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MORNING TONIC.

(Theodore Parker.)

Religion gives a man courage—I mean the higher moral courage which can look danger in the face unawed and undismayed, the courage that can encounter loss of ease, of wealth, of friends, of your own good name; the courage that can face a world full of howling and of scorn—aye, of loathing and of hate, can see all this with a smile, and, suffering it all, can still toil on, conscious of the result, yet fearless still.

Uncle Walt
The Poet Philosopher

He's sitting in prison, and sorrow is his'n, he's wishing he never had carried a gun; he thought it was clever to pack one forever, and aim it at people in spirit of fun. And it, one fine morning, went off without warning, and plugged a bystander, who turned up his toes; and now he is wailin' the wearisome jail in, and no one has pity for him in his woes. The boneyards are crowded with gentlemen shrouded, and sleeping in boxes, the victims of fools; of pin-headed varmints who loaded their garments with all kinds of deadly and murderous tools. And widows are sighing and orphans are crying all over this country because of the blokes who always are plannin' to spring a big cannon and brandish it gaily till somebody croaks. Oh, let the law step on a fool with a weapon, and bury him deeply and load him with chains! No lunatic's greater; it seems the Creator in building forgot to equip him with brains.

THE GUN TOTTER

Oscar Masson

(Copyright 1906, by George Matthew Adams.)

NORTH CAROLINA GETTING BIGGER.

Dealers in real estate, when they go to sell property have a way of saying to the prospective customer, "Buy land. If you buy anything else there can be plenty more of it, but if you buy land, you have bought something that is staple. The Lord isn't making any more land. There is no more land today than there was a million years ago. Therefore if you buy land, you have got something that is staple and it is the best investment you can make."

It seems that this is not always true. There had been no change in the boundary lines of Guilford county in twenty years, and yet in 1908, when Auditor Abbott got to work on the tax books of Guilford county, he found that there were 13,127 acres of land in that county that had not been put on the tax list. Therefore the authorities of that county for the purpose of taxation had made 13,127 acres of land. There was published in The News and Observer Sunday that County Assessor R. H. Gower, of Johnston county, who had given sixty full days to driving over Johnston county and helping to assess the land by viewing it, had found that, though there had been no change in the boundary line of Johnston county, somebody had made 14,285 acres of new land since the last assessment. At least, he put that much more land on the books than was on there last year.

If the authorities of other counties would do their duty and put all the land on the tax books, and that should not be difficult to do, the number of acres of land in every county would be stationary, for there would be no new land made except now and then a few acres on the seashore by the drifting of the sand.

If we have in two counties in North Carolina in the last three years added 27,000 acres of land on the tax books, how much more land is in the other ninety-eight counties are escaping taxation? In how many other counties have the authorities discovered new land and put it on the tax books this year? It would be interesting if the county assessors in every county would make a statement showing what has been done in this direction.

The fundamental maxim of the law "sic utere tuo ut alienum non laedas," which translated means "so use your own as not to injure another's property," is the basis of the contention against the trusts. Nobody objects when a big factory makes big money by wise methods. It is only when by combination and monopoly or otherwise it uses its property to injure others that it becomes a menace to the country.

Beatrice Harraden compresses a world of truth in this sentence: "It is aspiration that counts, not realization; pursuit, not achievement, quest, not conquest."

Well, we've only just begun. The Pitt County News says: "If Raleigh keeps on doing things, Tarheels will be proud of their capital city."

A LASTING MONUMENT.

One of the best men in public life in North Carolina was the late Hon. Samuel L. Patterson, long time Commissioner of Agriculture, who, until elected to that office, lived on his farm in the Yadkin Valley. In the discharge of his duties as Commissioner of Agriculture Mr. Patterson became well acquainted with the needs of the State and became convinced that there was need of a school in the healthy mountain country, with large acres, where the youth who attended it could receive a practical education in a farm home. To secure such a school, Mr. Patterson in his will gave his splendid farm in the Yadkin Valley, and his last wish has been respected. Little has been said in the press about this benefaction and how the school is being conducted. Its location lies apart from the general line of travel and few writers have visited it. At the close of the recent session of the State Press Convention at Lenoir, Mr. James A. Robinson, long editor of the Durham Sun, visited this little known institution and wrote for the Sun a story about it that tells of the beauty of the location, the spirit of the institution, and the opportunity there given for an institution where possibilities may be said to have no reasonable limit. Mr. Robinson's article is as follows:

Happy Valley, Legerwood, N. C., July 8.—"There is not in the wide world a valley more sweet as that vale in whose bosom the bright waters meet."

Seven miles from Lenoir, at the base of the Blue Ridge, is a stretch of valley, four or five miles in extent, bordering on the infant headwaters of the Yadkin river, that is a picturesque bit of scenery known as "Happy Valley." It derived its name in antebellum days from the absence of neighborhood bickerings and strife, and where all dwelt in peaceful harmony and common interest of brotherly love. On either side of this valley the mountains rise and fall in wavy, picturesque outline, rugged and wild. They form a sharp contrast to the lovely picture of nature in the vale below. It is a lovely spot, typical of peace. The sunlight seems to lie so lovingly on the fields and bathe them in rich gold. The Yadkin river, fresh from its birthplace on Green Mountain, sparkles, dances and sings joyfully on its way to the throbbing sea. The scenery down this valley is wildly beautiful and outrivals anything seen in Switzerland. The restfulness of all nature in quiet repose touches one like poetry. Dignified laurel blossoms primp their pretty heads and coquettingly smile at their own beauty, reflected in the mirrorlike streams while the stately trees, like military sentinels upon the mountain sides, far and near, peep over each other's heads and nod graceful approvals of the rich-blooming scenery below them. This Happy Valley is fresh, free nature in her loveliest mood, ever ready to hold sweet converse with the heart whose chords are tuned in sympathy.

Several fine old-time Southern homes are scattered along the valley at intervals—homes in which the most generous cheer, dispensed with the largest hospitality, may always be found. Among these fine old homesteads might be mentioned the Lenoirs, the Joneses and many others I could mention if space permitted.

I desire to speak more especially of "Palmyra," the homestead of the late Honorable Samuel Legerwood Patterson—a splendid type of North Carolina manhood and whose memory is a holy shrine in the hearts of his countrymen here and throughout the State. He gave his entire estate in Happy Valley—900 acres, to the diocese of Asheville to be used as an industrial school for boys, whether rich or poor. Upon this estate, most beautifully located, is the home, built in colonial style with two wings. The surroundings fill one with a charm of delight and as a little child once described it, "It is such a friendly looking house." Angels have come out from its doors many a time before. Now it has been flooded anew with glory; freshly consecrated, made, as it were, a place of transfiguration—the doorway of a new world with visions of usefulness and manly achievements to the boy, whatever his condition in life, who is here given the chance to revive hope and light the lamp of endeavor and accomplish something in the world. Make a man of himself.

One instance. A youth of tender age was badly treated by his parents and finally thrown upon the world with hope in his heart well-nigh smothered. His impressions were that the world was against him, and he was daily stealing his heart against all mankind and the gentler influences that uplift humanity—becoming a veritable Ishmaelite. Without a penny, without warm-hearted friends, he was induced to enter this school and offered the opportunity to work his way through. This opened a new and heavenly vision to his soul, as miraculous as the one Paul saw. The gates of opportunity swung wide open and he beheld a new world—a world of loveliness, beauty and usefulness he never dreamed of—and that boy is training for the ministry, and if he is spared is destined to be a man of power and usefulness.

This school is in charge of a committee from the Asheville diocese. Rev. Malcolm Taylor is headmaster and Rev. A. S. Lawrence is the principal. The postoffice is Legerwood, thus honoring the donor, Mr. S. L. Patterson, by taking his middle name. The past scholastic year the school had 50 boarders, with a number of day scholars. A man of 50 years of age rides down from the distant mountains daily and is here drinking from this educational fountain and strengthening himself for the fierce conflicts of life. So the work goes. The seed that Mr. Patterson has sown is blossoming and ripening into a glorious fruition.

My! My! What an opportunity to broaden and strengthen this school. It needs the Midas touch of some philanthropic hand—or many of them—to enlarge its capacity and extend its usefulness. It needs aroused interest in its work and the means to make it what it should be—a blessing to the rising generation of all classes. The rich boy can pay his way but here he will learn the lessons of economy and thrift. The poor boy can work on the farm and carry himself through—and all meet, study and climb the ladder of self-improvement in a sweet-spirited community, far from the allurements, vices and hustle of the crowded cities.

I am told the work is carried on very much as Mr. Patterson wished. What a lasting monument to his memory would it be if this industrial school was equipped with funds to erect more buildings, add new advantages and push it forward in its great work and extensive field for usefulness. Whose heart will open to the beauties of Happy Valley in this work? Whose hand will plant more roses there and thus keep fresh and green the memory of one of the best and most useful citizens Caldwell county ever produced, and through this institution, which is the child of his brain, disseminate knowledge and industry through the coming generations; aid the poor; help the weak; purify and glorify the strong, and make the peculiar blessings of "Happy Valley" flow through the southland like a refreshing river, giving joy and gladness to hearts that only need the touch of its benign influences.

This is not a paid article. The managers of the school do not know it is written. But I do it in the interest of education and in the hope that it will result in giving this institution a new financial impetus. The press of the State would do a most laudable act by copying this article or alluding to the facts as set forth, and give wide publicity to the great and grand work this splendid school is doing.

THE COUNTRY DISAPPOINTED IN THE INSURGENTS.

One year ago the country resounded with praise of the Republican Insurgent Senators because it believed they were leading a fight to free the country from partnership in legislation with "the interests." They made a notable fight against the Payne-Aldrich tariff act and their speeches did much to expose the iniquities of that "bill of abominations." They returned this session upon the flood tide of popularity. They awoke to find themselves famous, and all they had to do to retain popular confidence was to continue the policy they laid down at the last session. It is a matter for regret that they did not remain as firm for tariff reduction and against privilege and sectionalism as they seemed then.

The first break was when Senator Bristow who had been leading with what was regarded as broad statesmanship, sacrificed or jeopardized the election of Senators by the people by introducing a sectional amendment to the House bill to elect Senators by the people. It has been freely charged that he was induced to do this in deference to the big negro vote in Kansas, but whatever the motive it was a step backward. Collier's, which cannot be charged with even a tinge of sectionalism and which has been warm in praise of the Insurgents, thus refers to Bristow's mistake:

"It is unfortunate, indeed, for Senator Bristow that his name is attached to an amendment which carries one back to the days of reconstruction and the bloody shirt. That 'Uncle Joe' Cannon should get on his feet in order to hurl wornout rhetoric at the South is perfectly in keeping, as was the deciding vote of 'Jim' Sherman, but Mr. Bristow might have been expected to show more openness of mind. The country desires the direct election of Senators. It certainly does not desire any return to Northern suspicion and narrowness toward the South."

It is to be hoped before the Senate adjourns that these Insurgents will see their mistake and that Mr. Bristow and his associates will accept the House bill and thus not kill the election of Senators by the people. They have so far not only endangered its passage through Congress by amending the House bill, but have likewise endangered its ratification by injecting a sectional question that may jeopardize its ratification by the several States. The most regrettable thing about it is that Senators, like Mr. Bristow, who really wish Senators to be elected by the people, are pulling chestnuts out of the fire for the Roots and Smoots and Lodges who oppose the election of Senators by the people.

The action of the Insurgents has also been disappointing in their attitude on the reciprocity treaty. It is clear that Mr. Taft, having lost out by declaring the Payne-Aldrich tariff act "the best tariff bill ever enacted" wished to retrieve himself and seized upon the reciprocity treaty to make friends with those who oppose the Chinese tariff walls. Incidentally, the President wasn't bothered because he saw that the treaty would give trouble to the Insurgents who are not loved at the White House. If they had been wise, they would have all voted for it and said: "Now come on, Mr. Taft, and let's give the people the reductions in the tariff provided in the House bills." If the Insurgents had pursued that course, they would have been hailed by many as the hope of the country. As it is, while they have not sunk to the level of the Stand Pat Republicans Senators, they have advertised themselves as being blinded by the antiquated and almost outworn Republican gold brick that a farmer is helped by putting a tariff on wheat and corn, and have based their support upon that gold brick theory. The country had thought the Insurgents had graduated out of Republican gold brick statesmanship into a larger and clearer statesmanship. The disappointment is that they either still believe the farmers can again be fooled by offering them a gold brick, or are in the bonds of intellectual subjection to the latter day tariff worship of a wooden idol.

The Insurgents put up a high pedestal have shown that their feet are of clay and that instead of the big statesmanship of last year they are playing old time Republican deception of the farmers on the tariff. We must not, however, be too hard upon them. They were brought up in a party that trained its members that the prosperity of the country depended upon a high tariff, and though they saw a glimpse of light last year they have not been able to throw aside prior to the false teachings they imbibed in their youth. Sad as it is that an Insurgent still believes that the protective Gold Brick helps the farmer, it is even sadder to see a Democratic Senate accept the fetish and fall down and worship the idol. The Insurgent is reverting to his old false idols, the Democrat is shining against light and knowledge.

COULDN'T CHANGE THE PLEDGE.

In his speech in the Senate yesterday in the running debate between Senator Simmons and other Senators, the North Carolina senior Senator was asked by Senator Kern, of Indiana, why he favored a duty on lumber in Congress when he failed to do so in the Denver Convention, of which he was a member and in which he had voted in favor of the platform declaration for free lumber. Senator Simmons gave to the Senate as his reason that prompted him to repudiate the declaration, that in an article in the supplement to certain newspapers in North Carolina, Chairman Eller had repudiated the Denver platform. As a matter of fact, if Chairman Eller had repudiated the platform of the National Convention, he had no more right to do so than any minister of the gospel has to repudiate one of the Ten Commandments, and his attempt to repudiate a national pledge of his party would have had no binding effect upon any member of Congress from North Carolina. The only body that has a right to formulate party pledges is the State Democratic Convention and the National Democratic Convention. Mr. Simmons was a member of the Platform Committee of the National Democratic Convention, and if he had not been in favor of the declaration of the platform for free lumber, it was his duty to bring in a minority report and make a fight on the floor of the convention. Instead of doing that, he joined with the members of that committee from each of the States in a unanimous report in favor of the platform, as it was adopted, and, in common with every other member of the National Democratic Convention, voted for the adoption of that platform. This being true, he was more bound by it than any other man in North Carolina. If he did not like it, he had the opportunity to fight it on the floor of the convention. Failing to do that, it was his duty to support it until another National Convention, when, of course, he would have the right to seek to amend or change it.

As a matter of fact, Mr. Eller did not assume to annul the platform. During the campaign a former newspaper man and a splendid gentleman who was then in the lumber business was engaged by State Chairman Eller to prepare a supplement which was sent out by a number of papers in the State during the campaign. This gentleman had heard some objection to the lumber plank, and doubtless, being in the lumber business, was himself opposed to the declaration of the platform. He erroneously thought it was proper for him to put in the supplement a statement about the lumber matter that was not consistent with the lumber declaration. He had no earthly right to do it, and yet he did it with the best motive in the world. It may have changed a few votes in North Carolina, but, embodied as it was in the long article in the large supplement, we never heard anybody in North Carolina refer to it until it was brought out as a reason why North Carolina Democratic members of the Senate and House were not bound by the National Democratic platform when the Payne-Aldrich Tariff bill was under consideration.

There are, of course, Democrats in this State who do not favor a tariff on lumber, but when the Democratic National Convention, by a unanimous vote promised the people to take the tariff off of lumber, then no declaration in any supplement issued by the State Democratic Committee or by the State Chairman or by the management of any literary bureau or anything else could change that promise. It is remarkable that anybody supposes that a campaign supplement declaration could annul the solemn pledge of the National Democratic Convention. Mr. Simmons will have to seek a better reason for his position.

The bulk of the Democrats of North Carolina stand on the Democratic National platform. The ridiculous claim that a paragraph in a literary supplement annulled the platform pledge is regarded as as absurd as that this paragraph contributed to the election of any Democratic candidate.

JOHNSTON COUNTY AS AN EXAMPLE.

The news printed in yesterday's News and Observer about the assessment of property in North Carolina showed that in some counties the township and county assessors had been both conscientious and wise and have increased the valuation of the property in the county more than had ever before been put on the tax books. It showed equally as clear that in some townships in Wake County and in some counties in the State that officers had not been alert to put the property on the tax list at its true value in accordance with the law and therefore in those townships and counties it is necessary for the Board of Equalization to see that the property is listed for taxation according to law, not as a matter of justice to other townships and counties.

All the reports in Wake County were not ready and therefore no final comment can be made upon them until they are ready for public inspection, but it is commonly reported that in one or two of the wealthier townships of the county the property goes on the tax books practically at the same figure as four years ago, whereas everybody knows that property has increased in valuation in these townships and the Board of Equalization will, if they are true to their oaths, compel such townships to put their property on the tax list at the proper figure. Failure to do so is to compel other townships in Wake county to pay taxes that ought to be shared by all the townships.

The statement that the assessment was reduced on the Tucker Building was a surprise to Raleigh and the people of Wake county. For the rents on that property have increased in the past four years and the general opinion in Raleigh is that instead of being decreased the assessment ought to have been increased. There may be other property that has also been decreased that ought to be increased. The people of Raleigh and Wake county look to the County Assessor, the County Auditor and the Board of Commissioners to see that all property in the county is taxed at its true value and that property in the several townships is equalized for taxation.

In Johnston County the County Tax Assessor did his duty as well that on Monday when the Board of Equalization met there were only a very few people who made objection to the assessment and when the whole matter was explained to them and they saw exactly how it had been done and that there had been no discrimination in favor of or against anybody, they did not press their objections but were satisfied, and the County Board of Equalization unanimously approved the report of Mr. R. H. Gower, Tax Assessor, which increased the total assessment of property from $7,688,024.00 in 1910 to $10,690,851.00, being an increase of $3,002,947.00. This means more than the figures, for the land in the county which was assessed in 1910 at $6.97½ per acre is now assessed at $9.43½ per acre, an increase of $2.46 per acre. In Clayton township the land is assessed at $15.00 per acre and in Smithfield Township it is assessed on the average of $14.00 per acre. Mr. Gower, the County Assessor, visited every township in the county, he went personally with the assessors and put in sixty full days on the road, saw the land, conferred with the assessors and told them and explained the law to them and the result is that nearly every township assessor undertook to put the property on the tax list at such an increase as the county assessor thought the law required and on Monday the whole county board unanimously approved the report. There were no wranglings and no dickerings, only one or two minor complaints, which were withdrawn upon explanation, and the people of Johnson County are not only satisfied but are proud that their assessors and the County Assessor and County Board of Equalization have made such an increase in the value of their property. This is creditable to the county and shows a spirit of endeavor to live up to the new law that should govern the officers of every county in North Carolina.

Keep your eye on Johnston county.

WORK FOR THE BOARD.

Heretofore when the tax assessors and the county commissioners had completed their work of tax assessments, there was no review and no righting the mistakes. The new law changes this and if inequalities exist it will be because the State Board of Equalization does not do its duty. Here is work for the Pitt County Board as suggested in the Pitt County News:

"We have not seen the tax books, but we are going to venture an opinion that the dirt of Greenville is not assessed at one-half of what it ought to be. Sometimes the lister will prevaricate a little when listing his personal property. I understand that the household effects of one of the best furnished homes in Greenville is listed at $250 only. Now we had an idea that when we listed our household goods at $200 that we were practicing conservatism, and we have hardly begun to furnish our home, but when a gentleman told us about the case we have just mentioned, why, our conscience eased off at once, and we are now about to regret that we did not swear the whole of our stuff wasn't worth $25.00 and take it as an exemption."

HON. EDWARD L. TRAVIS.

There has been much interest in the matter of the appointment of a member of the North Carolina Corporation Commission to fill the vacancy caused by the death of Mr. Henry C. Brown, and yesterday afternoon the announcement was made that Governor Kitchin had appointed to this important position Hon. E. L. Travis, of Halifax.

Mr. Travis is a man well known and with a large acquaintance throughout the State. He is a lawyer of ability and of fine judgment, a man held in high regard in his section and throughout the State. He has been a member of the General Assembly of North Carolina, serving in the Senate of 1899 and several times since, the chairman of the Board of of Directors of the State's Prison at the time, a member of the State Democratic Executive Committee and the County Chairman of the Democratic party for Halifax. He has been one of the active forces in the Democracy and has given service of great value to the party.

The appointment will be a most gratifying one to the many friends of Mr. Travis throughout the State, and it will be an added pleasure to know that he has recovered from the severe injury he received last year and will at once take up the duties of the new position.

In the State Senate of 1899 Mr. Travis was an important factor in the legislation which rehabilitated the State after it had been under the domination of the Republicans and Populists. His judgment and earnest and intelligent work in that session service in the enactment of the various laws for the protection of the of the Legislature was of great people of North Carolina. He was the chairman of the Senate Committee that framed the Constitutional Amendment and other constructive work of that period. He was among the ablest of the leaders of the Democracy at that most important time in the State's history. In his new position of high responsibility he will have opportunity to render further service to the people of the State.

THE STATE CHAIRMAN'S STATEMENT.

The statement by Senator Simmons that the State Democratic chairman of North Carolina during the campaign of 1908 repudiated the Democratic National platform on lumber is replied to in today's paper by State Chairman A. H. Eller.

Mr. Eller's statement does not leave a peg upon which Senator Simmons can stand in his contention that the Democratic chairman of North Carolina was untrue to the Democratic pledge.

Tomorrow the News and Observer will print the article relied upon by Senator Simmons. Mr. Eller's interpretation of that article is clear and is conclusive evidence that North Carolina's State chairman did not assume the right to annul the National declaration of the party. If he had assumed to do so he would have gone beyond his powers. He made no such attempt and no man who voted the Democratic ticket in 1908 was induced to do so by any repudiation of the party's pledges.

Every day brings a ship,
Every ship brings a word,
Well for those who have no fear
Looking seaward, well assured
That the word the vessel brings
Is the word they wish to hear.
—Emerson.

DESTRUCTIVE FIRE AT SALISBURY

Losses Sustained Amount to About $35,000, With Partial Insurance

(Special to News and Observer.)

Salisbury, July 11.—One of the worst fires for years in Salisbury occurred early this morning when a two-story brick building owned by Miss Elizabeth Hedrick, and occupied by J. Feldman & Sons, clothiers, was gutted by fire, entailing a loss of forty thousand dollars. A list of the losses include J. Feldman stock, $30,000, with insurance, $20,000; Arey Bros., damage to hardware stock by water, $2,000; Miss Elizabeth Hedrick, building $5,000, insurance $2,000; V. Wallace & Sons, damage to clothing stock by water, $1,500.

The fire, which was discovered by a policeman at two o'clock, a. m., was of unknown origin, but is thought to have been caused by electric wires.

AFTER TWELVE YEARS.

Mr. K. Peacock Returns to Wilson on Sad Mission Accompanying Remains of His Departed Wife.

Wilson, July 11.—About twelve years ago Mr. and Mrs. J. K. Peacock left Wilson county and located at Pomparo, Fla. On July third Mrs. Peacock was called to her last reward, and on Wednesday all that was mortal of this good woman was laid to rest in the family burying ground at Rock Ridge in this county.

Deceased was in her forty-ninth year. She leaves a sorrowing husband, two brothers and two sisters. Mrs. Peabock was a devout Moravian having joined that church while being educated at the Salem Female Seminary.

Mr. and Mrs. Peacock are pleasantly remembered by numerous friends in Wilson county. Mr. Peacock will remain in our midst about a week after which he will take back with him if the "Land of Flowers" the sympathy of our people.

The Old Reliable Bird.

(Galveston News.)

We do not pretend to know anything about ornithology, but we are willing to say this much for the stork. He delivers the goods.

ADVERTISING TALKS.

WRITTEN BY
WILLIAM C. FREEMAN.

I received a letter from Mr. Frederick Edward McKay from Seattle recently. He is now manager and half owner of "The Yankee Girl" company in which his wife, Miss Blanche Ring, is starring.

While in Seattle Mr. McKay wrote an article which appeared in the "Post-Intelligencer" at the head of the dramatic department. On this subject he writes:

"As I read my own paragraph a second time, it occurs to me that you might be glad to have it sent to you as a text for one of your daily chats. The point I make is that if a manager—who is in the same class with all other business men—MAKES AN HONEST AND VALIANT EFFORT TO GIVE HIS PATRONS 'THE GOODS' and advertises exactly what he has, he will make all the money he requires in this world, and the mere fact that his production is financially successful in first-class theatres proves that it must be artistic—must have merit.

"Every week throughout the last two seasons a great many dollars have been spent in the daily newspapers in the various cities in which Miss Ring has appeared. As I look upon the profits of these two tours I consider that a very considerable portion of them IS DUE TO THE THOUSANDS OF DOLLARS SPENT IN EXTRA ADVERTISING IN THE DAILY NEWSPAPERS and the further fact that the OLD-FASHIONED 'HOT AIR' OVER-ELABORATE METHOD OF WRITING THESE ADVERTISEMENTS has been thrown to the discard. Henceforth I will spend TWICE AS MUCH MONEY in this direction as hitherto, realizing that in the theatrical business, as in other lines of occupation, THE SCHEME OF 'BULL'S-EYE' STATEMENTS IN THE DAILY PRESS IS SIMPLY CASTING BREAD UPON THE WATERS."

When Mr. McKay and I were associated together we often talked about the value of advertising—disdussed the methods employed by theatres—and we always agreed that a theatre running a good play would always be filled with an appreciative audience if the management took the trouble to put SOME HUMAN INTEREST, AS WELL AS FACTS, in the advertising copy.

I am glad to know that Mr. McKay has done this on his own account and that he has succeeded. The plan that he has carried out so successfully should be adopted by theatres everywhere. Five-line theatre announcements have little if any effect.

(To be continued.)

Seven Great American Fortunes

History has always attached much importance to the Number Seven. "Of all numbers there is no one which commanded, in a higher degree, the esteem and reverence of mankind." The News and Observer has taken this charmed number, and has woven into stories on a variety of subjects a Series of Seven, beginning each Sunday and continuing during the week.

NO. 3—JOHN D. ROCKEFELLER.

In this article of John D. Rockefeller [illegible] He is the richest man in the world. Just how much of the world's goods this twentieth century Croesus possesses is [illegible] to himself, for his money is invested in such many and such varied enterprises that it is with most difficulty that he is able to keep track of it. Like some of the other millionaires of America, Rockefeller was born in New York State, but when he was still a [illegible] his family settled in Cleveland, Ohio, where they [illegible] time afterward [illegible] started $1.000 [illegible] a like [illegible] engaged in the produce commission business.

The [illegible] opportunity [illegible] Titusville, [illegible] partner the [illegible] of petroleum [illegible] Mr. Rockefeller [illegible] $1.000 and his partnership [illegible] Within a year the [illegible] amounted to $1,000,000 [illegible] the business [illegible] to such an extent that Mr. Rockefeller sold out all his interests [illegible] his entire [illegible] constructing the [illegible] Works at Cleveland.

New York [illegible] shortly afterwards [illegible] in less than ten years the Standard Oil Company [illegible] organization of $1,000,000,000 was effected. The business grew [illegible] proportions that in 187[illegible] the company increased its capitalization to $3,000,000, and ten years later the Standard Oil Trust was formed with a capitalization of $70,000,000, and in a few years this giant octopus absorbed nearly all the oil refining companies in the United States.

In addition to his oil property, Mr. Rockefeller owns extensive tracts of land in several States, iron mines, a number of vessels plying on the Great Lakes, close to ten thousand stores in different parts of the country, so much of the New York Central Railroad that he could take absolute control and give the Vanderbilts out tomorrow, and have blocks of Pennsylvania, Lake Shore and a dozen of the other big railroad companies of the country.

The Rockefeller income is so large that John D. could, out of it, buy control of one great system like the Union Pacific, every year and never touch a penny of his principal. His income today is the most colossal in the world. It is more than twice as large as that of all the crowned heads of Europe combined. It is thirty-five times as great as that of the King of England, and five times as great as that of the Czar of Russia, the richest ruler of any nation.

A recent calculator notes that the Rockefeller income is at least $2.03 a second, $123.86 a minute, $7,420.08 an hour, $178,081.92 a day, $1,246,574.56 a week and $65,000,000 a year. With every tick of the clock there drops into the Rockefeller strong box more than $2.

Resistless, like a Niagara, money pours towards John D. Rockefeller. Did he not provide outlets for it, it would overwhelm him. His greatest difficulty seems to be to find channels into which to turn the money flood.

If the daily income were paid to Mr. Rockefeller in $20 gold pieces they would number a little more than 3,000. These, piled one on top of the other, each one tenth of an inch in thickness, would reach seventy-four feet into the air, the height of a six-story building.

Placed on a scale, the daily pile of gold would show a weight of 741 pounds of more than five times his own weight. He has to have a [illegible] every week. One man said in explaining figuratively the volume of the Rockefeller income, and he didn't exaggerate much in saying this.

In spite of the fact that Rockefeller's charities have been enormous his pile does not seem to diminish. Upwards of $150,000,000 has already been distributed by Mr. Rockefeller to the General Education Board, the Chicago University, the Rush Medical College, and to research and institutions and religious work of every description.

John D. Rockefeller is one of the descendants of Johann Peter Rockefeller, who was born in Germany in 1682 and emigrated to America with his wife. He is the [illegible] son of William A. Rockefeller, who was born in 1821.

TOMORROW—THE VANDERBILT FORTUNE.