would kill me if I resisted."

"Told me to work at the instrument and keep on sending messages. Please send help."

The instrument closed momentarily and then resumed the ticking. "I am still at work. So is the highwayman. Has pointed his gun at me saying: 'Keep sending messages or I'll pot you.' The robber is now opening the safe. He takes out money and tickets and as he backs out the door says: 'If you move in less than five minutes after I leave here you will be a dead man, now he is gone. Wish I had a gun handy. Could get him easily. He is walking down the tracks. Good bye.'"

Officials of the railroad sent officers after the robber who got away with \$50 in cash and some tickets.

Romance in Diplomatic Circles. Washington, Dec. 10.—The engagement of Countess Alexandra, Von Bernstorff, the only daughter of the German ambassador, to the United States, to Count Raymond Pourtales, attache of the German embassy, was announced today.

Steamer Injured in Collision. Boston, Dec. 10.—With a circular hole in her starboard side and with many of her plates damaged, the Mallory Line steamer Colorado, which was in collision with the schooner Waagwalc in Vineyard Sound, arrived in Boston harbor this afternoon. Captain Schlemm, commander of the Colorado, said that the lookout did not see the schooner in time to avoid a collision because the sailing craft, which was equipped with very poor lights.

Takes the Place of All Other Remedies. In what one enthusiastic head of family writes us after TWO YEARS' use of VICK'S Croup and BRONCHITIS SALVE.

North Carolina, Mecklenburg County, E. C. Tesh vs. Carolina Ice Machine Company.

NOTICE OF SALE. By virtue of an order of the Superior Court of Mecklenburg county made in the above entitled action, the undersigned, as receivers, will on Saturday, December 17, 1910, at 12 o'clock noon, and at the factory of the defendant corporation, No. 21 West Fifth Street, in the city of Charlotte, sell at public auction to the highest bidder for cash all the property and effects of the Carolina Ice Machine Company of any nature whatsoever, including patent rights, machinery, fixtures and accounts. The said property may be inspected at any time before the day of sale, and a list of the same obtained by applying to the receivers.

OLD TIME CORN WHISKEY. 3 GALS. \$4.50 AT 4 GALS. 67 1/2 DISTILLERY PRICE. EXPRESS PAID.

STONEMAN DISTILLING CO. 1483 HULL ST., RICHMOND, VA.

SPECIAL RATES. Strictly Modern Methods, Capable, Courteous, Experienced Teachers, New, Elaborate, Up-to-Date Equipment.

New Wales visible adding machine, new visible typewriters, new Oxford desks for shorthand department. We sell limited scholarships and secure positions for our graduates. The State is effect between December 15 and January 4. Write or call for our new catalogue and "Special Rates." Our office is open every week day in the year. Visitors are cordially welcomed.

King's Business College. CHARLOTTE, N. C. AND RALEIGH, N. C.

SACO-PETTEE COMPANY

Improved Cotton Mill Machinery. ALL PARTS ARE EXACT DUPLICATES.



A. H. WASHBURN, Southern Agent Charlotte, N. C. OFFICES 800-606 REALTY BUILDING.

Field Club Three Heights For Style For Wear Corliss-Coon Hand Made Collars 2 for 25c

Why be satisfied with something not as good, when you can read the best paper in the State for 17 cents a week?

Seaboard Air Line

JAMES KEP. JR., T. P. A. Seivya Hotel, Charlotte, N. C. J. B. WYLIE, T. P. A. Seivya Hotel, Charlotte, N. C.

SCHEDULE. TRAINS LEAVE CHARLOTTE—EF. FORTY-NOV. 4, 1910. NO. 40—4:30 a. m.—Through train for Wilmington with parlor car attached. Connects at Hamlet with No. 25 for Port-moath and Norfolk. No. 21 for New York, Baltimore, Philadelphia and New York; dining car service and vestibule coaches to Washington, Pullman sleeping cars to Jersey City.

Southern Railway

N. B.—The following schedule figures published only as information, and are not guaranteed.

3:30 a. m.—No. 9, daily, Birmingham special for Atlanta and Birmingham, Pullman drawing room sleeping cars, observation cars and day coaches to Birmingham. Dining car service. 6 a. m.—No. 44, daily, local for Washington, D. C. 6:15 a. m.—No. 25, daily, local train for Columbia and intermediate points. 7:15 a. m.—No. 29, daily, local train for Atlanta and intermediate points. 7:50 a. m.—No. 16, daily, except Sunday, local for Statesville and Taylorsville, connecting at Mooresville for Winston-Salem.

New York and points North, Pullman drawing room sleeping cars for New York. Day coaches to Washington, Dining car service. 10:30 p. m.—No. 43, daily, for Atlanta and points South. Handles Pullman sleeping car Raleigh to Atlanta. Day coaches Washington to Atlanta. 11:30 p. m.—No. 30, daily, Birmingham Special, for Washington and New York. Pullman drawing room sleeping cars, observation cars to New York. Day coaches to Washington. Dining car service. All New York trains of Southern Railway will arrive and depart from the magnificent Manhattan terminal of the Pennsylvania Railroad, Seventh and Eighth avenues. Thirty-first to Thirty-third streets, and will be composed of modern electric lighted, steel constructed Pullman cars.

Tickets, sleeping car accommodations and detailed information can be obtained at ticket office, No. 11 South Tryon street, H. F. CARY, G. P. A. Washington, D. C. R. L. VERNON, D. P. A. Charlotte, N. C. R. H. DEBUT, T. P. A. Charlotte, N. C. W. P. LESTER, City Ticket Agent, Charlotte, N. C.

The Piedmont Co., Inc. Plumbers -- Gas Fitters Phone 708. 35 S. Church St.

See the Monitor Radiator with its Fire Radiating Flues. The greatest fuel saver and heat producer of modern stove construction. Heat your home with one fire. Your inspection cordially invited. J.N. McCausland & Co. Stove Dealers, Roofers. Contractors, 231 South Tryon St.

Why be satisfied with something not as good, when you can read the best paper in the State for 17 cents a week?

Presbyterian College for Women AND CONSERVATORY OF MUSIC

An old, established school. Work thorough, infusions of the best. Trained Teachers. Low Rates. Fall term begins September 8, 1910. For catalogue address REV. J. R. BRIDGES, D. D., President.

STANDARD ICE & FUEL CO.

STANDARD ICE & FUEL CO. M. A. BLAND, Sales Agent. Phone 19 or 72.

Mecklenburg Auto. Co. 211 S. Church St. Phone 1487. Everything in Mill Supplies. CHARLOTTE, N. C. Dealers in Machinery and BIRMINGHAM, ALA. Machine Tools. THE BEST IS THE CHEAPEST—WE SELL IT.

Professional Cards HOOK & ROGERS ARCHITECTS 609 Trust Building, CHARLOTTE, N. C.

MILBURN, HEISTER & COMPANY ARCHITECTS WASHINGTON, D. C.

HUNTER & GORDON ARCHITECTS 701 Realty Building, Charlotte, N. C.

Wheeler & Stern ARCHITECTS Realty Building, CHARLOTTE, N. C. New York Branch.

TUCKER & LAXTON Contracting Engineers CHARLOTTE. Complete Steam, Electrical, and Hydraulic Power Plants.

B. PARKS RUCKER ELECTRICAL ENGINEER CHARLOTTE, N. C. Consulting and Contracting in Estimates, Plans, Specifications, and Supervision of Construction of Light, Industrial and Power Installations, Hydro-Electric Plants, Power Transmission, Mechanical, Electrical, etc.

Brent S. Drane, Engineer, Associate Member American Society of Civil Engineers. Surveys of all kinds, Examinations and Reports Designs and Estimates, Superintendence of Construction. Dams and Reservoirs, Water Supply and Power Development, Sewers and Sewage Disposal, Roads and Railroads, Real Estate Improvement, Concrete Bridges and Structures. Available for Consultation in Spanish-American Countries. 1118 Realty Bldg., Charlotte, N. C.