

EXPECTING TOO MUCH FROM SUMMER SCHOOL

GREAT ASSET TO CITY, BUT MUST DEVELOP GRADUALLY.

Professor From Summer School at Chapel Hill Declares Officials Must Back School During Development.

"At the time when interest throughout the city and county is directed enthusiastically toward the establishment of a summer school at the plant of the Normal and College, the people should not let their enthusiasm for the idea carry away their judgment and cause them to expect too much during the first summer or two. The summer school is a great asset, and should be a great success, but it will take time."

A Vermont professor of modern languages at the Chapel Hill summer school for a number of years, and widely experienced in the problems which this type of school presents, made this statement earnestly to a Citizen reporter last night. There is a splendid opportunity for Asheville and Buncombe county in the founding of the first summer school, and its start is most propitious. Dr. Calfee as the probable director; but we must not expect a full fledged school in the first months of its operation. This is the substance of Mr. Vermont's argument.

"There has been appropriated," he stated, "\$3,000 to finance the work for one year. Dr. Calfee offers the use of the Normal buildings and offers also his best services. In return for its financial contribution the city expects the director of the summer school to bring here some two or three hundred students the first year. If this is realized, then, and perhaps then only the city and the county will continue to contribute. This seems to be a fair statement of the proposition.

Now, this looks good, at least on paper. But what are the practicalities in the case of summer schools? How have others started these institutions, how have they succeeded? The idea of summer schools began in the state of North Carolina. That is to say, summer schools were first started at that Professor Louis Agassiz directed at Buzzard's Bay a school for scientific investigation, and so did Professor A. S. Gray. The marine biological laboratory at Woods Hole, Massachusetts, but this and the other many institutions cannot be called schools for teachers. It was Dr. Kemp P. Battle who opened in 1877 the first summer school for teachers in America, at the University of Chapel Hill. Two hundred and thirty-five students were enrolled, and regular university courses were given together with special training in pedagogy. Half of the number of attendants did not belong to the teaching profession. It may be said that some 125 teachers were enrolled.

"This summer school grew in numbers, but finally ceased to exist. After an intermission of some years Professor N. W. Walker again took up the idea, and reopened the school in 1889, but this and the other many institutions cannot be called schools for teachers. It was Dr. Kemp P. Battle who opened in 1877 the first summer school for teachers in America, at the University of Chapel Hill. Two hundred and thirty-five students were enrolled, and regular university courses were given together with special training in pedagogy. Half of the number of attendants did not belong to the teaching profession. It may be said that some 125 teachers were enrolled.

"In 1911 there was a marked increase. I have not the exact data at hand, but a photograph shows the presence of at least 150 students. The number gradually increased until today over a thousand teachers are yearly enrolled. From this it will be seen that summer schools do not spring up overnight. They are the result of careful planning and the painstaking study of the history of the A. and M. summer school at Raleigh will prove that this theory holds absolutely good.

"And it must not be forgotten that Chapel Hill is the seat of the greatest university in the state, that its campus is wonderful, that its equipment is excellent. Similarly, the equipment of the A. and M. is all that any first class school should demand. As to the courses that were offered, the catalog which may be had for the writing, will prove that experienced instructors were secured, that there was also ample social life.

"This leads to the gist of my argument: Does the community not expect too much when it requires from the director that he shall bring here the first season some two or three hundred students? And that, after the work has been done at Chapel Hill at Greensboro, at Greenville, at Coolee, etc. With all due respect to the promoters of the enterprise it seems doubtful that the summer school here will attain the first year proportions mentioned.

"It is true that we can offer a wonderful climate—a student's climate—but there is more in the philosophy of the ordinary teacher—Horatio than many men dream of. There are the eternal spirit deities, the association and the memories of years, that influence men and women and that direct them to the schools they have attended before. There are a thousand and one psychological facts that have to do with an undertaking of this kind, that mar or make its success.

"There is no doubt that eventually a summer school can be established here. There is similarly no doubt that it would be good to number of men and women in this section of the state who can not go as far as Chapel Hill or Raleigh. There is again no doubt that Asheville and the county should support the work. But as it stands now, it is on a basis that does not seem substantial enough in the light of hard facts.

"The only fair thing to do is to restate the proposition: Let Dr. McAffee give the use of the building; let him be director as he should be. Let the town and county and other subscribers guarantee their subscription for a minimum of three years, and better, for five years. In other words, do not let us say: 'We can't do it, but we must have it!' And this point settled, let the director and committee be at work at once to lay plans and secure the proper faculty.

"The American City, a wide-awake publication devoted to the interests of better conditions in the cities and towns of the country has asked the Asheville board of trade for full information in regard to its campaign against dog and in favor of sheep. For some time past the board of trade has been trying to secure sentiment against the raising of dogs in Western North Carolina as opposed to the raising of sheep, and that some progress has been made is proven by the fact that requests are coming in from all sections of the country asking about the campaign.

ANTI-DOG CAMPAIGN IS GETTING FAMOUS

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THE OUTLOOK FOR 1918 BY WILLIAM H. RANKIN.

A review of the work done in 1917 brings forth the fact that advertising, and especially newspaper advertising has done more than its share to help win the war.

While the government has not found it possible to use an advertising campaign to reach the people of this country, the business men, bankers, and clergymen have all placed their unqualified endorsement on the economic as well as the educational value of full page newspaper advertisements. Results have proven that their judgment was good. These men showed not only their faith in newspaper advertising to bring the desired results, but they backed their faith with their own dollars in payment for the advertising as a patriotic contribution to our government.

While this plan of advertising originated in Chicago last April and May during the original Red Cross membership campaign, nearly every city and town of any size in the United States have been furnished this plan and have used it successfully.

In Chicago business men, bankers and advertising men have bought and paid for half a million lines of advertising in the Chicago daily newspapers from May 1 to date—first for the Red Cross campaign, then the Liberty loan campaign, the Knights of Columbus, the War Savings stamps. In New York, Boston, Philadelphia, Cleveland, Minneapolis, Des Moines, Portland, Seattle, San Francisco and Los Angeles and other cities business men have done just as well if not better.

It is estimated that nearly five million dollars of advertising space has been bought and paid for by business men or contributed by the newspapers, magazines, farm papers, bill boards, painted and electric signs, street cars, and trade papers of the United States—all to help win the war and bring the people of this country to the realization of their own responsibilities during the war.

The treasury department at Washington, the officers of the Red Cross, and the president himself, all have expressed their approval and have thanked the bankers, business men, newspaper men and advertising men for their patriotic part in planning and securing this advertising for the government.

The business outlook for 1918, on the whole, is very encouraging. Millions of people will have more money to spend during any given year, and the great masses of people the workmen and the farmers, the vast majority, will have much more to spend; the minority—those who have been accustomed to buying nearly everything they want, will have less to spend, because of the many ways in which these men will have to sacrifice to help pay for the war. They are making these sacrifices cheerfully and this means much for the success of our war effort.

There is no question in my mind that business conditions during the next two or three years, whether we continue to have war or not, will be very prosperous. Money will be spent for desirable necessary things. It will be spent more carefully, more wisely than ever. Every dollar that will be spent where the dollar counts most. Our per capita of wealth is now \$2,136; that of Great Britain \$1,751; that of France, \$1,750; of Germany, \$1,388.

Our present national debt is \$15 per capita; that of Great Britain, \$379 of France, \$260; of Germany, \$290. We could pay our debt 142 times over without being broke. We have eighteen billions of liquid money in our bank deposit subject to checks. Our trade balance in 1916 was over two billion in our favor. It's a bigger balance now.

We may all take a lesson from London in this respect, where business all has increased during the war. At the annual meeting of Selfridge's Limited Department store, held in London last February, the earnings for the last five years were given as follows: Year ending January 31 1912, \$520,000. Year ending January 21 1914, \$650,000. Year ending January 31, 1915, after six months of war, \$670,000. Year ending January 31 1916, \$750,000. And in the year just ended, \$1,125,000.

Harrod's Ltd., another London department store, increased its earnings during 1916 to \$2,000,000 over the previous year. Hope Bros. Ltd., John Barker and company, Dickens Jones and other stores selling general merchandise, all report similar increases. Sir George Paish, Great Britain's trade representative to the United States, says: "American merchants will enjoy greater sales than they ever expected to deal with. War means trade activity, not depression."

One thing is certain and that is this: Business for the manufacturers or merchants who sense the situation and plan to reach the people who have the money to buy necessities and even the luxuries, will be exceedingly good in 1918. Newspapers will play an even more important part in reaching such consumers than ever before. There will be large new advertising substitutes for articles that the food administration or the government wish the people of this country to use or eat less or eat plenty of. For instance, through advertising people could be told that there are plenty of potatoes, cabbage, onions, apples and root vegetables at prices as cheap, if not cheaper than before the war.

Business for the logical medium for advertisers to use to influence our people in the advertising columns—to watch the unusual and superlative co-operation newspapers have already given the government in all its branches. Then 1918 will be our best year, and in making it the best year for all business, we will do our part to help President Wilson and our allies win the war.

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E. C. MERCER TO SPEAK AT "Y" MEN'S MEETING

BIG MEETING WITH SPECIAL MUSIC AT 4 O'CLOCK.

Former "Down-and-Out" Famous Speaker to Men.—Tom Farmer, to Talk to Boys.

Special chairs have been installed in the Young Men's Christian association auditorium to accommodate what is expected to be a record-breaking crowd at the men's meeting at 4 o'clock this afternoon, when E. C. Mercer, one of the most powerful speakers to men in the country will be the speaker to the men of Asheville. Mr. Mercer, known far and wide as "Ted" Mercer, to probably three quarters of a million men throughout this country, brings with him the record of a career that has tasted most of the sorrows that he warns other men against, and many of the joys to which he would lead all of his fellow men.

Son of an old Virginia family, and a graduate of a famous university, "Ted" Mercer drifted down hill, until he was rescued from the park benches of New York city by the workers in the Jerry McAuley mission. Since then, with his faith as his guide, his course has been upward, and with him h has lifted thou-

sands of other men, until his achievements are known and admired from one coast to the other. In addition to Mr. Mercer's talk to the men of the city, there will be special music by a double male quartet, consisting of Elmer Carter, R. W. Hammerlough, Ed. Carter, Arch Monsteth, C. H. Bartlett, Paul Brown, W. B. Carpenter, and C. N. Wells, with Mrs. J. H. Walker as accompanist. All men are welcomed at this 4 o'clock meeting, and are promised one of the biggest and best meetings in many weeks.

At 3 o'clock in the afternoon there is to be a meeting for boys over fifteen years of age, also, when Tom Farmer, E. C. Mercer's working partner, and formerly a highwayman and convict, will tell of his conversion and his life before and after beginning to walk straight.

Due to the delay in receiving some of the broken parts necessary in repairing the school, the opening of the school will not take place in the morning, as was expected, but it is believed that school may be resumed Wednesday morning.

It is the purpose of the authorities to make some temporary repairs to the heating plant in order that the school may resume operations while the new heating plant is being installed. The building is being kept moderately warm through the present cold spell in order that further delay may not be caused by freezing, and when school does open the buildings will be comfortable.

Unless some unforeseen trouble arises the necessary parts will be received and installed in time for the opening of the school Wednesday morning. Further announcement will be made by The Citizen in regard to the progress of the repairs.

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"WHEN WILL THE WAR END?" IS QUESTION YET UNANSWERED

WASHINGTON, Jan. 12.—When the curtain is rung up on war, not even the wisest prophets can say when or how it will be rung down. For, of all lotteries, war is the most uncertain. It may come to an unexpected conclusion within a few weeks, or it may drag its baleful length over twice as many years.

When the conflict between the states began in the early part of 1861, there were thousands both north and south who confidently predicted that the following Christmas would see the issue decided and the banners of war furled. But four Christmas days were to pass, and the April of 1865 was to come before hostilities ceased and peace was restored to the land.

The war, which had been expected to end within a few months, had lasted more than four years, had cost tens of thousands of lives, and millions of money. And so it has been with nearly every war that has been waged. Neither prophet nor far-seeing soldier or statesman has been able to foresee its end.

When South Africa burst into flame one October day in 1899, the people of England expected it to be a short struggle. But it was more than three years later before the Boer delegates set their names to the treaty which ended the war.

In the Franco-Prussian war of 1870, only six weeks had passed before the downfall of Napoleon III, and the surrender of the entire army of the north. The conclusion of the fighting seemed a certain matter of a few weeks. But to the world's astonishment it was not until six months later that the last shot was fired and preliminaries of peace were ratified at Bordeaux.

The Germans had planned to repeat their first six weeks' success in the present war, and but for the gallant Belgians and the British, might have

done so. They certainly expected complete victory over France and Russia within a few months.

When Russia and Turkey came to blows in the spring of 1877, the czar's armies marched from victory to victory until it seemed certain that a few weeks would see the Turks brought to their knees. But the cleverest experts had not foreseen Osman Pasha's gallant defense of Plevna, which kept the Turkish flag flying from July to December, and kept final defeat at bay until another year had dawned.

In Japan's war with China in 1894, a long and bitter struggle was almost universally expected. But here, too, Japan confounded the wisdom of the wise, and by a single sledge-hammer blow knocked all the fight out of her opponent.

In 1866, when Austria and Prussia marshaled a million men at the call of war, there seemed every prospect of prolonged and close fighting, for there was not a pin to choose between the rival forces. But what promised to be a mighty duel running into years came to a dramatic close within six weeks from the firing of the first shot, when a single battle between the rivals left Austria hopelessly crushed and beaten.

And so it was when Serbia, with Russia at her back, flung down the gauntlet to Turkey, in July of 1876. Here, again, a long and deadly struggle was generally anticipated. But all forecasts were falsified when, on the last day of October, the Turks fell like an avalanche on the enemy and brought the campaign to a sudden and dramatic end.

Such is the lottery of war! No man today, in Washington, in London, in Paris or elsewhere, can say with any degree of certainty whether the present war will continue through the present year or longer, or will end suddenly with the collapse of Germany and her allies.

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ROYAL ARCANUM HAS ITS ANNUAL BANQUET

Members of Royal Arcanum, French Broad Council 701, held their annual banquet and installation last night, at which the following menu was enjoyed:

Roast turkey, dressing, cranberry sauce, oyster cocktail, celery, potato salad, coffee and tea, cigars, cigarettes. These officers were installed: R. C. Crook, regent; R. M. Young, vice regent; H. C. Fisher, orator; J. C. Jackson, judge; Parley Meares, chaplain; Arthur Beachboard, warden; E. Lawrence, secretary; D. Ledbetter, past regent; B. M. Marlow, treasurer; John P. Foster, collector; G. L. Guischard, secretary; and trustees for the coming year, F. L. Johnson, William M. Francis, and L. V. Ford.

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ROBBERY OF BANK IS OF LOCAL INTEREST

By Matter of Chance Brother of Asheville Man Was Saved From Being a Victim of Robbers.

The robbery of the bank at Camp Funston, Kansas, in which four men were hucked to death by axes in the hands of the robbers, has a local interest by reason of the fact that a resident of this city Samuel McClusky, is a brother of the organizer of the bank which was robbed.

It was only by matter of chance that C. B. McClusky, the brother of the Asheville man, was not one of the victims of the robbery, and that it was his substitute that was killed.

C. B. McClusky is cashier of the National Reserve bank at Kansas City,

C. B. McClusky, who generally made the trips of inspection to the camp bank, was detained in Kansas City on business, and another of the bank officials was sent to make the inspection. The official sent in the place of Mr. McClusky lost his life in the fight with the robbers.

C. B. McClusky, who generally made the trips of inspection to the camp bank, was detained in Kansas City