

CREAMERY PLAN IS WORKED OUT

Capital Stock of \$100,000 to Be Subscribed on Co-operative Plan.

Gaining impetus to their efforts by the presence and counsel of Dr. Clarence Poe, editor of *The Progressive Farmer*, Mecklenburg farmers took the first definite step Saturday for the formation of the Mecklenburg Dairy and Ice Cream Company. It will be a chartered concern with a capital stock of \$100,000 authorized and the greater part of it paid in as the proposition involves the immediate establishment of a sufficiently large creamery here to meet present demands and possible future requirements.

STOCK BEING TAKEN.

For some weeks agitation has been going on for such an establishment but leadership in the movement was somewhat chaotic. Saturday, however, active steps were taken, copies of the charter were available and stock subscriptions were taken. At the exposition grounds during the afternoon where many of the more prominent and wealthy planters of Mecklenburg were gathered to hear Dr. Poe's address, the canvassers for stock were able to get many subscriptions as a starter and they stated later in the day that the enterprise would become a reality in view of the success of their efforts Saturday. When the farmers have subscribed what the promoters think they will be able to take in the way of stock, effort will be made to supplement this amount by subscriptions from business and financial men of the city to the end that ample capital may be available.

It is in the mind of the promoters to establish a creamery that will take care of the milk and milk products demand in Charlotte and its immediate territory. Just what capacity it will have remains to be determined. In addition to handling sweet milk for delivery in the homes of Charlotte consumers, the plan is to furnish all the butter that may be required, as well as butter. It is pointed out that the majority of the butter consumed in Charlotte comes from the big packers. One of the main reasons for this, it is stated, is that a majority of the milk producers of the county prefer to handle their sweet milk in native fashion rather than convert it into by-products. The creamery proposes to utilize sweet milk for the manufacture of butter and thus stimulate the home-made butter market in the city.

SHRINERS BAND TO MEET COOPER

South Carolina Governor Will be Tendered Many Honors Monday.

The committee in charge has arranged to show Governor Robert A. Cooper, of South Carolina, every courtesy during his visit to the Made-in-Carolinas Exposition Monday. He will arrive here at 10:35 o'clock coming from Greenville, S. C. The Oasis Temple Shrine Land, the reception committee and native South Carolinians now residing in Charlotte will meet him at the station and escort him to the hotel.

ICE CREAM FEATURE.

One of the more distinctive phases of the creamery will be the incorporation of an ice cream plant of sufficient size to meet any requirement, the output to depend upon the consumption that can be built up. It is predicted by those interested in the movement that the local co-operative creamery company, by using milk produced from the farms of this county and converting it into ice cream direct, will be able to develop a great market here for this product and thus help to increase the amount of sweet milk offered here from countryside plantations. It is pointed out that a large amount of the ice cream now being utilized in Charlotte is made out of Virginia milk, whereas Mecklenburg milk would be just as well if it could be provided in sufficiently large quantities.

STABILIZE MARKET.

One of the outstanding virtues of the local creamery, one of the leading promoters stated Saturday, was that it would tend to stabilize the dairy industry in Mecklenburg county, by providing an orderly, uniform market, summer and winter, for milk and its by-products. As the situation has been, he said, milk is scarce here in the winter and so abundant in the summer that there is no market for it and this condition of the milk market has caused a number of producers to abandon the enterprise entirely. So long as they were unable to sell sweet milk in the summer, when it could be more cheaply produced as against winter milk when cows have to be fed during all of the cold months, they were not in position to realize on their investment and have gone out of this business. It is figured that by a stabilization of the market, these farmers and many more can be induced to enter the dairying business which has never been properly developed. It is explained, in Mecklenburg county.

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Gatling Dry Goods Company Offers For This Week's Selling Many New and Unusual Bargains

An event for which we have made extensive preparations. Our desire is to provide better than usual values and we were aided by very favorable market conditions. As a result of our foresightedness we are able to offer a wonderful display of merchandise at exceptionally low prices. Every thrifty woman in Charlotte and vicinity should take advantage of the splendid values which we are offering at such low prices.

VISIT OUR PIECE GOODS SECTION EVERY DAY



New Fall Corduroys in the season's newest shades, just the material for Jumper Dresses, etc. Special per yard **75c**

New Plaid Skirtings—56-inch Wool Skirtings, beautiful patterns, priced per yard from \$2.75 to **\$3.75**

Jumper Suitings, good assortment colors. Special per yard **25c**

New Fall shipment Fall Silks, just received a shipment of Checked Taffetas, Messalines, Crepe de Chines, Charmeuse, Failles, Radiant Satins, Taffetas and Canton Crepes.

Get our prices on your next Silk purchase. We will save you money.

HOSIERY SPECIALS

Ladies' Silk Hose, corded effect in black or cordovan. **\$1.69** Sizes 8½ to 10, pair

Ladies' Fibre Silk Hose, black or cordovan, good wearing Silk, per pair **75c**

Ladies' Mercerized Drop Stitch Hose in Navy, Black, White and Tan and Cordovan, per pair **49c**

Ladies Cotton Hose in Black, White and Tan, per pair **10c** or 3 pairs for **25c**

Children's Sport Sox, Black and Tan. Sizes 8 to 11, per pair **48c**

The Wise Ready-To-Wear Co.

Offers Real Money Saving and Money Making Values for This Entire Week

Wise Ready-to-Wear Co. are offering thousands of specials in women's and children's ready-to-wear that are absolutely unquestionable when it comes to values, styles and assortments. There are wonderful inducements offered for this week's purchasers.



A Saving of \$5.00 to \$10.00 On All Suits This Week.

All wool good heavy grade Serge Suits, neatly trimmed in braids at **\$14.75**

All wool Tricotine Suits that have never been known to sell for less than \$25.00 at **\$19.75**

Regular \$29.50 all wool fine grade of Tricotine Suits. Special at **\$22.50**

\$35.00 Tricotine Suits proven by actual comparison. Our price **\$25.00**

Don't fail to see our line of fine all wool Tricotines, Velours and Broadcloth Suits at **\$29.50, \$35.00, \$39.50 and \$49.50.**

We guarantee an actual saving of \$10.00 to \$25.00 per suit.

DRESSES OF SATINS, CHARMEUSE, CREPE METEOR CANTON CREPES AND TRICOTINES AT EXCEPTIONAL SAVINGS

\$14.75 all wool Tricotine Dresses, beautifully embroidered and braided at **\$9.95**

We are offering special for this week a line of very fine all wool Tricotine Dresses, not a one in the lot worth under \$25.00, all at one price **\$14.75**

FOR THE SCHOOL CHILDREN

\$1.50 Gingham Dresses at **98c**

\$2.50 beautiful Wash Jumpers for the 10, 12 and 14 year old school girls at **\$1.98**

Junior and flopper Dresses for the larger girls at **\$1.98**

\$3.50 White Middy Suits.

\$12.50 to \$16.50 all wool serge Middy Suits in full regulation styles with large emblems **\$5.95**

Wise Ready-To-Wear Co.

39 East Trade

NOTION DEPARTMENT

Babies' Rubber Pants, White or Cream, 3 sizes, per pair **49c**

New Ribbons received at special prices.

Middy Ties, large size, corded edge, black, navy and red, each **79c**

Fine Pearl Buttons, assorted sizes, per card of dozen **5c**

Window Shades, full 3x6 in colors of green, white and cream. Special at **59c**

Darning Cotton, 8-ply, white or black, per ball only **5c**

Ladies' pure linen Handkerchiefs, plain or embroidered, each .. **25c**

Knitting Needles, per pair **10c**

The New Fall Styles In Footwear AT REASONABLE PRICES

Another shipment Ladies' and Men's Felt Bedroom Slippers—all colors and sizes. Per pair special **\$1.49**

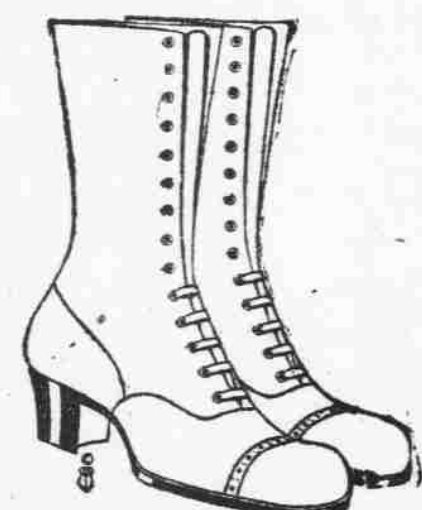
New Fall Oxfords and Shoes arriving daily. See us first on your Shoe needs for Fall.

New lot Children's "Foot Form" School Shoes, the ideal Shoe for Growing Boys and Girls. Sizes 5 to 2. Childs, Youths and Misses.

Boys' School Shoes, attractively priced. Munson last, 2½ to 5½. Special per pair **\$3.75**

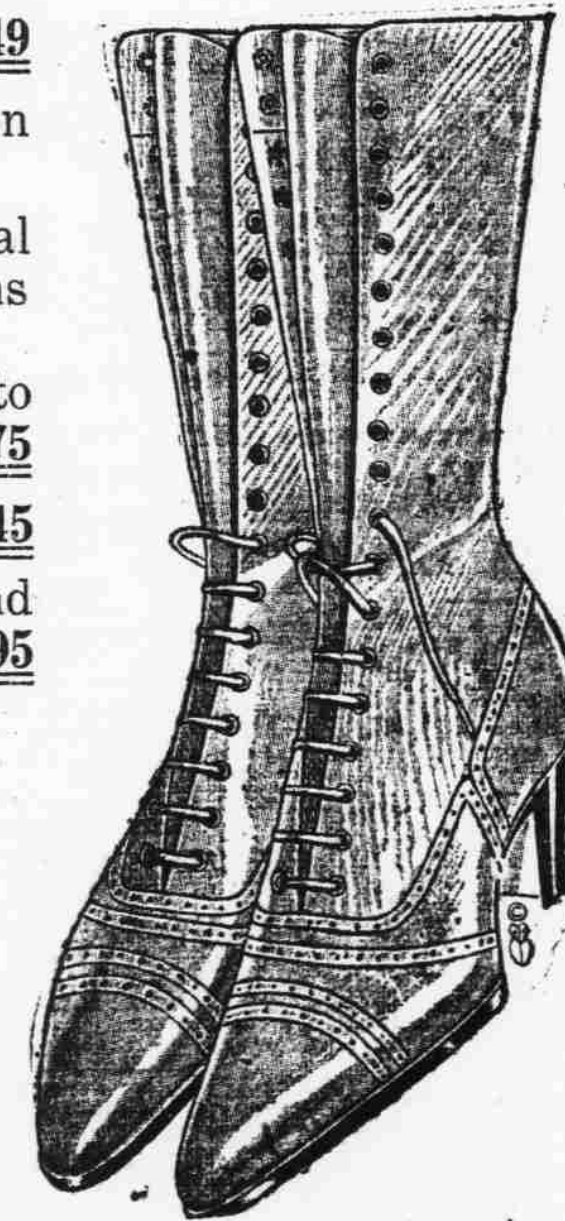
Men's Work Shoes—army last, priced **\$3.45 \$5.45**

New shipment Ladies and Misses Tan Walking Shoes and Boots, low or military heels. Priced special at **\$4.65 \$4.95**



Full line Ladies' Brown and Tan Oxfords, latest styles, low or military heel, priced **\$5.95**

New shipment Ladies' felt Bedroom Slippers, all colors, all sizes. Priced the pair **\$1.49**



Gatling Dry Goods Company

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