

Frank Harrold Said To Be Other Man Murderer; McLeary

(By Associated Press) Union, S. C., July 17.—A searching party led by Major W. S. Williams of the Justice Department on a double mission to find the body of Major Samuel McLeary, who was slain a fortnight ago, and to arrest the accomplice in his murder, arrived here and soon afterward left for Lockhart on information that the second man wanted had gone to that place. With the party was Mortimer King, alleged to have confessed that he and another man killed the army officer on July 2nd, after they had been given lift in McLeary automobile (and who was to direct them to the place where the two were said to have buried him on a lonely roadside near Camden. King is said to have named Frank Harrold, 21, as accomplice.

RAISE TARIFF ON ARTICLES CLASSED AS LUXURIES

(By Associated Press) Tokio, July 17.—Both houses of the Imperial Diet have passed a government bill raising the tariff on about 250 articles, classed as luxuries, to an ad valorem duty of 100 per cent.

BANK ADVERTISING PUBLIC EDUCATOR SAYS FINANCIER

(By Associated Press) London, July 17.—Every dollar spent for advertising space adds to the necessity for exactness of statement and integrity of product, Francis H. Sisson, vice-president of the Guaranty Trust Company of New York, said in an address before the annual convention of the Associated Advertising Clubs of the World. His topic was "Advertising as a Creator of Public Standards in Business." "The standards fixed by the merchant or manufacturer in public statement and printed word must become the standards of distribution and production," he added, "or the inevitable loss of public confidence, and good will, spells bankruptcy, moral as well as financial. Good will is the joint product of good goods, good service and good advertising. Protected, it is an invaluable asset, but violated in either of its essential elements, a fatal liability. It is business insurance. It protects the public and provides the buyer of an advertised trade-mark article with a triple guarantee of quality—from the merchant, the manufacturer and the publisher. It fixes the standard which maker and distributor must meet and provides a definite goal for business achievement."

Mr. Sisson said the conclusion having been reached that it was "just as proper to merchandise forms of service as to sell commodities," the next step would be that the use of advertising in "merchandising ideas is quite as proper as its use in the sale of goods and services." He asserted the development of a new relation to the public through advertising has led in the banking business to higher ideal and to far broader conception of its opportunity for useful service to the community. "Thus today, the great American banks in their advertising are doing much to combat economic fallacies and to instruct the public in the field of sound finance, and there can be no doubt of the usefulness and effectiveness of this propaganda for higher economic and financial standards. This positive reflex action of good advertising upon the advertiser himself, which has taken place in banking, is also evident in many other industrial activities."

The day has long passed, Mr. Sisson declared, when advertising could be considered a mere experiment or speculation.

"It has long since become a demonstrated economic factor as a business builder and stabilizer," he added. "As well as a clearly proved educational force. Today particularly invites the advertiser to lay up stores of good will and prestige for future markets. Now is the time for advertising to be informative and educational, to help create new standards of living, to stabilize markets, to make life more comfortable and attractive, as well as more just and sound."

MAJOR McLEARY MURDERED NEAR CHERAW, S. C.

Mortimer King, Who Lives Near Canton, Confesses; Robbery Was Motive

McLEARY'S SHIRT IN KING'S HOUSE

(By Associated Press) Asheville, July 17.—Major Samuel H. McLeary, missing army officer, was killed by Mortimer H. King, of near Canton, and a companion whose identity is still unrevealed by authorities, on the afternoon of July 2, according to a sworn confession made at Canton Wednesday afternoon by King to federal and local authorities. A search is now being conducted for the body of the major which is said to be hidden in the brush about 10 miles from Cheraw, S. C.

The motive for the killing, according to King's confession, was robbery. After the major had taken King and his companion into his car and offered to give them a lift up the road, they compelled him to stop, at the point of a pistol, forced him to get out of the car, shot him to death and carried his body into the brush at the roadside.

Stripping the body of valuables, they returned to the car and drove it to Asheville, thence towards Canton, where King lives, according to the confession. After an unsuccessful attempt to cross Crabtree mountain, near Canton, they returned to the Thickety section and ditched the car unintentionally. Then, unable to extricate it, they hid McLeary's belongings, stripped off the license tags from the car, and fled, King going to his home near Canton.

This confession was obtained only after King had been once arrested and questioned, and then released. He was again taken into custody and a search was made of his house. At this time a shirt was found resembling those found in the belongings of Major McLeary, and checking up showed that the maker's label and laundry marks coincided. Confronted with this evidence, King broke down and said, "Well, men, I'll tell the truth. That's his shirt. We hid it."

The confession was made in the presence of four men—Charles H. Powers of the department of justice; chief of police, H. A. Summer, of Canton; Major S. W. Williams, of Asheville and Hubert Holloway, of the Asheville Citizen.

King is a deserter from both the United States army and the Marine corps, according to his own confession.

WHEELER, OF MONTANA, IN THE LA FOLLETTE'S FOLD

(By Associated Press) Washington, July 17.—Senator Wheeler, Democrat, Montana, will not support John W. Davis, the Democratic presidential nominee.

Announcing this decision Mr. Wheeler, who directed the senate inquiry into former Attorney General Daugherty's administration, said he intended, however, to support the Democratic state ticket in Montana and work for the re-election of Senator Walsh.

As for his own vote, Senator Wheeler said it "likely" will be cast for Senator La Follette. He declared, however, that he would not accept endorsement as a vice presidential candidate on the La Follette ticket if it were offered him.

ABMEN ORDERED TO BE POLITE

(By Associated Press) Berlin, July 16.—Cabinet and auto chauffeurs should be polite toward each other, says the chief of police of Berlin in a new order to men engaged in the livery business. His order also covers the subjects of proper behavior toward passengers.

HOW PRINTERS INK WELDED MARKETS OF THE UNITED STATES

E. T. Meredith Lays Value Of Advertising Before World Ad Clubs

(By Associated Press) London, July 17.—An address by E. T. Meredith, of Des Moines, Iowa, on "How Advertising has Welded the United States Market," was this afternoon read before the convention of the Associated Advertising Clubs of the World, now in session in London. Mr. Meredith, in the beginning, reviewed the barriers that exist in America to uniform buying customs throughout the 48 states. He referred to the geographical barriers found in mountain chains; the different climatic conditions in winter, for instance, between Florida on the south and the Canadian border on the north; the great distances north, east, south and west; the distribution of population, 32,000,000 people on farms, 45,000,000 in cities and 29,000,000 in towns, and the question of sectional, industrial and agricultural production. "Nevertheless," Mr. Meredith declared, "the use of locally manufactured products made from locally produced raw materials is nation-wide, and this has been accomplished by advertising. Nationally-known and nationally-used products have been advertised throughout the nation, and the heads of these concerns will tell you that universal sales would not have been possible without this publicity."

To explain what national advertising meant in dollars and cents the speaker related the sums of money spent yearly by well-known firms dealing in automobiles, foodstuffs, clothing, etcetera. In conclusion he said: "I hope I have made clear to you that in the first place nearly all of the natural conditions in the United States work against national distribution of products and that the line of least resistance, the easy way out as it were, would have developed in the United States not a single buying unit as we find it today. We would have had a number of local or sectional communities to a large extent sufficient unto themselves each going its own way with its own customs, living conditions, and the use of commodities necessary for its well-being. But far-seeing men saw what might have been considered as definite trade barriers only as trade problems to be solved in some way. To solve the problem, they, with almost no exception, turned to national advertising to establish national consumption of their product in a vast country. The wise and intelligent use of advertising in all its forms has succeeded in its purpose of welding the United States market."

PORT VIRTUALLY CLOSE AND SIAUTICN GRAVE AT SAO PAULO

(By Associated Press) Montevideo, Uruguay, July 17.—Fighting between Brazilian government forces and Insurrectionists at Sao Paulo, is continuing without advantage to either side, according to authoritative advices here. Recent arrivals from Santos declared the port is virtually closed and the situation is extremely grave.

TWO FIREMEN FATALLY INJURED IN EXPLOSION AND FIRE

(By Associated Press) Kansas City, July 17.—Two firemen were fatally injured and several others seriously hurt and five negroes are known to have been burned to death in an explosion and fire, which wrecked a store and apartment building in the negro district.

UNIT RULE AND TWO-THIRDS MAJORITY INOPERATIVE

(By Associated Press) Chicago, July 17.—Concerted action by members of the Democratic National Committee from a number of western and southern states, in an endeavor to make both unit rule and two-thirds majority inoperative in the future national conventions, had advanced today to a stage of formal interchange of views on the subject, member of committee revealed.

READ GAZETTE WANT ADS

REGIONAL NOVELS AMERICAN TREND STATES EDITOR

Mark Twain Hailed As Leader Of The Native Great Chroniclers

America is developing a literature of her own distinct from all others writes Dr. Clifford Smyth in his July editorial in the International Book Review.

"If the literature of this country were following along the lines familiar to European development," he states, "our literary prophets would have an easy time of it. But we are striking out in distinctly new paths of our own, heading for destinations that are only vaguely imagined and led by ideals that are still scarcely definable. It was inevitable that much of our early literature was imitative. The intellectual refinements of an older civilization were bound to be covered by the pioneer writers of a new state. But with the amassing of our own intellectual wealth the excuse for this primitive attitude of mere envy vanished, and we have become more and more engrossed in the contemplation and use of our own treasures.

"The divergence from this parent stock was not long in coming, and it is interesting to remember that it originated with those who were of comparatively pure Anglo-Saxon lineage. The first faint murmur of change came from Washington Irving. A very feeble murmur it was and quite overwhelmed by Old World methods and traditions. Then came the incisive 'barbaric yawn' of Walt Whitman followed by the rich humor and robust Americanism of Mark Twain, whose leadership in our native literature stands out more clearly as the years roll by.

"Only the barest suggestion of what is to come—or even what is today—may be gathered from Whitman or Mark Twain. We know that they were thoroughly and sufficiently American in their art, because it is impossible to conceive of them as being the product of any other nationality. "But today what is in evidence however, is a lengthening series of what might be called regional chronicles dealing with characters and conditions peculiar to this country. And of still deeper significance, the authors of these great, strong racial chronicles (for they are just that) are by no means all of Anglo-Saxon extraction but partake in their artistic lineage of the mixed strains that compose the melting-pot we call America."

AUTOMOBILES SEEM CHEAP WHEN BOUGHT ON THIS BASIS

(By Associated Press) Winston-Salem, July 16.—Automobiles are being sold here by the pound. An enterprising dealer who handles low-priced cars, now advertises his wares at 33 1-3 cents a pound. His advertisements set forth the weight of the cars, together with the total price at so much a pound, and compare the price with that per pound of everyday necessities of life.

It is said the unique method of advertising has proved unusually successful.

PIGGLY WIGGLY INJUNCTION IS MODIFIED BY COURT

(By Associated Press) Columbus, Ohio, July 17.—The United States Circuit Court of Appeals modified the injunction against Clarence Saunders, founder of the Piggly Wiggly chain stores corporation, and held Saunders may make use of any improvements of patents or systems not included in the organization of the corporation.

SEARCH FOR BABY'S BODY CONTINUED WHILE BODY OF MOTHER LAID TO REST

(By Associated Press) Richmond, July 17.—While the funeral services were being held for Mrs. John Christian, who was found drowned in the Old Canal here Tuesday, authorities continued search of waterway for the body of her eight months old infant who she took with her when she left home Monday. The canal has been drained and officers centered their search on many holts on the bottom in which they said the baby's body could be concealed.

THE GAZETTE IN EVERY HOME

MacLaren, English Aviator Circling Globe, Is Missing

LOCAL POST-OFFICE SHOW BIG GAINS IN STAMP SALES

Post-Office Steadily Climbing Up To Second Class, Stamp Sales Show

Postmaster J. B. Fagge has furnished the Gazette some facts regarding the stamp sales at the local post-office, which the public will be glad to read.

One of the greatest men America ever produced pointed out early in his political career, that the success of our system of government depended largely on how well officials take the public into their confidence, by keeping the citizenship informed on the affairs of government.

It is indeed gratifying to note how stamp sales have increased during the past two years. It tells the story without any comment of ours. Factors the one thing the public wants but what a sad thing it is that other officials can't see it that way.

To The Editor:

Having recently noticed some public remarks that apply to this office, and believing the patrons and friend feel an interest in the welfare of the post-office, I am going to ask you to please publish the following statement:

From July 1, 1922, to July 1, 1923 the stamp sales amounted to \$7,029.47. From July 1, 1923 to July 1, 1924 stamp sales amounted to \$8,765.53 making a gain of \$1,737.08. Stamp sales this year from January 1, 1924, to March 31, 1924—\$2,431.32. Stamp sales from April 1, 1924, to June 30, 1924—2,581.23—making a total for first six months of this year of \$5,012.55.

The post-office only has to sell \$8,000.00 worth of stamps during the calendar year to reach second-class. If this office sells just a little less than \$3,000.00 worth of stamps during the next six months, it goes into second class.

Respectfully, JAMES B. FAGG, P. M. July 16, 1924.

TENNESSEE FIGURES SHOW MOB JUSTICE IS DECLINING IN SOUTH

(By Associated Press) Nashville, Tenn., July 16.—That mob justice is gradually being overcome in the South is indicated by a steady reduction in such crimes in Tennessee during the last few years, according to a report on this subject made by James D. Britton, secretary for the Commission on Inter-Racial Cooperation.

Mob justice is shown to be on the decline both as to the number of victims and the area in which such crimes occur, the report sets forth. For a period of 23 years, from 1900 to 1923, 73 lynchings have been reported in Tennessee. Twelve counties had two-thirds of this total, 24 others had one each, and 60 counties had none, says the report. Tennessee had five lynchings during the last five years, the report added, two in 1922, and none last year.

GEORGE PENNY BIDS IN BAILEY BROS. FOR \$300,000

Winston-Salem, July 17.—The resale of Bailey Brothers tobacco manufacturing plant and other property of the company was held yesterday afternoon at the court house. George T. Penny, of High Point and Greensboro bid off the property at \$300,000. The sale will be held open for a 10 per cent increase bid before the sale is confirmed. If this bid comes forward it will necessitate another sale being held.

The property consists of certain real estate lying in Forsyth county and the personal and mixed property, consisting of all machines, boilers, tools, all necessary equipment used in the manufacture and sale of the products of the company, and all trade-marks and brands, and the good will of the business.

(By Associated Press) Tokio, July 17.—No trace of Stuart McClearen, a British aviator, overdue at Paramashiru Island, and his companions in round the world flight, had been found up to 9 o'clock last night, more than 53 hours after he had been due.

Japanese destroyers have not yet found any trace of A. Stuart MacLaren, the British aviator, and his two companions, who left Yotorofu island early yesterday morning for Paramashiru island, Kuriles, a flight of 450 miles.

British officials, however, do not believe the aviators are in any danger.

It is thought possible that they may have landed at Broughton bay, Shimushiru island, one of the smaller of the Kurile group, about half way between Yotorofu and Paramashiru. Lieutenant Colonel L. G. Broome, who blazed the trail for MacLaren, and who accompanied him on his present flight, laid a supply base at Broughton bay in case of necessity.

The Japanese destroyer Isokaze has searched as far north as Shimushiru without finding any trace of the aviators. The destroyer Hamakaze, which was awaiting MacLaren at Paramashiru, is making a search of the Kuriles from the north.

The officers of the destroyers report that the weather is cloudy but there is no wind.

AMERICAN AIRPLANES ARRIVE IN ENGLAND

(By Associated Press) England, July 17.—Three American army aircraft around-the-world airplanes, have arrived here from Croydon.

CLARK-STRONG

Miss June Clark of Bamaecotia, Maine, and Clyde Strong, of Leaksville, were married last Saturday.

Mrs. Strong had made her home in Leaksville for a year or more with her parents, Mr. and Mrs. Clark, on Hamilton street. Her father holds a position at the rug mill.

Mr. and Mrs. C. Clark are spending some time at their home in Maine, during the summer months.

Mrs. E. V. Hobbs and Miss Rebecca Smith were in Greensboro shopping yesterday.

Mrs. P. V. Godfrey returned home Tuesday from the hospital in Charlotte, where she has been for a few weeks. She is very much improved in health, which her friends are glad to learn.

The Border Bookers club met yesterday morning at the home of Mrs. A. L. French in the meadows. A good program had been prepared and the attendance was large, there being several visitors present.

CO-OPERATION NEEDED BETWEEN ROADS AS WELL AS SHIPPERS

(By Associated Press) Washington, July 16.—Co-operation between railroads and all shipping interests was asked by the Interstate Commerce Commission to prevent a shortage of refrigerators cars during August, September and October, the peak of the season.

MRS. EDWARD ALLEN IDENTIFIES McLEARY'S PICTURE AS MAN SHE SAW

(By Associated Press) Norfolk, July 16.—"That's the man," said Mrs. Edward Allen when shown a picture of Major Samuel McLeary who disappeared two weeks ago while en route by automobile from Norfolk to Camp Brass. She positively identified the photograph as that of the man she saw not far from Enfield, N. C., with a white man and negro carry a bundle into the wood and did not see the third man who she now believes was McLeary.

Every effort to locate McLeary, whose abandoned automobile and suit cases was found Sunday in mountains of North Carolina have proven fruitless.