

### Advice to the Aged.

Age brings infirmities, such as sluggish bowels, weak kidneys and bladder and TORPID LIVER.

## Tutt's Pills

These pills are a specific for these organs, stimulating the bowels, causing them to perform their normal functions as in youth and vigor.

### IMPARTING VIGOR

To the kidneys, bladder and LIVER.

### PROFESSIONAL CARDS

DR. J. J. BAREFOOT

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### Composition on the Lives of Generals

Robert E. Lee and Thomas J. Jackson.

Essay by Mr. Banks Anderson of Graham Graded School, read in the contest for the prize offered by Graham Chapter Daughters of the Confederacy.

The names of Lee and Jackson are loved and respected throughout the world. Men of all parties and opinions unite with us in praise of them.

Robert E. Lee was born at Stratford, Virginia, January 19, 1807. Thomas J. Jackson was born at Clarkburg, Virginia, January 24, 1824. Both Lee and Jackson were graduates of West Point. Lee of the class of 1829. Jackson of the class of 1846.

Lee was employed in the coast defenses of New York and Virginia, until 1855. He was then sent to Mexico at the head of a corps of engineers. Jackson followed one year later with the artillery. At the close of the Mexican War Jackson resigned and accepted a position as professor of Mathematics in Lexington College.

Lee remained in the army until the spring of 1861. He then resigned and offered his services to his state, Virginia, and in a short time became Commander-in-Chief of all the Confederate forces.

About the same time that General Lee left the United States army Jackson resigned his position at Lexington and took command of the first Virginia brigade.

The greatest and bloodiest war of the modern age had begun. The Southern army, composed of the flower of the Southern youth—men of education and refinement, had engaged with the forces of the North. Generals Lee and Jackson had entered upon that career which was to make their names renowned in the annals of that great and tragic epoch of the modern age. They had entered upon that career which was to crown them as the chief hope and the right arm of a great but short-lived republic.

The war between the States really began with the battle of Manassas. It was there that Jackson gained the name of Stonewall, and there that the South won the first of a series of great and bloody battles that were to follow, such as Chickahominy, Cold Harbor, Fredericksburg, Malvern Hill, and then the disastrous battle of Chancellorsville. At Chancellorsville, Jackson fought his last battle and won his last victory. There he was wounded by his own men who mistook him and his men for Federal cavalry. The wound was mortal, and seven days later, Sunday, May 10, 1863, in the midst of his family, he expired. Truly we may say the battle of Chancellorsville was disastrous.

Jackson was a born leader and had, underlying all, that spirit of combativeness, that mixture of daring and caution, which is the foundation of military success. When fighting, Jackson the Christian, became Jackson the veritable bulldog. A bulldog because he had the unfaltering resolution to never give up. As he himself said, "I have sometimes failed to drive the enemy from a position, but I have never been driven from one." Such was the strength and resolution of Jackson's character. His death had a crushing effect on the Southern army. As General Lee said: "The death of General Jackson is such in comparison that the Southern army has lost its right arm."

The death of Generals Jackson and Stuart along with the crushing defeat of the Southern army at Gettysburg changed the whole aspect of the war.

General Lee was defeated again and again. The soldiers were in rags, provisions and supplies had been cut off and no ammunition could be obtained.

Such being the condition of the army, General Lee felt that it would be useless to fight longer, and on April 9, 1865, at Appomattox Court House, surrendered the Southern army under his immediate command to General Grant.

With this surrender the war ended, no attempt being made by other commanders to prolong it.

After the surrender General Lee returned to Richmond and accepted a position as president of Washington College. For about five years he concentrated his entire attention upon his duties there. Up until his death he was an ardent Christian worker, and was last seen in public at a vestry meeting of Grace church, of which he was a member.

On the 28th of September, 1870, General Lee was suddenly taken sick. Skilled physicians attended him but with no avail. On Wednesday, October 12th, after having suffered for fourteen days, he died. He, like General Jackson, faced death with the calm assurance of the Christian.

As a soldier, Lee was great as a man, greater. No man has ever been simpler, truer, or more honest. The crowning grace of these two men, who were not only great, but good, was their humility and trust in God. In this lay the foundation of their great characters.

The love of home, of family, and of state was predominant in their minds. Their military genius is not alone the cause of their glory, but their unflinching love of mankind—of God. They lived, fought, and died, knowing that they had done their duty to mankind and to God. Their love and sympathy for man, their humility and trust in God is what set them apart and above those whom men honor as great.

That is why every Southerner loves and reveres their memory, and that is why they have grown steadily in the esteem of mankind, until to-day, they stand alone—the least criticized of all the heroes of the world, ancient or modern.

They have disappeared from our sight. What is gone is little. What remains is much. The memory of the virtues and glories of these two of our greatest Southerners.

### IS BIG FACTOR IN RENTING

Talent of Ad Writer Required to Fill Big Structures With a High Class of Tenants.

It is a great deal easier to build a skyscraper, even a very big one, than it is to fill it with tenants.

That calls for a different kind of talent. And it is a harder still to fill it without making the expected concessions for long time leases, says Printers Ink. Price cutting in rentals may make as deep inroads on profits and dividends as vacant office will do.

Price maintenance is as much a necessity, or at any rate, a desideratum in the business of renting as it is in any trade-marked or branded proposition sold through dealers.

It is for the sake of both of these objects, filling them at the right rental, that the new Equitable building in New York city started to advertise 16 months ahead of completion.

While the new Equitable will be the largest office building in the world, the directors are too wise to believe that by itself that will prove a sufficiently strong advertising card. They have started 16 months ahead of time to spend \$150,000, a very much larger sum than has ever been spent before for such a purpose in local newspaper space, mostly large space, run weekly.

The problem is to get \$150,000 worth of leases—five-year leases—at \$3,000,000 a year. The advertising appropriation of \$150,000 is thus only one per cent of the total expected return, or, stretched over five years, one-tenth of one per cent, per year—not an extravagant figure, one would think.

The copy that is expected to solve the problem is to be of a quiet, dignified but informative kind. The various points will be suggested, not pointed out to the public. The attempt will be to make the new building interesting and desirable not so much to visitors but to business men and prospective tenants.

### THE SMALL ADVERTISER.

Smaller retail merchants sometimes become discouraged by the competition of newspaper space of larger stores. They imagine that people do not read the smaller notices.

Any newspaper man can give incidents out of his personal experience showing the contrary. A man with a very small space indeed, often tells his story in such a pertinent, business-like, conversational way, that readers turn to his little ad just as a financial operator turns to the stock market.

It does not take a gift for saying smart and sharp things to make this kind of impression. It is simply the idea of writing as you talk, saying the things in advertising that you would say to a customer if you had him before the counter.

A merchant who desires to try advertising in a small way should not try to say too much in that space. Just a few words each time, about some one particular thing, is most effective.

### TWO CLASSES OF BUYERS

Those Who Purchase Without System While Others Scan Newspapers for Bargains.

To the man who follows the advertising game for a period of years, the buying public resolves itself largely into two classes. First, there are the people who buy when they feel like it, or run short of articles, without much system. Second, those who watch the local trade market as keenly as the buyer of a manufacturing concern watches the commercial papers.

That may take time, but it is scientific buying. The canny housewife knows that at certain times of the year the merchant is up against the proposition of reducing stocks. Not all his ventures have succeeded. He did not expect them to. Some chances must be taken. Irregularities in weather and caprices of popular taste have left parts of his stock unsold. He must do one of two things. Carry stock over, borrow money to hold it, pay heavier insurance, take chances of price changes or deterioration, or cut his prices.

The majority of the merchants cut prices regularly during the latter half of the season, to meet these conditions. The scientific housewife makes the bulk of the purchases during this period. What is not needed this season will be useful later.

This trade is mostly reached through advertising. Every advertisement at this time of year is closely scanned, not merely with the casual hope of some unexpected bargain that may fit in some time, but in pursuance with a settled policy of buying in the lowest market.

As it takes too much time to run around the stores and see what the merchants are doing, the public watches the newspapers, and visits the places that have made known their bargains. The people who don't read the store advertising miss chances to keep the cost of living down.

Pays to Advertise. "Why do you advertise for a wife? Couldn't you find one in your own class?" "How many people in your class?" "Well, fifty, perhaps." "That's just it. Now, I advertised for a wife and I had 600 to choose from."

Leon Greene and Augustus Anthony, two youths, were drowned in the river near Bellhaver, Beaufort county, Sunday a week by the capsizing of their boat.

## Advertising Talks

### SELLING GOODS WITHOUT "TALK"

Printed Advertisement Is Silent Salesman That Works Twenty-Four Hours a Day.

By TRUMAN A. DE WEESE.

There are other advantages in the printed word over the old style of "salesmanship by conversation." It is true that you can reach thousands through the printed word while you are talking to one customer—but that isn't the only advantage of the printed page in the newspaper over the talk of the old-time drummer.

The man who tries to sell goods through talk wastes thousands of words—and every thousand words means a quarter of an hour. How often have you seen a loquacious salesman laboring for an hour to sell a two-dollar article for the profit on which might be as much as 40 cents? If the salesman received four dollars a day, how much profit did the owner of the store make on that sale?

You not only reach a larger audience through the printed advertisement, but you catch the prospective customer in a receptive mood. If he is reading his newspaper he is in a mental attitude that makes him responsive to argument. He is far away from the distractions of his own business. He is ready to be convinced of something. Moreover, he can't talk back to an advertisement. He cannot heckle it with frivolous questions. He cannot engage it in controversy.

"But I am not in the mail-order business," says the merchant. "My goods have to be sold by personal contact. Besides, there is the personal touch—the influence of personality, which you cannot exert through printed advertising."

In this the merchant is laboring under two delusions. In the first place, advertising that is properly done sells the goods before the customer comes in. In the second place, now, all this applies to retail advertising in a newspaper as well as to national advertising. If a merchant makes his advertising educationally descriptive from day to day the things that are leaders in his advertising should be sold to the customer before he enters the store. In his own mind the customer has already bought the article. He is merely coming to the store to supply the want already created through advertising. It is plainly obvious that the clerk who attempts to sell him after he has been "sold" is wasting the time of his employer. It is conceivable that the customer might want to supplement or confirm what he has already learned through the advertising, and it may be advisable and it may be wise to answer a few questions, but the valuable clerk will not encourage his conversational powers beyond reasonable limits. The printed advertising should be new, informative, terse and to the point. It should waste no words.

Now, about the "personality" in salesmanship. It is possible to put personality into printed advertising. Type is the silent salesman that works after the store is closed—on holidays, Sundays, when the merchant is sick or well—and yet it is possible to invest this silent salesman with a distinct personality.

Some men who never talk with more personality than the most garulous salesman—in fact it is the advertising into which the merchant has put his personality that leaves and finally makes a definite impression. Through the printed type the merchant can project his own personality. It soon becomes a part of his well-known peculiarities. You can see and hear John Wanamaker when you read his advertising. It is distinctly different. You quickly differentiate it from all other advertising, and you soon find yourself looking for the Wanamaker message every morning or evening in your newspaper. It has the Wanamaker atmosphere—and the advertising stands for everything, honesty, peculiarity or sincerity that may be associated with that name.

The purpose of advertising is to multiply sales. The great merchants who have used newspaper space intelligently and efficiently are the ones who have built up the volume of sales until it requires all the time and energies of large bodies of salesmen to supply the demand created each day by advertising. Are you one of them?

Investment, Not an Expense. Merchants should feel that advertising is not an expense. It's an investment. A firm engaged in the manufacture of chewing gum a few years ago invested \$10,000 a year in advertising, and sold its product at five cents a package. The same firm now invests from two to three millions of dollars in advertising, and still sells its product at five cents a package, with the quality bettered. Does the consumer pay the increased investment for advertising? Plainly he does not.

To Cure a Cold in One Day. Take Laxative Bromo Quinine Tablets. All druggists refund the money if it fails to cure. E. W. Grove's signature is on each box, 25 cents.

NEW YORK GIRL ON WHOSE BROW MAY REST CROWN

Husband of Former Mrs. Huger Pratt of Cleveland Is in Direct Succession to the Throne of Serbia.

COUPLE HERE TO MAKE GRAND TOUR OF AMERICA

Princess Most Unmistakably Proud of Her Handsome, Royal Soldier Husband.

EARLY STAGE OF HONEYMOON

Interviewer Describes the Lovely Golden-Haired Wife of Prince Alexis Karageorgewitch as Sweetly Modest and Retiring—Made a Beautiful Picture in Her Favorite Black Satin, White Lace and Pearls—Has Not Yet Visited Serbia, Her Hero's Native Country.

NEW YORK—Her Royal Highness, Princess Alexis Karageorgewitch of Serbia, is here with her soldier prince.

Or maybe it is better to say His Royal Highness, Prince Alexis Karageorgewitch of Serbia, is here with his American bride, who was Mrs. Huger Pratt of Cleveland and Paris.

Perhaps one should say Her Excellency, or Serene Highness. I declare I didn't know what to call her, Princess, or Serene Altessen, but anyway, she is all that you hope a real princess will be.

It's awfully hard finding your way to the abode of royalty, but you have found it past the line of the young footmen. And now you're all alone in the tiny silent ante-room of the prince of Serbia's apartments up at the Ritz Carlton. Nothing here but a dreadfully large business-like trunk, with D. K. on it. The last is for Karageorgewitch, and the first, I think, is for Douglouhoff, or some continuation like it, that only the first-borns of the royal line may bear, writes Izola Forrester in the Sunday Magazine of the New York World.

Voices came from behind one of the French gray doors hung with old rose silk. One expected a line-up of more footmen or maids, but when the door opened it was Prince Alexis himself. Just a swift impression of keen, kindly eyes, of straight, soldierly bearing, a ready, understanding smile, and then another French gray door opened and closed, and left me in the dooryard of the princess.

Amid Regal Luxury. I was glad she wasn't there. Just for a minute I sat down in front of the darling little gray and silver dressing table, and beamed in at the triple mirrors. All about were gold things, gold trinkets and toilet articles, with big monograms on them, and behind me was the royal couch with coverlid of pink plush and real lace. There were pillows, too, in hand-embroidered slip with pink satin ribbon all run through the lace and crushed satin bows at each corner. And hanging near on a rack was a full length seal cloak, lined with old gold satin.

I'm coming to her in a minute. I was just making believe, don't you know, trying to find out what it was like being a princess, when the door opened softly behind me and she came in, our latest American little Royal Highness, Princess Karageorgewitch, who once upon a time was Abigail Parkhurst, a New York girl.

Whoever it was that insisted princesses have to be five feet ten in height was all wrong. Our princess is only about five feet three, and she is gentle and low-voiced, with golden hair just touched with silver, and blue eyes that are very serene and mild in their gaze until you speak of her Soldier Prince, and then they kindle hidden fires for she is very proud of him.

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She wore black satin, semi-evening dress, and pearls. The waist was cut with a close surplice effect, following the lines of the figure snugly. There was a round yoke of finest, sheersnet with a high collar. The skirt was cut very narrow at the bottom, and not too long. About the hips the black satin lay in soft, rich draped folds, very close and flat. Her hat was of black satin also, a small model with an attractive Continental tilt at one side, and several exquisite spray-sprays—long, black feather-tipped truffles that rose a foot above her head. Around her throat was a string of pearls, large creamy-toned pearls that looked very old and seemed as large as hazel nuts.

Still Enjoying Honeymoon. She was ever so sweet and gracious our latest princess, and rather amused and doubtful over her first interview, but willing to talk of her prince. They were married in Paris only last June so the honeymoon is not really over yet. And now she has brought her prince back to the homeland to teach him its beauties too.

They were married after the prince

The Corporation Commission has retained Judge J. S. Manning and State Senator W. E. Daniel as special counsel to assist the Attorney General in appearing before the Inter-State Commerce Commission in the complaints on the part of business interests of this State against coal freight rates into North Carolina. This hearing began in Washington last Thursday.



Princess Alexis Karageorgewitch of Serbia, the New York Girl Who May Yet Be a Queen.

returned from the Balkans," she said. "He was with the Serbian army until the war was over. I have not visited Serbia yet, but some day we hope to travel there."

"Do I care most for European life or American? Oh, I love America. I have crossed every year to see my mother in Cleveland, and shall continue to do so. The life abroad is delightful, and there is a charm and glamour about the Old World, but one loves one's own land best of all."

"Since we arrived we have not rested one minute, it seems to me. We have been like two children running around enjoying the New York sights. It is so interesting and different even after only a year, and the prince is like an amused boy over it all. I could hardly get him away from the Grand Central station yesterday, he was so pleased with it."

"That we have come over mostly for a visit after the Paris season, and there is no rest here, is there? Tomorrow I shall certainly have my telephone disconnected." She laughed, and motioned despairingly toward the innocent looking phone at hand. "It rings all the time, and is so insistent one feels curious to answer, and then—it is nothing at all. The prince is very fond of golf and of riding. Later we are going west."

Her visit to the grain merchant cost him more. For he was forced to pay 15 cents for a bushel of firewood, and this wagonload of wood he had sold for 12 cents.

The forgoing prices are all accurate. The high cost of living had not yet hit England. For, you see, all this happened several years ago.

In fact, it was at the beginning of the sixteenth century.

During the next hundred years prices boomed 400 per cent, and wages didn't. And things have happened more or less that way ever since.—The New York World.

"Progressive" Clergymen. After having for nearly four decades sounded to worship the congregation of the Nazarene church of Chanute, Kas., the old bell in the tower now hangs as mute as the famous Liberty Bell in the statehouse at Philadelphia. No crack or other physical disability is the cause of its silence. On the contrary, its peal is as loud and as clear as ever when it was first