

EFIRD CHAIN TO HOLD BIG SALE

Thirty-One Stores Will Begin Two-Week Shopping Event June 18.

Planning one of the most elaborate merchandising events ever held in the south under the direction of the management of one chain of stores, the E. F. Efrid store managers, 31 in number, met here Monday at the home office of the Efrid chain and mapped out plans for a sale that will be held simultaneously in the 31 stores.

From all parts of the Carolinas and Virginia the Efrid managers came, spending the day with J. B. Efrid, president of the chain and in charge of the system, preparing for the big sale, which, it is said, will set new figures for economical merchandising.

In addition to President Efrid, E. L. Efrid, secretary and treasurer of the system and three other managers, J. W. P. H. and J. R. Efrid, and M. O. Efrid, of the sales promotion department were present for the conference.

The conference resulted in a decision to hold a sale beginning June 18 and continuing for two weeks. Last year the Efrid system had a similar sale lasting 20 days, which resulted in the sale of a very large volume of goods.

It is planned to sell more than a million dollars worth of merchandise during the two weeks of the sale. Every store manager at the conference was instructed to cut prices to the lowest possible figure and even to make sacrifices in the case of certain classes of goods in order that the general appearance of the event will be historical from the standpoint of values for the shopper.

More than 2,000 employees will take part in the big sale. It may be found necessary to add new employees to the staffs of some of the stores, it is said.

The following managers were here for the conference:

Commodore, E. A. Harris; Gastonia, W. E. Hayes; Winston-Salem, R. C. Torgue; Rock Hill, S. C. G. G. Byrd; Durham, H. L. Hollowell; Columbia, S. C. Z. R. Hall; Rocky Mount, E. L. Taylor; Salisbury, T. A. Foreman; Raleigh, W. S. Lee, Jr.; Anderson, S. C.

Buys Atmosphere Above Twenty-Foot Florida Building

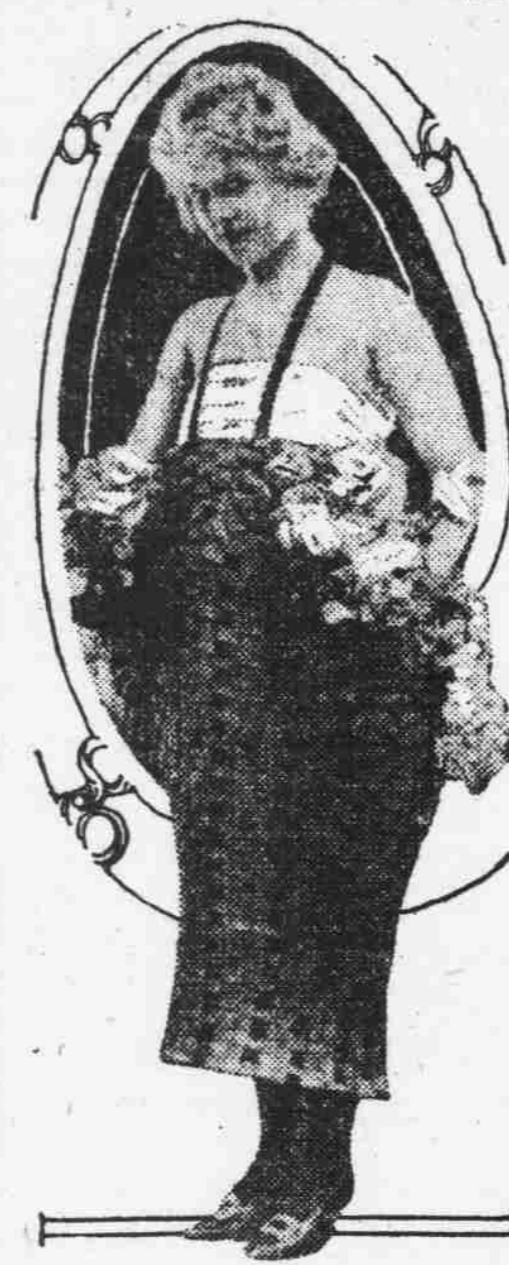
Jacksonville, June 14.—A deed to the atmosphere over one of the most valuable pieces of property in the downtown business section of Jacksonville from a level 20 feet above the ground was filed Monday by the owners of a 15-story office building adjoining.

The deed recites that for a "consideration, all the air, except the first 20 feet thereof above ground, . . . together with its oxygen, nitrogen, hydrogen and any other propertied discovered or yet to be discovered, light and transparency in summer, shine or rain, or without any of these" is transferred to the purchaser.

The purchase was made when construction of a building was begun on the property, threatening to block the windows on one side of the office building. The consideration was not announced but it was said to have been large.

The structure, which was to have occupied the property, will be reduced to a one-story business building 20 feet in height.

FLOWER BASKET IS UNUSUAL IDEA FOR FANCY DRESS BALL



The fancy dress ball which is so often a feature of the summer hotels or country clubs always presents the problem of what is there new and unusual to wear. Here is a novel costume which is just the thing for a garden party ball masque.

STARTING AT BOTTOM, AILES REACHES "TOP"

Washington, June 14.—Milton A. Ailes, who began his career as a boy in the Treasury Department clearing ashes from the fireplaces and filling the water coolers, was Monday elected president of the Riggs National Bank, one of the largest financial institutions of the East. For many years he has been vice-president. Charles C. Glover, the president, was elected chairman of the board.

Ailes came to the capitol many years ago a penniless boy from Shelby County, Ohio. While he polished door knobs and piled a broom in the treasury, he studied finance. When John G. Carlisle took the portfolio, Ailes became private secretary to one of his assistants, Lyman J. Gage found his knowledge of treasury affairs so complete that he asked President McKinley to make Ailes an assistant secretary of the Treasury but learned that McKinley had been raised in Shelby county, where he had been vice-president. Charles C. Glover, the president, was elected chairman of the board.

"That's not important, Gage," President McKinley said. "If you and I had been raised in Shelby county, we'd be Democrats too. He can't help it."

McKinley appointed him Secretary Gage's chief assistant and as such Ailes conducted the principal treasury operations, including Spanish war financing. Meanwhile, he took over the job of being schoolmaster to the set of young men Gage brought to the treasury, among whom were Frank A. Vanderbilt and others now national figures in finance.

After enjoying the intimate friendship of McKinley and Roosevelt, Ailes left the treasury and became a banker.

TRANSFER COURT JURISDICTION

Washington, June 14.—With the approval of the President of Haiti, Secretary Derby has ordered the transfer to the military authorities the jurisdiction of the Haitian civil courts over persons charged with instigating disorder, bloodshed or rebellion or libelling members of the Haitian government or the American marine forces of occupation.

STABBED BY PLAYMATE

Salem, Ga., June 14.—Julian Hunt, 13-year-old white boy, was seriously stabbed here Monday by his playmate, William Akridge, when they are alleged to have engaged in a playful dispute. Young Hunt was taken to Moultrie in a dying condition. Akridge is being held on an assault charge.



Make Shaving a Pleasure With Cuticura Talcum

After shaving with Cuticura Soap the Cuticura way, Cuticura Talcum is an indispensable adjunct. Antiseptic and prophylactic, it is soothing and refreshing to the most tender skin.

Sample Each Free by Mail. Address: "Cuticura Laboratories, Dept. 347, Malden, Mass." Sold everywhere. Cuticura Soap shaves without mug.

CLUB MEMBERS HEAR DR. FRAZER

New Head of Queens College Delights Second Church Club.

A crowd of more than 150 men was present Monday evening at the dining room for the final monthly meeting and luncheon of the Men's Club of the Second Presbyterian church. The club will have no other meeting until September and that meeting will be held in the new annex now being added to the Second Presbyterian church.

The feature of the meeting Monday evening was a brief address by Rev. Dr. W. H. Frazer, new president of Queens College, who recently arrived in Charlotte. He was made an honorary member of the club, on motion of one of the members, but said the organization was such a live, splendid one that he preferred to be a regular paying member, and was taken in on that basis.

Dr. Frazer talked both in a serious and humorous vein. He related several negro dialect stories in a manner that brought down the house and that explained the wide reputation he has for being one of the best after dinner speakers anywhere to be found. One of his stories, told in inimitable negro dialect, was about the experience of a noted negro divine of Birmingham, who was called to a small town in Alabama to conduct a special revival. Another was about a young English nobleman who came to America with an American Rhodes' scholar and spent a while at the latter's plantation home in Louisiana, where an old negro retainer of the place played a stellar role in showing the Englishman that everything English wasn't superior to everything American. Another story narrated the impressions of several Alabama negroes at Tuskegee Institute following the enactment of the "grandfather" clause in Alabama's constitution, and revealed one of the negro delegates to a "possunist" rather than an optimist or pessimist. Dr. Frazer prefaced one of his stories with a sincere tribute to the work done at Tuskegee by the late Booker T. Washington and also by his successor Robert Moton.

Beginning the program Miss Gertrude Gower, soprano and member of the Good Fellows Club Octette, sang "Irish Eyes." The accompaniment was played by Miss Ina K. Harrison, of the Good Fellows Club octette. Rev. Mr. Pearson, who is assisting in an evangelistic meeting here, led the club members in singing "Onward, Christian Soldiers."

Thomas C. Hayes, president of the club, presided. Several reports were made by heads of committees as to various club activities. A special committee, with E. A. McCausland as chairman, was named to look after \$100 left to the club by Kenneth Trotter, one of the charter members of the club and which the club proposes to use as a memorial to him.

J. L. DABBS HEADS NEW COUNTRY CLUB

John L. Dabbs was elected president of the new Myers Park Country Club at a meeting of the board of directors held Monday night at the chamber of commerce. W. H. Willard was added to the board of directors and made vice-president of the organization, and D. D. Traywick was made secretary and treasurer. The executive committee, named by President Dabbs, consists of W. E. Thomas, chairman; Brent S. Drane, H. C. Sherrill, W. B. Huntington and L. C. Withers.

Bids will be received at once and the contract let for completion of the nine-hole golf course, already started, and for construction of a swimming pool, a tennis court and other improvements at the club grounds, near the former Horner Military school.

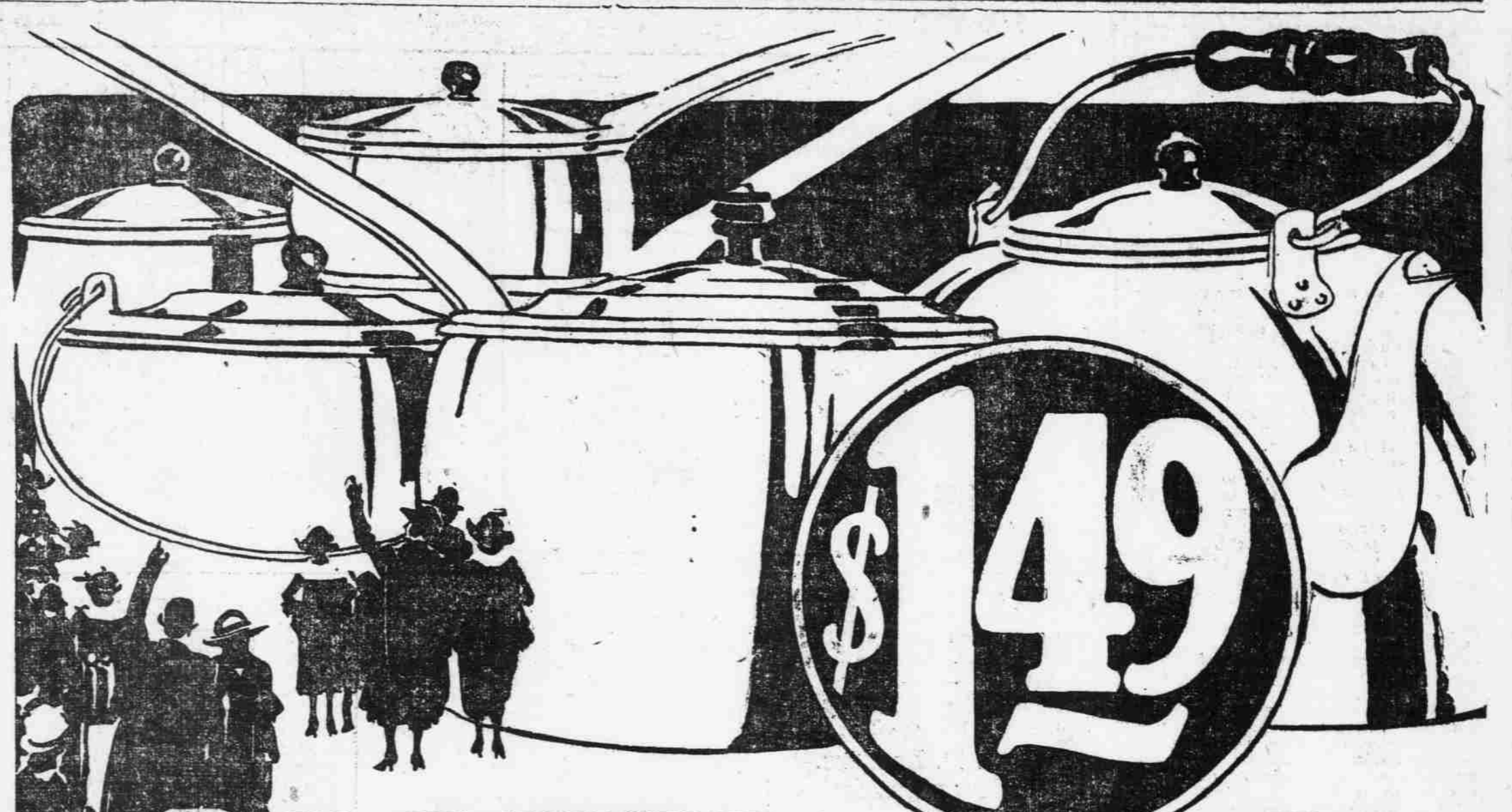
The club membership has now reached 240. Three hundred is the limit. The directors of the club are J. P. Quarles, Paul F. Haddock, L. C. Withers, J. P. Harris, W. B. Huntington, Ed. M. Wallace, H. C. Sherrill, W. H. Willard and John L. Dabbs.

FORBES DENIES REPORTS.

Manila, P. I., June 24.—(By the Associated Press)—W. Cameron Forbes, joint head with Major General Wood of the Presidential mission of inquiry now here, denied today the statement issued by the Philippine press bureau at Washington that declarations made by Igorrote chiefs to the mission had been made at the instance of American missionaries. The Igorrote made statements opposing independence for the Philippine islands.

PRINCETON CAPTAIN

Princeton, N. J., June 14.—Charles M. Shipley, of Charleston, S. C., a member of the class of 1922, has been elected captain of the Princeton tennis team for next year.



NOW! for a Big Aluminum Sale

- Self Basting Roaster
- 6 Qt. Potato Boiler
- 4 Qt. Colonial Sauce Pan
- 8 Cup Octagon Coffee Percolator
- Set of 1, 1 1/2, 2 Qt. Lipped Sauce Pans
- 6 Qt. Colonial Kettle
- 4 Qt. Covered Lipped Sauce Pan
- Drip Roasting Pan - 14 1/2 in
- 8 1/2 Qt. Water Pail
- 10 Qt. Dish Pan
- 8 Cup Coffee Percolator
- Tea Ball Pot - 1 1/4 Qt.
- 2 Qt. Double Boiler
- 9 in. Colander
- 5 Qt. Tea Kettle
- 9 1/4 in. Fry Pan
- 3 Piece Cutlery Set

Sale Starts at Exactly 9 A. M., Wednesday, June 15th. 1000 of the most popular and staple pieces at \$1.49 each. Every piece genuine Quality Brand Aluminum Ware—guaranteed for twenty years. Probably never again will it be possible for us to offer such remarkable values. Come early! No Telephone Orders—No Deliveries—No Pieces Reserved—It Must Be "First Come—First Served." \$2.50 TO \$4.50 VALUES

Gatling Dry Goods Co.

39 EAST TRADE ST.



Collar Attached SHIRTS

For Hot Summer Days

- White Oxfords
- White Soisette
- Tan Soisette
- Colored Percals
- Colored Madras

Etc.

\$2.00 Upwards

Browns
INCORPORATED

The Men's Store
34 So. Tryon

Oceanic Hotel

Wrightsville Beach, N. C.

VINING & RUSSELL, Props.

Music and dancing during the bathing hour will be a new feature at the OCEANIC. FRITZ HANSON life guard. Rates reduced. Write or wire for reservations.