

The Revolution
in baking methods which gave the world Uneeda Biscuit also resulted in a **Revelation** in soda cracker quality. You realize this the moment you open the royal purple package and find soda crackers so tempting and good that they cannot be resisted.

5¢
a Package
(Never sold in bulk)

Uneeda Biscuit
NATIONAL BISCUIT COMPANY



High Record Made in Exportation Of Cotton From U. S.

Washington, Jan. 12.—The highest record ever made in the exports of cotton from the United States was achieved in 1910 when \$530,000,000 worth of the product was sent to foreign lands. This new record was surpassed by more than \$60,000,000 in 1910, the best year in the value of cotton exported, according to the latest statistics of the department of commerce and labor.

The quantity exported, however, was materially less than in certain earlier years, having been but 3,410,000 bales, against 4,374,000 in 1909. The average export price in 1910 was 14 1/2 cents per pound, against practically 10 cents in 1909, the high record year for quantity, the average export price in 1910 having been higher than in any year since 1874. December, 1910, also shows the highest monthly record, the total value of cotton exports in that month being, in round terms, \$100,000,000, while no earlier month ever reached the \$100,000,000 mark. The average export price in December was 14.8 cents per pound, while in the month of July and August, the average was 15 cents per pound.

This \$530,000,000 worth of raw cotton exported represents approximately two-thirds of the production of the country, a comparison of the figures of production and exportation for a long term of years showing that about one-third of the crop is usually retained for domestic use, and this suggests a valuation of approximately \$900,000,000 for the total cotton product of the year represented by these export figures. To this, however, must be added the value of the cotton seed, of which the exportations in the form of oil amounted to nearly \$12,000,000, and those of oil cake about \$10,000,000, while of course large quantities of both were consumed in the United States.

The countries to which this \$530,000,000 worth of cotton was exported in 1910 went, stated in order of magnitude of their purchases, are: the United Kingdom, approximately \$143 million dollars; Germany, 140 mil-

lion; France, 62 million; Italy, 28 million; Spain, 16 million; Canada, 16 1/2 million; and Japan, 9 1/2 million, these figures being based necessarily in estimates for the month of December.

The United States is by far the world's largest producer of cotton. An estimate of the cotton production of the world for the season 1909-10 supplied to the bureau of statistics is: for the United States, 10,155,000 bales of 500 pounds; India, 4,136,000 bales; China, 1,290,000 bales; Egypt, 370,000 bales; Russia (asiatic provinces), 788,000 bales; Mexico, 125,000 bales; and miscellaneous, including Brazil, Peru, Persia, Turkey and other countries, 645,000, making his estimate of the total world crop for the season 1909-10, 18,919,000 bales, of which 16,135,000 were produced in the United States.

This estimate places China third in rank among the world's cotton producers with an annual production of 1,290,000 bales, most of which is manufactured into yarns and cloth by hand machines, while 200,000 bales are now annually exported to Japan. Estimates that slightly less than one-half is exported. Of the Egyptian cotton, practically all is exported, going chiefly to Europe and the United States, its long staple and silky lustre rendering it especially valuable for use in conjunction with the shorter stapled cotton of other parts of the world.

The value of raw cotton imported into the United States during the year 1910 was, in round terms, about \$15,000,000, of which \$10,000,000 worth came direct from Egypt, \$2,000,000 from the United Kingdom, \$1,000,000 from Peru, and \$750,000 from China.

Meantime the value of cotton manufactures exported during the year was, in round terms, \$25,000,000, and of the cotton manufactures imported, \$65,000,000, of which more than one-half was in the form of laces, edgings, embroideries and other high grade manufactures of this character.

Comparing the total value of the cotton exported in 1910 with that of earlier years, the figures of the bureau of statistics run as follows:

1910	\$530,000,000
1909	437,400,000
1908	433,000,000
1907	470,000,000
1906	413,000,000

Prior to 1906 the total had never reached the \$400,000,000 mark, though the quantity exported in 1910, which was 3,410,000 pounds, was less than in any year since 1904; these figures in all cases being for calendar years.

BRIEFS.

—The many friends of Mr. J. E. Cochrane, of East Tenth street, will regret to learn that he is very sick. He is threatened with pneumonia.

—Messrs. R. G. Brice and W. E. Parker, of the Parker-Gardner Co., have gone North in the interest of the firm.

—R. N. Hunter & Company, building contractors, have moved from West Fifth street to the basement of the Trust building.

—Mr. W. N. Peoples, of this county, who recently went to Florida, writes his friends that he is very much pleased with the land of flowers and has bought a valuable plantation at Pomona. As previously stated Mr. Peoples will make his home in Florida.

—A horse, attached to the wagon driven by Messrs. Henry Fox and E. W. Carpenter, was instantly killed by northbound Seaboard train No. 133 yesterday morning. The collision occurred between Paw Creek and Catawba river. Both occupants saw the train in time to jump and escaped uninjured, except for several small bruises.

Is This a Fake Scheme?

Jackson, Miss., Jan. 13.—I. C. Masters and Thomas H. Sibley, promoters, it is alleged of the Albarmar Development Co. of Albemarle, N. C., were arrested here last night charged with having misused the mails in connection with the promotion of a summer resort at Albemarle.

The arrests were effected at the request of post office inspectors stationed in North Carolina.

Sibley and Masters, in default of \$1,000 bonds, were remanded to jail.

Sam Johnson—"Ah wish Ah had money 'nuff to git married."

Mandy Snowball—"Fo' dollars is enough."

Sam Johnson—"Ya's, but if Ah had fo' dollars Ah wouldn't want to."

AMUSEMENTS

Davidson Team Here Monday Night

"The Nigger."

A lynching—not seen, but powerfully suggested—a political campaign, and a race riot among the striking incidents of "The Nigger," which comes to the Academy of Music tomorrow matinee and night.

Phillip Morrow, the central character is a candidate for governor in a southern state. His campaign manager is Clifton Noyes, his cousin and president of a distilling company. Morrow is in love with Georgiana Byrd, a young southern girl, and expects to marry her at the close of the campaign. A negro employed by the candidate has committed a crime, for which he is pursued by lynchers to Morrow's estate, where he has fled. Morrow already holds the office of sheriff, but to refuse to turn the negro over to the mob means his political ruin. Morrow quickly decides that, rather than betray his office he must sacrifice his political ambition. Noyes saves him from the sacrifice by delivering the culprit into the hands of the mob and he is lynched.

After his election to the gubernatorial chair, Morrow is compelled to face another crisis. A prohibition bill has been passed by the legislature, and Morrow feels that it is his duty for the benefit of the white and black races to sign it. Noyes has discovered that Morrow's grandmother was a negro, and threatens to make the fact known if the bill, which would mean the ruin of his distilleries is signed. Morrow is thunderstruck by the revelation; he realizes what it means—the loss of the prestige, the loss of the political preference, and, more than all, the loss of the woman he loves. But he signs the bill. Some of the most thrilling scenes of the play grow out of his momentary rebellion against the excesses of race prejudice and convention, and his final acceptance of the inevitable.

Wm. A. Brady, under whose direction "The Nigger" is presented, promises a superior scenic production for the play, which was one of the greatest successes at the New Theatre, New York.

Arranging For Another Jeffries—Johnson Fight

By Associated Press.
San Francisco, Cal., Jan. 13.—Today's Chronicle says:
Tex Rickard, who jointly with Jack Gleason promoted the Jeffries-Johnson fight in Reno last July, is contemplating a return engagement between the two heavyweights. He already has the promise to sign up for the bout and he is gradually working to the point where he expects to secure the consent of Jeffries.

Rickard is not prepared at the present time to make any announcement of his plans but it is understood that he has the scheme well in hand.

CASTORIA
For Infants and Children.
The Kind You Have Always Bought
Bears the Signature of *Dr. J. C. Watson*

The Howell Arcade offers the cleanest, best lighted ground floor offices and storerooms in the city. We will arrange them to suit your business. Southern Real Estate Loan & Trust Company. 9-5t

ACADEMY
SCHLOSS THEATRE CIRCUIT
Saturday, Matinee and Night, January 14.
Wm. A. Brady, Ltd., Presents the Remarkable Play by Edward Sheldon
THE NIGGER
The Greatest Play Produced Last Season at the New Theatre, New York.
Great Cast and Production.
Seats on sale at Hawley's.
Prices: Matinee, \$1.00, 75, 50, 25
Night, \$1.50, 1.00, 75, 50, 25

ACADEMY
Free for Ladies Only
Tuesday Afternoon, Jan. 17.
At 3:00 O'clock.
A SCIENTIFIC LECTURE ON BEAUTY CULTURE AND FACIAL BLEMISHES
By Dr. Criston
of Paris, Beauty Doctor to Mmes. Bernhart, Calve Patti. Assisted by one of the beautiful women of her age, MME. MAYE who will wear a \$1,000 Josephine gown.
Tuesday Afternoon Lecture is Free Wednesday, Admission 50c.

Morrow-Bass Company Will Open Up Soon

The Morrow-Bass Mercantile Co. will move into its new quarters, the W. I. Henderson building, on East Trade street, at an early date. Repairs aggregating several thousand dollars are being made on the building and it will be very complete in every detail when the contractors have finished with it. Mr. J. E. Solomons, is the contractor.

Elevator service and other conveniences will make it the equal of any building on East Trade street.

The Morrow-Bass Co. operates a flourishing business at Anderson, S.C., and will be quite a addition to the mercantile business of this city. The company will occupy the whole building, which is four stories high.

Man is a Failure

When he has no confidence in himself nor his fellow men.
When he values success more than character and self-respect.
When he does not try to make his work a little better each day.
When he becomes so absorbed in his work that he cannot say that life is greater than work.
When he lets a day go by without making some one happier and more comfortable.
When he tries to rule others by bullying instead of by example.
When he values wealth above health, self-respect, and the good opinion of others.
When he is so burdened by his business that he finds no time for rest and recreation.
When he loves his own plans and interests more than humanity.
When his friends like him for what he has more than for what he is.
When he knows that he is in the wrong, but is afraid to admit it.
When he envies others because they have more ability, talent, or wealth than he has.
When he does not care what happens to his neighbor or to his friend so long as he is prosperous.
When he is so busy doing that he has no time for smiles and cheering words.

True as preaching. This also is true: The place to buy your insurance is at Insurance Headquarters, where you get the best insurance on the market.

C. N. G. Butt & Co.
INSURANCE HEADQUARTERS

January Clearance Sale
OF
High-Grade Suits
AND
Overcoats

\$18.00 Suits and Overcoats at **\$ 9.00**
\$20.00 Suits and Overcoats at **10.00**
\$25.00 Suits and Overcoats at **12.50**
\$30.00 Suits and Overcoats at **15.00**
\$35.00 Suits and Overcoats at **17.50**
\$40.00 Suits and Overcoats at **20.00**

In its broadest sense may this be termed a Clearance Sale, since every garment in the house is involved. The magnitude and scope of the sale, the high character of the garments concerned and the extreme price reductions, all contribute to make this an event of extreme importance.

The Tate-Brown Company.

Presbyterian College For Women and Conservatory of Music
CHARLOTTE, N. C.
FALL TERM BEGINS SEPT. 8TH, 1910.
Faculty of Specialists in every Department. Thorough Work. Christian Influence. City Advantages.
Music, Art, Elocution Specialists.
For catalogue, Address
REV. J. R. BRIDGES, D. D.

LEGAL NOTICES
EXECUTOR'S SALE OF CITY REAL ESTATE.

Under the power conferred upon me by the will of Mrs. Susan A. McCulag, I will on Monday the 16th day of January, 1911, at 12 o'clock, M., at the County Court House door of Mecklenburg County, in Charlotte, offer for sale to the highest bidder at public auction that certain lot of land situated in Ward No. 2, Square No. 113 1/2 of the City of Charlotte, as shown on Butler's Map of said City, and fronting 51 feet on South McDowell street and extending back with that width 175 feet to Crockett street; on said lot is located six houses, three which face on South McDowell street, being Nos. 511, 513 and 515, and three face on Crockett street.
Terms of sale, Cash. A bid of \$1661.00 has been made for said property and the bidding will commence at that amount.
H. N. PHARR,
Executor of the will of Mrs. Susan A. McCulag, deceased 28-116

ADMINISTRATRIX'S NOTICE.

Having qualified as Administratrix of the estate of J. M. Potts, deceased, late of Mecklenburg County, North Carolina, all persons having claims against the said deceased are hereby notified to exhibit them to me for payment on or before the 18th day of December, 1911, or this notice will be pleaded in bar of their recovery. All persons indebted to said deceased are notified to make immediate payment to me.
This the 14th day of December, 1910.
MRS. ALICE POTTS,
Administratrix of J. M. Potts, deceased, Davidson, N. C. 16-6t-oaw.

NOTICE.

State of North Carolina, County of Mecklenburg, Before the Clerk. Charlie McCombs and wife Lela McCombs, Richard Osborne and wife Laura Osborne, Fred Brem and wife Sallie Brem, Plaintiffs, vs. James Neal, Geneva Neal, Mary Neal, Hazelen Neal, Hattie Neal and Trustee.
This 22nd day of December, 1910. Dec 23-30da



Scene from Act I, Edward Sheldon's Wonderful American Play, "The Nigger."