

\$5.00, \$6.00, \$7.50
STRAW HATS
\$2.95

Great Jubilee Sale Now Going On
1921 Merchandise 1914 Prices
Paris Pad Garters, 15c One Pair Only to a Customer

ANNIVERSARY OF FOUNDING FETED

Massengale Advertising Agency Celebrates Its 25th Anniversary.

Atlanta, Ga., June 14.—One of the most interesting events of the convention of the Associated Advertising Clubs of the World in Atlanta this week was the dinner given by St. Elmo Massengale, founder and proprietor of the Massengale Advertising Agency, in celebration of the agency's



ST. ELMO MASSENGALE.

twenty-fifth anniversary. It marked the first quarter-century of the South's oldest advertising agency. It was a pioneer in a field unknown in the Southern States at the time of its birth, and started business in a five-dollar-a-month desk space. The Massengale Advertising Agency now places more than a million dollars a year in advertising accounts.

About 500 guests were present, including the 136 members of the American Association of Advertising Agencies, many famous publishers from cities throughout the United States and Canada, and a number of other prominent figures in the advertising convention. Four Massengale brothers were associated in building up the agency—St. Elmo, Gordon, Roscoe and W. R. (Raymond). Two of the brothers are deceased, but St. Elmo, the eldest, still heads the company and W. R., the youngest, known to all advertising men as "Dink," is manager of the business. He is also secretary of the Southern Council of the American Association of Advertising Agencies, which was founded by St. Elmo Massengale.

ARE PLANNING FIGHT AGAINST ILLITERACY

San Francisco, June 14.—Plans for an educational campaign against "economic illiteracy" to be conducted this summer by the National Association of Credit Men were announced today by J. H. Tregoe, secretary-treasurer, in his report to the annual convention of the organization. The entire machinery of 130 affiliated associations of credit experts will be utilized, Mr. Tregoe said. An effort will be made to cultivate a proper understanding of fundamental economic laws in business.

"The qualities of a real religion in business are the qualities for which we will strive," the report said. "American business men must typify always the highest commercial qualities and stand for something that can always be relied upon for the faithful and generous performance of contracts. This is the goal upon which we must fix our eyes."

HAMBURG RECOVERS RAPIDLY

Liverpool, June 14.—Members of the Liverpool Steamship Owners Association, who have been in Hamburg recently, say they were struck with the rapidity with which that port is recovering its trade, especially during recent months, and the extent to which the trade is being carried by American ships.

THIRTEEN CLUB LOST

Marseilles, June 14.—The "Thirteen Club" of this city decided to put its lucky number on test on Friday, May 13. They went to Monte Carlo, staked 1,300 francs each on number 13 straight and stood breathless while the little marble spun around. Number 26 won.

Why Pay

10, 15, 25, 50-Cents

MORE

When You Can Get Your

SHOES REPAIRED

At the Following Prices:
Men's Half Soles, sewed \$1.15
Men's Rubber Heels . . . 50c
Ladies' Half Soles, sewed 90c
Ladies' Half Soles, nailed 85c
Ladies' Rubber Heels . . . 45c

Best Quality Leather Used

We do this work by Goodyear Welt Machine system.

You Get These Prices at



Katzen's Shoe Store

245 West Trade St.
Charlotte, N. C.
Parcel Post Return Charges Paid

New York Letter

By Lucy Jeanne Price

New York, June 14.—Wouldn't our city's recent notable guests have been amazed if they had known that they had been granted the privilege of pushing a peddler's cart about our nice paved streets? At the time of one aldermanic discussion over granting the "freedom of the city" to a visiting scientist of considerable fame, the question was raised. Just what is this grand freedom anyhow? In the words of the much quoted play, "What's all the shootin' for?" Well, Mrs. John King Van Rensselaer, descendant of some of those who established Manhattan's laws and precedents, has come forward with the answer. At least, she gives us the original meaning, but admits that times have changed, and that she'd like to know for what the modern phrase is all about. In the days of her remote ancestors, says Mrs. Van Rensselaer, the freedom of the city amounted in effect to a peddler's license, which gave the holder freedom to push his cart and sell his wares in the city streets. She has a copy of one of these ancient documents. And she is interested in knowing whether the Aldermen stick to the old form and grant just that to the city's honored guests. It is means something else she thinks the officials ought to tell us what it is and show us the documents.

One more new profession! There's an enterprising young man who just walks about town looking for auto mishaps. Then he steps politely up and tells you just what he'll take to put your auto all in shape. Or if it is too far gone, he'll offer to buy it for cash. He walks out into the morning air, gets a hunch from somewhere as to what part of town will be a good one for accidents that day and sallies forth.

The poor man was trying to sell his "Panama" hats by that dodge in the world. "I'm the man from Panama," he told the housewife as he sidled into her door. "My sister makes these hats in Panama. I get them up here and sell them for you. Nothing. Think, lady, a real Panama hat for \$5!" The lady "thought" and remembered his appearance one other time as "The man from Montreal" with furs. They she looked inside the hat. A little Japanese label in each one! "Your sister must have gone to Japan," she said. "See here it is—the words the Japanese put in." The man was visibly confused. He muttered, packed the hats and turned to go. Then he turned around, bereft of salesmanship, lowered his voice and said, not as a salesman, but as one human being to another, "Honest, lady, tell me, these hats, do they really come from Japan?"

In one of the smartly gay restaurants of this city, by that avenue, bemoaned sentiment, imbedded in the walls. It doesn't seem a New York sort of thing to find, except that almost anything in the world can be considered belonging here. Anytime two men met the women who became their wives in this restaurant, the Beaux Arts, and in spite of all the husbands who forget wedding anniversaries every year, these two men made a romantic gesture to the importance of the event. The jeweled tablets are in the grill. Both are bronze plaques inlaid in alcoves and enclosed in glass. The first is set with a fiery opal and carries the mystic inscription, "Happy Dawn, September 1908," Andre Bustonoby, the proprietor, remembers who put it there, but he does not tell. The other tablet was the work of a well known New York lawyer. It is set with a large turquoise and engraved, "A. and L. Aere Perennius" came from a similar tablet in the walls of the art room of the cafe, put there by friends of Louis Bustonoby, founder of the place, on his return from France.

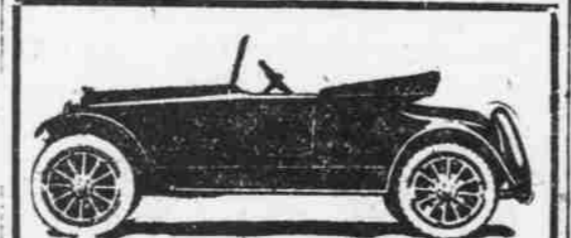
Picnickers are pretty handy folk. I've always thought. Otherwise they wouldn't be picnickers for any length of time. But I never realized how much more durable their digestion were than those of sturdy animals, like sheep, for instance. However, 30 of the famed Dorset horned sheep, which graze in the meadows of Central Park, became deathly ill of gastritis, from eating some of the remains of the Memorial Day picnics held in the meadows. The care-taker tried to make the place all neat and clean before they let their charges back after the special dispensation for picnics over the holiday, but bits of all pickles and deviled eggs were still about, and they were entirely too much for the gentle sheep.

When it comes to mileage, the stay-at-home New Yorker has it pretty well over any of his traveling friends. One of the travelers remarked proudly the other day that he had taken a 5,000-mile trip around the country last year. "I guess that ought to be enough for any man," said he. "Five thousand miles! A mere nothing," retorted the stay-at-home. "I traveled 5,840 miles last year without going outside the city. I live in 11th street and work at Park Place. That's 8 miles one way, or 16 miles a day. Figure it out for yourself."

LUCY JEANNE PRICE.

Grocers have "Jack Frost" Salt. It is clean and pure.

NORMA TALMADGE
—IN—
"The Passion Flower"
BROADWAY
TODAY AND TOMORROW



AUTO OWNERS AND DEALERS

YOU wear good clothes. WHY not dress up your car? The suits we make for motor cars are of the very best materials. The work is done by skilled workmen. MR. J. A. WADSWORTH now has charge of our upholstery. He is one of the best in the state in auto top recovering, side-curtain making and seat covering work. Such work can be done well better or best. We do it BEST.

Carolina Auto Paint and Trim Company

W. P. Scholl, Manager
Dowd Building
Corner Fourth & Poplar Sts.
Telephone 4084.

BEAUTY CHATS

SOFT LOOKING BLOUSES

Few women realize the importance of choosing proper blouses to go with tailored suits. The blouse will really make or mar the effectiveness of a costume. I have often said that if a woman must be economical with her clothes she will look smarter in an old shabby suit with a good looking hat, gloves, shoes and blouse, than if she bought a handsome suit and economized on these details.



Wear soft and becoming blouses.

or forgette, but the strictly tailored starched blouse is only for youth.

If you are sallow never wear a white blouse. Wear cream or a very pale flesh pink, and choose soft materials and soft lace or frills. If you have a clear skin and plenty of color, white will always be daintiest and the most becoming choice. If you are short or stout it is much better to choose a blouse the same shade as the suit, thus making a costume instead of a waist and skirt which breaks the figure in the middle.

Small pleot frills or tiny pleatings look well even on tailored blouses and add a touch of softness that is always becoming. Lace is dainty, but it should always be good lace, and too much should be avoided. Beware of embroidery and beads; if these are used they should be sparingly.

E. F. H.—You can obtain the same results with the pimples if you moisten a yeast cake and cover the moistens with this paste. It should re-

main on the face overnight, which can easily be effected by a covering of absorbent cotton.

Dimples—You should weigh about 110 pounds. Massage your scalp every night, until it feels as if the blood is circulating through it; this will start the hair growing. Try a short bang, about one inch long, which is not only very fashionable but will soften that harshness which comes with a very high forehead. Any good tonic massaged into the skin below the hair line will cause the hair to grow at that place. Red vaseline may do it.

Apple Blossoms—You can reduce the legs by a vigorous massage each night and also by increasing your exercise. Walking and dancing are both recommended.

Tomorrow—Answered Letters.

All inquiries addressed to Miss Forbes in care of the "Beauty Chats" department will be answered in these columns in their turn. This requires considerable time, however, owing to the great number received. So if a personal or quicker reply is desired, a stamped and self-addressed envelope must be enclosed with the question.—The Editor.

TEACHERS ELECTED TO CHESTER SCHOOLS

Chester, S. C., June 14.—At a meeting of the Board of Trustees of the city schools Saturday afternoon the following teachers were elected to fill vacancies: Miss Marie Causey, of Chester, and Miss Coy Reeves, of Allendale, to positions in the primary department; Miss Jennie McKinnell, of Chester, and Miss Kellar Garvin, of Kitchings Mill, Baldwin Mill school Mrs. Emory Holler, of Rock Hill, principal Eureka Mill school; Miss Margaret Oates, of Chester, sixth grade; Mrs. Jones school, and Mrs. J. H. M. Beatty, of Chester, high school. There are about five more vacancies to fill later. The location of the new negro school was discussed and the board decided to leave the location very largely to the negro people. There is a strong movement to have the school located in Jervelle, and this is probably where it will be placed.

EXAMINATIONS TO BE HELD JULY 12 AND 13

State teachers' examinations are to be held July 12 and 13, according to announcement received from Raleigh. The examinations for the city will be held at the junior high school building and the examinations for county teachers will be held at the court house.

Many teachers holding elementary certificates are planning to take examinations for primary, grammar grade or high school certificate. Teachers who are graduates of a standard high school, or equivalent, are not required to stand examination on academic subjects, but may receive higher type of certificates by passing examinations for primary grammar grade or high school work.



ALAGA SYRUP



A sweet that's as good for the children as it tastes to them.

Order a can of ALAGA from your grocer and spread it on bread for the kiddies. A delicious, wholesome treat.

Packed by ALABAMA-GEORGIA SYRUP CO. Montgomery, Ala. Jacksonville, Fla.

Since 1868 The Home of Good Shoes

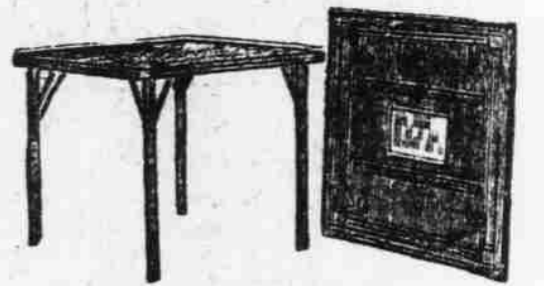
Somebody's Always Going Away With Old Luggage

Somebody's always wishing he'd bought a new bag or suit case before he started—for one's luggage never seems to be so noticeable as when some friend meets him and he wishes things were different.

Don't wait until time to run for the train. Outfit here now—TRAVELING BAGS, SUIT CASES, WARDROBE TRUNKS, WEEK-END BAGS, STEAMER TRUNKS.

Gilmer-Moore Co. Shoes—Hosiery—Luggage—Lingerie

CARD TABLES



Folding, Substantially Built, Light Weight

There has been a great demand for these tables. Get one now for they are quickly sold.

Parker - Gardner Co. Quality Furniture.



So Much Easier To Handle

Don't make the ice season a bug-bear. Supply yourself with the proper tools for handling—

- Ice Hatchets,
- Ice Tongs,
- Ice Picks,
- Ice Shavers,
- Ice Cutters,
- Ice Tubs.

Also we have Ice Saws and Axes for those interested—the "ice man," for instance.

SMITH-WADSWORTH Hardware Company

"The Quality Hardware Store"

29 E. Trade St.

Phones 64-65



Manhattan PAJAMAS

FOR YOUR NIGHT COMFORT!

Cool, loose-fitting, comfortable pajamas in solid colors, fancy stripes and fancy novelties, made of mad-ras, soisette, silk and silk mixtures. Dependable fabrics \$2.50 to \$7.50

MELLON'S