ADVERTISING THE GREAT SALESMAN

Closing Day of Convention Proves to be Busy One for Advertising Men.

Atlanta, June 16.—The closing day of the seventeenth annual convention of the Associated Advertising Clubs of The World was one of the busiest of the four-days' convention here. While the morning session was devoted to addresses by the retiring international president, Rowe Stewart and other speakers, the final meeting in the afternoon was given over to reports of committees and election of officers.

The warm campaign for the presidency between Charles Henry MacIntosh, of Chicago, and George W. Hopkins, of New York, was continued by their supporters during the morning session, although backers of the Chicago man announced their canvas showed a majority of votes promised to him.

Selection of Milwaukee, Wis., by the division presidents for the next convention, was expected to be confirmed.

Advertising is the great modern salesman, accomplishing titanic tasks for legitimate business, doing an infinite number of important things which would be impossible by any other method—such was the inspiring picture drawn in an address by Richard H. Lee, of New York City, director of the National Vigilance Committee of the Associated Advertising Clubs. Mr. Lee's address was one of the outstanding features of the entire convention.

"Markets are in the minds of people, and can be created through truthful advertising," he declared. "Legitimate business thus can control its own demand, and therefore, it can be master of its own destinies, in proportion to the degree in which advertising is used legitimately and is believed and acted upon by the public.

"The old methods of doing business are gone. They are never coming back. There was a day when each business man might consider himself a unit unto himself. That day has departed. Today, he is but a unit in an industry.

"Once, he sent traveling salesmen floating down creeks in skiffs and they drove into the back woods by horse and buggy.

THE COMMON SALESMAN.

"Today, the products of America are being marketed by a common salesman, Advertising. Each advertiser pays but a part of this salesman's salary, but no longer can any business man say to himself, 'When my competitor deals unfairly with the public, he hurts only himself,' for if his competitor misuses advertising, he impairs the standing and the usefulness of Advertising—the common salesman for all American business.

"Confidence is the basis of all sales. If the customer does not believe what you tell him, certainly no sale is possible, but on the contrary if you could instill twice the amount of confidence in the buying public, your sales would be made in one-half the time and you could double the effectiveness of every sales person without any speeding up process or putting forth any additional effort. This would permit you to do your present amount of business with one-half your sales force or to double the amount of your business with your present force.

READER CONFIDENCE.

"Reader confidence is all there is to advertising. As reader confidence goes up, so do sales and the value of advertising. As reader confidence goes down, so does the value of advertising, and so do sales.

"Advertising as we use it today is a comparatively new thing. Of course, we have always had advertising in some form or other, but its use as a point of contact between buyer and seller as now employed has been developed largely withing the last twenty-five years. Like all new things, its future is apt to be overlooked in the desire to use its most powerful appeal, and while most merchants and manufacturers have sufficient vision to realize this fact, it has been overlooked by some and deliberately ignored by others. Fortunately, they are few in proportion to the total number who use advertising, but their activities have been so pernicious and their copy so outstanding that they have reflected on all advertising.

"The National Vigilance Committee was formed and is now operating to prevent this abuse; to protect reader confidence; to maintain a more careful watch on copy—in short, to make advertising more trustworthy.

ADVERTISING IS MARKETING.

"Advertising, after all, is just marketing; but when you stop to reflect that we have but two arms to all industry in America—Production and Marketing—you get some conception of what it means to impair this powerful business force.

"The head of a house rarely ever has an opportunity for personal contact with his customers. They learn to know his institution through the point of contact which they have with it. If a salesman in a store is loud-mouthed and blatant, that sort of a man, to the customer's mind, owns the place; and if he is untruthful, his statements are laid at the door of the house itself. The whole sales force, and especially the greatest salesman, Advertising are a mirror in which the public sees the owners of the business."

LIQUOR CASE WITH THE JURY

Marcus Wilson, Negro, Being Tried for Embezzling —Vanderberg Still Out

The jury in the case of Lee Smith and Thomas Brown, two men of the Huntersville community who were tried in Superior court Wednesday on the charge helping to operate the big still discovered near Huntersville a few weeks ago, had not come in to report at 2:30 o'clock this afternoon although they had been out since 10 o'clock Thursday morning.—Much interest has been displayed in thec ase from the first and many people from Huntersville and vicinity have been in court all week at the trial.

Marcus Wilson, an aged negro, who is charged with embezzling goods, was the principal defendant in court Thursday. He is accused of going to many houses of the city, notably the more expensive homes, and engaging to sell second-hand clothes. It was his habit not to come back but to sell them and keep the money, so the bill of indictment says. He is being defended by Jake F. Newell. The case was scheduled to go to the jury this afternoon.

. D. Vanderberg, accused of selling whiskey and of having forfeited his $1,500 bond by not appearing, had still not shown up Thursday afternoon. His bond will be collected and turned over to the sheriff.

NO TALK OF DIVIDENDS.

New York, June 16.—Directors of the Hocking Valley Railway Company, meeting today, gave no consideration to the question of dividends, on which action had been deferred at the May meeting. G. B. Wall, of Richmond, was elected a director, succeeding the late F. H. Davis.

LODGE DISLIKES PIE DISPENSING

He Doesn't Like Nomination of Julius Klein as Director.

BY PARKER ANDERSON,
Staff Correspondent of The News

Washington, June 16—The latest outbreak in the patronage question came when Senator Lodge of Massachusetts, expressed surprise at the nomination of Julius Klein of Boston, to be director of the bureau of foreign and domestic commerce in the department of commerce. It was made on the request of Secretary Hoover, and Senator Lodge is having it held up in the Senate till he lets it be known what he thinks of it. He called at the White House Monday but did not see the President.

Feeling that there is discrimination among the states in the matter of civil employes, that the District of Columbia Virginia, Maryland and, perhaps, other states are getting far more than their share of employes in departments in Washington, Senator Harreld, of Oklahoma, whose State is shy about 600 employees here, has offered a resolution asking for an investigation and it is expected that this will be adopted, as employes from many states are being dropped and they are calling on senators for help in holding government jobs.

SIMMONS PROTESTS.

Senator Simmons, finding that numbers of North Carolinians are on the list to lose places, has called on the civil service commission to give him the quota for North Carolina and the number of employes now having positions. It is claimed that in especial cases Democrats from the State are being dropped and Senator Simmons proposes to see that there is a square deal for employes from North Carolina.

Congressman Hammer Monday afternoon introduced his bill to repeal the act creating the public utilities commission of the District, and to reenact the laws in effect at the time of its adoption in 1914. This would automatically bring five cent car fare to the District of Columbia if passed. It has the support of six members of the District committee of which Mr. Hammer is a member. The newspapers of Washington are giving Congressman Hammer big space on account of his activities in behalf of the people of Washington.

Eugene Cross, head of the Cross Cotton mills; Fred Williams, its superintendent; Attorneys D. E. Hudgins and J. W. Winborne, all of Marion, appeared before the child labor division of the treasury department and denied that child labor was being employed in the Cross mills as charged, exhibiting affidavits and giving evidence to prove this. The treasury department is calling for a tax because of such employment. Decision is reserved.

DEATHS—FUNERALS

MISS AMANDA OWENS.

Funeral services of IMss Amanda Owens, 74, who died at her home in Berryhill township Wednesday morning, were conducted Thursday morning at 10 o'clock by Rev. J. M. Walker, pastor of Steele Creek church of which Miss Owens was a member. Interment was in Steele Creek churchyard.

Only one sister, Miss Isabelle Owens, with whom the deceased lived, survives. Three brothers, J. W. and J. C. Owens, of the county, and L. W. Owens, of Rock Hill, S. C., also survive.

MRS. J. M. LYLES.

Mrs. J. M. Lyles, of Hamlet, died suddenly of heart failure Wednesday morning at her home in Hamlet, according to a message received here.

She was a sister-in-law of W. M. Lyles, of this city.

The funeral will be at 4:30 o'clock Thursday afternoon in Hamlet.

Mrs. Lyles, who was 60 years old, is survived by her husband and the following children: Mrs. Callie Lusk, Mrs. Julian C. Smith, Miss Willie Moore Lyles and Dowd Lyles, all of Hamlet.

DAVID K. SUMMERS.

The first American doctor to lose his life in the World war, First Lieutenant David K. Summers, will be brought to Charlotte for burial. The body will probably arrive here the latter part of the week.

Lieutenant Summers was also the first service man from Chattanooga, Tenn., to lose his life in the war. He was killed in France March 1, 1918.

Information of the bringing of the body to Charlotte was received Wednesday by J. M. Harry & Company, undertakers, from T. B. Summers, of Jonesboro, Ga., brother of the deceased, who, with his mother, Mrs. J. A. Summers, expects to be in Charlotte for the funeral. Another brother is A. C. Summers.

The late J. A. Summers, father of the dead soldier, died in 1914 and was buried in the family plot at Elmwood cemetery, where the body of the former service man will be interred.

REPRESENTATIVE W. E. MASON.

Washington, June 16.—Representative W. E. Mason, of Illinois, died here early today from heart trouble.

Although Representative Mason had been suffering from a heart attack for several days, his condition yesterday was reported as showing improvement and death came unexpectedly after a sudden relapse. The Illinois representative was 71 years old and formerly was a member of the Senate.

Mr. Mason's death was announced to members of the House by Representative Cannon, of Illinois. After resolutions of respect had been adopted, the house adjourned. A committee of 18 members will be selected by the speaker attend the funeral.

GENERAL JOSE M. GOMEZ.

New York, June 16.—Funeral services for General Jose M. Gomez, former president of Cuba, who died here last Monday, were held early today in St. Patrick's Cathedral. Solemn high mass of requiem was sung in the presence of members of the family, foreign diplomatic representatives and close friends. A battalion of United States troops escorted the casket and the family to the Pennsylvania station, whence they left by special car for Key West, where a Cuban cruiser will take the body to Havana for interment.

KIWANIANS HEAR TALK ON TEXTILE SCHOOL

Prof. R. B. Burgess, of the Textile Industrial Institute at Spartanburg, S. C., told of the work of pupils in the institute at the weekly luncheon Friday of the Charlotte Kiwanis club at the Selwyn hotel. Professor Burgess, head of the tapestry division of the institute, spoke in the stead of Dr. Henry English Kamak, who was unable to come to the city. Lock S. Sloop acted as program chairman.

The institute, Professor Burgess told the Kiwanians, conducts a combined school and cotton mill in the "Model Mill," students working one week in the cotton mill and attending school the next week. Men more than 30 years of age are among the students, Professor Burgess said. Mr. Burgess will speak at the chamber of commerce Thursday night in the interest of the school.

Frank Gregson gave the attendance prize at the Kiwanis luncheon, T. W. Matheson winning it. The greater part of the program was given over to the address by Professor Burgess.

WIFE SAYS STAR STOLE LOVE OF PLAY'S AUTHOR

Frances White.

Mrs. Dorothy Stothart, wife of Herbert Stothart who wrote "Jimmy," has sued Frances White, who starred in the play, for $100,000 damages for the alleged alienation of Stothart's affections. Mrs. Stothart says the alleged alienation occurred while Frances was starring in the play. She denies the charge.

The British Empire

Which Isn't An Empire At All

Washington, June 16.—The prime ministers of five self-goverinnig British dominions and representatives of India are gathering in London, according to dispatches, to take part with the prime minister of Great Britain in what is considered one of the most important consultations in British history. In connection with theconferences the National Georgraphic Society has issued the following bulletin.

"The British Empire is at once the greatest and most peculiar 'empire' which the world has known. Its flag flies over more than a fifth of the land surface of the earth and over about a quarter of the inhabitants of the globe. This vast territory, amounting to nearly thirteen million square miles, is six times the size of the Roman Empire at its greatest extent, more than three times the size of the present French empire,' and once a half as large as the next great empire of modern times, the Russian. If all the land of the British Empire could be formed into one tract it would require the entire continent of Africa and half the United States to cover it.

WORLD STEPPING STONES

"Portions of the British Empire are strewn in and between the oceans of the world like protruding flagstones and pebbles in a pond. A giant with seven-league boots that could cover 1000 miles at each normal step with an occasional leap of 1200 miles could walk a large part of the distance around the world dry-shod and touch only British territory.

"The first 1000-mile step from England would be to tiny Gibraltar, less than two square miles in area, the smallest, yet strategically one of the most important units of the Empire. A 1200-mile hop to the east would reach Malta, the island headquarters of the British Mediterranean fleet. As compensation for the larger leap, the wearer of the seven-league boots could next take a short step of 700 miles to the northwestern corner of Egypt, and for the next 1200 miles to the southeast could traverse British territory in as leisurely a manner as he pleased. From the southeastern boundary of the Anglo-Egyptian Sudan on the Red Sea to the island of Perim, a second Gibraltar at the sea's mouth, the step would be only about 500 miles. Aden lies only a hundred miles to the east and the Aden Protectorate stretches for 800 miles farther to the eastward, a narrow fringe along the south soast of Arabia. From the Kuria Muria islands which mark approximately its eastern limit to the nearest part of India is a 'step' of only 700 miles.

"India forms a land bridge for nearly 3000 miles to the southernmost point of Burma. From there to the nearest point of British territory in the Straits Settlements is a bare 300 miles. From Singapore at the southermost point of the Straits Settlements to British Borneo is less than 400 miles.

AUSTRALIA ISOLATED

"To reach isolated Australia by thousand mile steps on British territory the giant pedestrian would have to make use of tiny Christmas island, about 800 miles south of Singapore. The distance from there to the nearest point inAustralia could be covered by a single 1000-mile 'step'.

"From eastern Australia a 1000-mile step would reach Norfolk Island. Thence a half-step would reach New Zealand. From Norfolk Island the giant pedestrian could pick his way with ease by steps ranging from a few miles to 100 miles along the route of the British trans-Pacific cable for a distance of more than 3000 miles to Fanning Island. This infinitesimal island is practically the eastermost outpost among the units of the British Empire that are closely connected with one another. East and northeast is a vast expanse of the Pacific without islands. To the southeast, where a haldting island bridge exists, many of the islands are in possession of France. This lack of British islands in the eastern Pacific is strikingly shown by the fact that the British trans-Pacific cable extends under water from Fanning Island to Canada a distance of 3458 miles, the longest stretch of underlayed cable in the world. Beyond the Pacific breach lies Canada, the greatest of the empire's units, and to the souht of it are the important West Indies possessions.

"The British empire is in a sense not an empire at all. There is no 'emperor of the British Dominions,' only an 'Emperor of India;' but the common usage the great group of dominions, possessions and protectorates has come to be called 'the empire.'

"The empire is made up of strikingly different units. At one end of the scale are the self-governing, responsible Dominians—Canada, Australia, New Zealand, and South Africa—which function much as they please under a governor-general who does not govern and a royal veto which is never exercised. At the other end are crown colonies such as British Honduras and the Gold Coast which are governed entirely by officials appointed in London; Egypt, which is under a single high commissioner; North Borneo, which is administered by a trading company; protectorates such as Zanzibar and Uganda, which are under only tenuous control; and the settlement of Wei-hai-wei in China, which is held under a 99 year lease."

FOUR WITNESSES GIVE TESTIMONY

Canadians Tell of Relations Between Mrs. Stillman and Fred Beauvais.

Poughkeepsie, N. Y., June 16.—Counsel for James A. Stillman, centered his court fight for divorce today upon testimony regarding the relations of Stillman with Fred Beauvais, the Indian guide named by the New York banker as co-respondent.

Shortly after, they surprised Mrs. Stillman and her attorneys by producing four witnesses said to have come from Canada. Three of these were women. Presumably they were to tell of relations between the defendant and Beauvais at the Stillman camp near Three Rivers, Quebec. They were expected to go on the stand later today.

When the morning session opened, Bernard Kelly, former superintendent of the Stillman estate in the Pocantico hills, and his wife, Irene Kelly, were taken into the building where the hearings were held. Kelly's previous testimony concerned his reading of a letter alleged to have been written to Mrs. Stillman by Beauvais.

Bernard Kelley, it was understood, admitted on cross-examination today that he wilfully evaded answering a question yesterday as to his knowledge of the whereabouts of Mary Kelly, the maid, who is charged by Mrs. Stillman's lawyers with having stolen the letters alleged to have been written to Mrs. Stillman by Beauvais.

Today it was learned that Kelly told where Mary Kelly was living and explained he had visited her several times recently. Efforts to call her as a witness probably will be made by the Counsel for James A. Stillman withdrew their agreement to produce him for cross-examination June 28.

His lawyers contended that Mr. Stillman was annoyed when the date of his appearance became public last night. He felt sure, it was said, that a curious crowd, reporters and particularly camera men, would congregate, and the prospect of being thus gazed at he considered unpleasant.

Mrs. Stillman's attorneys were said to have insisted that the banker's counsel agree to produce him before the plaintiff completes presentation of his side of the case, and this they did. It was understood they would give a week's notice to the defense of the date on which the banker will face his wife before Referee Daniel J. Gleason.

Y. M. C. A. BOYS BACK FROM CAMP

Declared to be One of Best Trips Ever Taken to Lake Kanuga.

With ruddy cheeks and bright eyes, Y. M. C. A. boys who went on the recent camping trip to Lake Kanuga, are back in the city.

A. C. Sheldon, boys' work secretary, in charge of the camp, declared that the trip was better than any taken in the past several years. He said that everything possible was done for the comfort and entertainment of the Charlotte boys by the management of the resort while they were in camp.

Five campers won camp rings and 11 camp emblems for the performance of certain duties on the trip. Robert McMillan, Edward Copeland, Rufus Person, Briggs Marsh and Charles Brooks won camp rings. To win one of these rings a boy must hold a camp emblem given the previous year and perform the following:

Three fancy dives, swim across the lake, demonstrate how to revive drowning person, conduct an athletic meet, preside at religious meeting and offer prayer, identify and collect 25 flowers, earn and contribute at least $3.00 to missions during the year, attend Bible class daily and pass examinations, take setting-up exercises and morning dip, take five principal mountain hikes, make something for camp and cheerfully obey all camp rules.

Those who win camp emblems must earn and contribute at least $1.00 to missions during the year, earn at least five points in athletics and aquatics, tell story around camp fire, name and identify five trees, an dbe in and out of bed on time during the camp.

Those receiving the camp emblems were James Trotter, George Dudley, Speight Adams, Walter Brown, John Barrier, Tom Franklin, George Lockhart, Robert Harper, John Sprinkle, Phillip Gallagher and Clarence Boyd.

In addition to those who passed tests for rings and camp emblems, the following passed the Bible examinations: Jenks Hutchison, Edwin Durham, Edwin Zagora, James Smith, Willis Henderson, Chadwick Smith, William Petty, Lawrence Miller and William Strong.

"BIGGEST SHOW" HEADS THIS WAY

Ringling Brothers and Barnum and Bailey Coming, Card Announces.

"The Greatest Show on Earth" is on its way to Charlotte. It will be quite a while before it is here, but it is coming. Colonel Jim Donaldson, the genial advance man of the circus, says so, in a card received Thursday in The News business office, addressed to W. M. Bell, the veteran advertising manager, and extending greetings to The News staff.

The card from Colonel Donaldson contained an alluring and pulse-quickening picture of the Ringling Brothers & Barnum and Bailey street parade, with a long line of ponderous elephants swinging along and gaily caparisoned steeds ridden by beautiful ladies and handsome gentlemen, and a band wagon drawn by ten horses marching grandly along.

The card read: "Best wishes and kindest regards. See you this fall. Give staff my regards. Jim Donaldson, Ringling Brothers and Barnum & Bailey." It has been Colonel Jim's wont for numerous circus seasons to blow into Charlotte several days before the appearance of the big circus here and swap reminiscences with the boys about former visits to Charlotte and about circuses and folks connected with them; also about newspaper people he has met in all parts of the United States.

Colonel Jim is a veteran in experience. He is a Southerner, and was for a number of years on the staff of The Norfolk Virginian. His affability and geniality make him a welcome visitor in any newspaper office.

The combined big circus left its winter quarters at Bridgeport, Conn., several weeks ago and gave its first performance at Madison Square Garden, according to long-standing custom.

About time 'simmons get ripe below the Mason and Dixon line and "when the frost is on the pumpkin and the fodder's in the shock" the countryside will begin to be vivid with flaring posters telling that the big show is near at hand. Yes, indeed, kiddies, there's something ahead to live for.

Fads and Fancies Of Official Family

THE SECRETARY OF TREASURY.

Andrew W. Mellon, grave and dignified banker member of President Harding's cabinet, like Uncle Joe Cannon, seems on the verge of achieving a picturesque fame entirely apart from his official functions as Secretary of the Treasury.

Uncle Joe Cannon is known by his stogies. And by his smokes shall ye also know Secretary Mellon, Washington, now is saying. Mellon affects a short thin stogie-ette, the size of a cigarette, containing about four puffs and a half. Delicately, the Secretary of the Treasury handles his abbreviated weed as he sits at his big desk receiving visitors and presiding over conferences of officials. Although Mellon is said not to be an inveterate smoker, visitors usually notice that a large ash tray on the Secretary's desk is littered with stubbs.

Small of stature and precisely dressed, the Secretary of the Treasury arrives at his office well before 10 a. m., the official hour for high officials to get on the job in Washington. Attendants, waiting in the corridor, swing open the private entrance to the Secretary's office and take off his hat, overcoat and stick when he carries one.

Thirty seconds later, the Secretary, at his desk, touches a signal and his secretary glides through a door. The private secretary presents his chief with a chart showing the names of persons who have appointments for the day. The Secretary nods and the first visitor is ushered into his presence. The day's work is begun.

WRITES HARDING ABOUT PROMISES

Is Party Harmony to be Put Above World Welfare, Hamilton Holt Asks.

New York, June 16.—Hamilton Holt, magazine editor, who headed the delegation of pro-league Republicans that called on former President Wilson during the last Presidential campaign, today made public a letter he had written President Harding askeding him to explain to the American people the terms of the Harding association proposed to supplant the Wilson League of Nations.

"If you delay much further, people everywhere will inevitably conclude that you have no concrete plan at all or else that you propose to put party harmony above world welfare," declared Mr. Holt. "In that event, there will be nothing left for those who want America to play her rightful part in stabilizing the world but to organize the country so as to capture Congress for the league in 1922 and the Presidency in 1924."

This, Mr. Holt asserted, could be done. He declared the League of Nations and bolshevism were the only great ideas that had come out the war as world panaceas, and he asked the President whether he could guarantee that the world would not turn to bolshevism, if it came generally to be believed that he had no plan at all for a substitute for the League.

"As President-elect, you did not see fit to disclose your attitude on the league beyond what you had said during the campaign. Both the 'thirty-one' and the irreconcilables claimed you for their own.

"As President, however, you have unequivocally repudiated the existing League of Nations, whose area comprises considerably more than half the earth and whose population numbers three-quarters of the human race. You even permitted without rebuke your ambassador at the Court of St. James to that you will have nothing to do with any 'commission or committee appointed by the league or responsible to it directly or indirectly, openly or furtively.'

WHERE DOES HE STAND?

"You have, nevertheless, as presidential candidate, repeatedly promised during the campaign, and as President you have reiterated that promise, that you will seek to establish 'an association of nations based upon the application of justice and right, binding us in conference and co-operation for the prevention of war and pointing the way to a higher civilization and international fraternity in which all the world might share.'

"You have not yet given the American people the slightest inkling of the terms of this Harding association that you propose shall supplant the Wilson league. Has not the time come, I respectfully ask, for you do to this?"

NOTICE OF SALE OF SCHOOL BONDS.

The County Board of Education of Mecklenburg County will on the 11th day of July, 1921, at its office, County Court House, in City of Charlotte, North Carolina, offer for sale school bonds for the Special School District No. 2, White, Long Creek, to be issued by the Board of County Commissioners of Mecklenburg County, not exceeding Twenty Thousand Dollars ($20,000) par, five hundred to one thousand, as purchaser may desire, to bear interest at rate of six per cent, payable semi-annually, principal payable serially, final payment twenty years, and principal and interest payable at such place as the purchaser may designate.

Sealed bids will be received and opened at twelve o'clock M. at the County Court House of Mecklenburg County on the 11th day of July, 1921, such bids to be secured by accompanying satisfactory cashier check for ten per cent of such bids. No bid to be received less than par, and right to reject reserved.

W. E. PRICE,
Chairman County Board Education
Mecklenburg County.
Attest: J. M. Matthews, Secretary.
6-9-4t-oaw

NOTICE OF SALE OF SCHOOL BONDS.

The County Board of Education of Mecklenburg County will on the 11th day of July, 1921, at its office, County Court House, in City of Charlotte, North Carolina, offers for sale school bonds for the Special School District No. 2, White, Crab Orchard, to be issued by the Board of County Commissioners of Mecklenburg County, not exceeding Twenty-five Thousand Dollars ($25,000) par, five hundred to one thousand, as purchaser may desire, to bear interest at rate of six per cent, payable semi-annually, principal payable serially, final payment twenty years, and principal and interest payable at such place as the purchaser may designate.

Sealed bids will be received and opened at twelve o'clock M. at the County Court House of Mecklenburg County on the 11th day of July, 1921, such bids to be secured by accompanying satisfactory cashier check for ten per cent of such bids. No bid to be received less than par, and right to reject reserved.

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TALK OF NEXT ERSKINE CHIEF

Rev. Dr. Ernest Orr Being Mentioned as Next College President.

Mention of Rev. Dr. Ernest Orr, a native of Mecklenburg county and son of Dr. and Mrs. Orr here, as a likely nominee for president of Erskine college, was being discussed Thursday with interest among friends and alumni of the college and members of the five Associate Reformed Presbyterian churches here.

The board of trustees of the college will select a new president to succeed Rev. J. S. Moffatt, resigned. The nomination for the presidency is made by the executive committee of the board of trustees and the board of trustees will later enter into the election.

Dr. Orr, who is a graduate of Erskine a former pastor of one of the foremost United Presbyterian churches in Denver, Col., and later of a church in St. Louis, Mo., was field secretary in North Carolina for the Interchurch World Movement before that movement was abandoned. Later he went to New Albany, Miss., to accept a pastorate of a church.

In addition to Dr. Orr, mention is also being made of Rev. R. C. Grier, of Columbia, S. C., of Dr. C. G. Phillips, of Chester, S. C.; of Rev. Dr. Johnston, of Winnsboro, S. C., of Dr. R. E. Lummus, of Edgemore, S. C., of Rev. Dr. W. W. Orr, of Charlotte.

Mr. Grier's name has been frequently mentioned lately in connection with the presidency of the college and men of the alumni in South Carolina and in other states are understood to be for him for the place.

The executive committee is expected to have a meeting about the first of July, at which time nominations will be made. The board of trustees will later vote upon the nominees. There is no specified time within which the election must be held and several Erskine alumni here have expressed the opinion that it would be well to take time in considering nominees, especially in view of the fact that the next college year does not begin until the middle of September.

NEGROES RUN MANY FARMS

Greenville, S. C., June 16.—From seven per cent of the farm lands in South Carolina are in the hands of negro farmers, as tenants or sharecrop-er, Dr. W. W. Long, director of extension at Clemson College, S. C., told the Kiwanis Club in an address here today.

GIVE YOUR CHILDREN THE BEST IN MUSIC

The AMPICO IN THE Chickering

brings into your home the best music, ideally played by the greatest pianists in the world.

ANDREWS MUSIC STORE, INC.

213 N. Tryon St. Phone 388

Miss Helen Marie Day, Teacher of Voice, Phone 2042-W.

PURCELL'S Women's Garments of Quality PURCELL'S

Vacations Demand Silk Underwear

Vanity Fair UNDERSILKS

Bloomers—
Teddies—
Vests—

Each incorporating Vanity Fair's "best points"—indispensables, indeed, for your vacation.

Limited baggage calls for bulk-less garments and hot days demand plenty of underthings. What less bulky or more dainty than silken Undies! Too, they save on laundry bills for you can so easily launder them yourself. We suggest:

SUNNISILK VESTS AND TEDDIES

—the new filigree glove silk—latest and most daring of Vanity Fair Undergarments—an airy, open-stitch garment that defies the highest temperatures. Tuck away plenty of 'em in your bag. Peach, turquoise, orchid and flesh—

VESTS $3.50
TEDDIES $5.00

Kayser

VESTS $3.98
TEDDIES $5.95

Flesh or Orchid.

Purcell's

Have An Objective

When you have a well-directed, definite aim or purpose you find almost unconsciously that the purpose becomes a habit which grows stronger the longer you practice it. For instance, if you promise yourself you will have a certain sum by a given time and consider that your Savings are a direct and the first obligation to be met each week you are practically assured of geting that sum. A definite time, a definite amount, a definite purpose is all that's needed

4% Paid on Savings Accounts and Certificates of Deposits

Commercial National Bank

Corner Tryon and Fourth Streets