

Keep Right At The Front

There is only one way to keep right at the front. Read a live, reliable and up-to-date daily newspaper and read every issue of it. The press is the greatest educational force in the country — the public schools not excepted. Only through the modern newspaper can you keep thoroughly informed on the history of the world that is in the making, on the laws and customs of your own and other countries and on the discoveries and inventions in the scientific and industrial world.

Subscribe for one of The Observer publications and keep posted on the events of the day.

Five Observer publications and prices:

THE DAILY OBSERVER Mornings, Every Day in Year.	THE EVENING CHRONICLE Every Day Except Sunday.
One Year \$8.00	One Year \$5.00
Six Months 4.00	Six Months 2.50
Three Months 2.00	Three Months 1.25
One Month75	One Month50

THE SUNDAY OBSERVER Every Sunday Morning.	THE SATURDAY EVENING CHRONICLE
One Year \$2.00	One Year \$1.50
Six Months 1.00	Six Months75
Three Months50	Three Months40
One Month20	One Month15

THE SEMI-WEEKLY OBSERVER Twice a Week.	
One Year \$1.00	
Six Months50	
Three Months25	
One Month10	

The Observer Co.

Circulation Department No. A.
CHARLOTTE, N. C.

We send sample copies on request.

Seaboard Air Line Operating Trains by the Telephone.

On September 14th the Seaboard Air Line put into service its new telephone train dispatching circuit between Raleigh and Monroe, N. C., 148 miles. This part of the road is single track and handles a heavy traffic, the movement of trains being assisted by a block telephone system. The dispatcher is located at Hamlet, 95 miles from Raleigh.

Western Electric telephones and Gill main line bridged selectors are used throughout this equipment. There are 29 selector way stations and two siding telephones located in the weather-proof booths at blind sidings. Two portable telephones are provided for wreck cars. These may be connected to the dispatcher's line at any point by means of a jointed line pole.

Mr. W. F. Williams, superintendent of telegraph, who has charge of the work, states that the telephone circuit has worked perfectly ever since being put into service. He says that the transmission could not be better, and to indicate the character of the circuit he has installed, states that he has heard a watch tick over the entire 148 miles of the line.

The officials of the road consider that the service on this division has been very distinctly improved since adopting the telephone, while the dispatchers find that they can handle the business faster, more comprehensively and with less fatigue.

Shoes. Shoes.
We still lead in the Shoe business.
Collins & Biggers.

By the law of affinity you may know that your own is always seeking you if you are seeking it with all your might.

Pants Specials.
Something special in sample pants.
Collins & Biggers.
If the corners of your mouth sag, smile, smile, smile.

Good Roads.

Members' Journal.

It is gratifying to see the interest that is being taken in building better highways throughout the South. This agitation should not, in fact, will not cease. The South needs improved highways.

The strictest economy that could be practiced by any county, municipality or township would be in supporting bond issues for the building and maintenance of public highways.

According to the office of public roads, of the United States Department of Agriculture, the average cost to haul a ton of farm produce one mile in this country is twenty-five cents. It has been estimated that similar service on European highways costs but eight cents. As it is generally conceded that we have as good teams as the farmers of Europe, we must believe that the condition of the roads makes the difference.

The public roads office estimates that if our roads were in as good condition as those of Europe, on farm and mining products a saving of two hundred and fifty million dollars a year could be made. Twenty-seven million dollars of this amount represents the probable saving connected with wheat, corn and cotton alone, to say nothing of other marketable products.

No merchant can afford not to actively champion this cause, and any association of retailers engaged in devising ways and means of drawing trade in any particular point and holding it there cannot afford to overlook the question of good roads.

All over the South are towns which in certain seasons are likely to be almost isolated on account of bad roads. At such times the best of local advertising cannot produce results, and Mr. Farmer takes time to study the unusual big bargains (?) of the mail order concerns.

Surely every effort to make it more easy for farmers to get to town at all seasons of the year with the largest load of his products is good advertising for the merchant taking any part in this effort, and a practical saving and convenience for the farmer who uses the highway.

Good roads in the South is the best investment that all citizens can unite in supporting. When it is estimated that it costs 25 cents per ton per mile to haul over ordinary country roads and only 8 cents per ton per mile over good roads, it doesn't take a man with a very large brain to figure out that every citizen in a community affected with bad roads contributes to the depreciation of his property.

The Mecklenburg Fair.
Charlotte, Oct. 12.—Already two-thirds of the space on the Mecklenburg Fair grounds has been contracted for by special shows and free attractions which will exhibit here during the big event October 26, 27, 28 and 29. Secretary C. M. Creswell has been very fortunate this year in securing high class shows, among them being Kemp's Wild West Show and Indian band, containing 60 people and 50 horses, the Joseph G. Ferrar animal show, the B. H. Demarest New York equestrienne combination and a large number of other lesser attractions. In addition to these the races will draw many out-of-town people as more entries have been made this season than ever before. Some of the fastest horses in the Carolinas and Virginia will compete for prizes.

Secretary Creswell states that the exhibits in the large floral hall will be on a much larger scale than ever before. The farmers of Mecklenburg county have shown more interest in the annual fair each year and the rivalry for showing farm products has been constantly on the increase. Mecklenburg county is one of the leading agricultural sections of the South, having perhaps more up-to-date farmers than any other one county in the two Carolinas and their exhibits always attract many people from the surrounding territory to the Mecklenburg Fair.

The management has every reason to expect a mammoth crowd this year. The railroads will give reduced rates to the city during the event. On account of the excellent railroad facilities people living within 100 miles of Charlotte may spend the day here and return to their homes at night.

Prominent Spanish Leader Shot.
Prof. Francisco Ferrer, a Spanish educator and convicted revolutionist, was shot Wednesday. The execution was done at the fortress of Montjuich, where the prisoner had been confined since his condemnation by court martial. The condemned man faced the firing squad without flinching and fell dead at the first volley.

Except for a momentary expression of emotion immediately preceding his death, he retained his composure to the last.

The firing squad was drawn by lot and the command to fire was given by General Ezrin. Just before his eyes were bandaged, Ferrer examined his will, which had been drafted for him by Senor Permayor, dean of the notaries, while the preparations for the execution were going on. The contents of the will have not been made public.

[This is the spirit of persecution, cruelty and despotism that has always characterized the Spanish government, and it is what has reduced the once proud empire that owned half the world, to a poor, little, half starved, third rate power.]

Sample Pants.
\$5 Pants for \$3.98; \$4 Pants for \$2.98; \$3 Pants for \$1.98; \$1.25 Pants 88c. Don't fail to see our Sample Pants. Collins & Biggers.

R. L. ABERNETHY KILLED.

Up with paternal pride to learn that his son had an opportunity to enter into the practice of law under such apparently favorable auspices. But why should a corporation want to pay such a salary to a young man just entering the practice of law, of whose professional ability the corporation could not possibly have had any knowledge? The more Senator Clay revolved this matter in his mind the more remarkable it seemed. Then something occurred to him. He recalled that he was a United States Senator from the State of Georgia and that the railroad rate bill was pending in the Senate at that very moment. Then Mr. Clay gave his head a toss and proceeded to write to his son in effect, if not in words, as follows:

"I am glad you have had the offer and I have no desire to stand in the way of your advancement in your profession. But the day that you enter the employ of the railroad as an attorney I will resign from the United States Senate."

"Young Clay declined the offer and is plodding away in the practice of his profession in a little town in Georgia."

Glory to Senator Clay! and may his tribe increase. The pity is that there are so few like him in public life. It is a favorite trick of public service corporations to retain as attorneys men in official station when either it is possible to do so; and when it is not possible or practicable to retain the official himself, his family connection, his near friends or his law firm is retained. One of the worst trusts among the public service corporations in North Carolina works this game to perfection. In one town in which it operates it had the mayor retained as an attorney.

When the fact was disclosed and criticism was made, both the mayor and the corporation affirmed that it was understood that he was not to appear as counsel in matters affecting the town. That sounds well, but the corporation knew—and the mayor should and probably did know—that when the mayor accepted service with it he would be friendly to it and that friendship would count more for the corporation in his capacity as mayor than in his capacity as attorney. The law firm of one of the most prominent public men in the State is employed as attorneys for this same corporation. While the public official does not appear as attorney for the corporation his law partner and kinsman does and the name of the law firm—which includes that of the public official—gives the corporation prestige because of the name of the official; and that law firm was employed by the corporation in preference to another for that very reason. It is passing strange that so many public officials will allow themselves to be even indirectly connected with public service corporations, especially when they must know the purpose of the corporation to indirectly influence them; it is stranger still that so many of them profess to see no wrong in such a connection and thus lay themselves open to suspicion.

Wilmington Man Takes Novel Way of Killing Himself Instantly.
Watching his chance to escape from his guard, J. R. Giles of Wilmington, a patient at one of the local sanitariums in the city, late today leaped under the moving wheels of a 15 ton steam road machine, his life being crushed out instantly. Mr. Giles came here about two weeks ago and entered a private sanitarium and has previously made at least one attempt to commit suicide shortly after his arrival here when he attempted to cut his throat with a pocket knife. The authorities of the sanitarium, knowing this, had assigned him to the care of a guard and while out walking today near Gorman's bridge, about four miles from Asheville, where the road machine was at work, Mr. Giles watched his chance and before his guard could stop him, he had leaped between the front and rear rollers and his life was snuffed out before the driver, Jack Bain, could stop the machine.

The matter was at once reported to Coroner F. R. Morris by Captain Harvey Britain in charge in road work and the remains were brought to a local undertaking establishment. The coroner decided an inquest was unnecessary. Mr. Giles was 27 years of age, and formerly a high school teacher. His parents are dead, but he has been cared for by an uncle, Clayton Giles of Wilmington.

He has been subject to morbidity for some time and was brought here about two weeks ago and placed in the hands of local doctors. No blame, it is said, is attached to the road force or to the sanitarium, it being a case where self-destruction seemed determined upon.

It's a Top Notch Doer.
Great deeds compel regard. The world crowns its doers. That's why the American people have crowned Dr. King's New Discovery the king of throat and lung remedies. Every atom is a health force. It kills germs and colds and la grippe vanish. It heals cough-racked membranes and coughing stops. Sore, inflamed bronchial tubes and lungs are cured and hemorrhages cease. Dr. Geo. Moore, Black Jack, N. C., writes: "It cured me of lung trouble, pronounced hopeless by all doctors." 50c., \$1. Trial bottle free. Guaranteed by English Drug Company.

Don't inquire into a hungry man's history.

Robbed Bank in Daylight.
Robber Then Killed Himself When Brought to Bay by Officer and Posse.

A fashionably dressed bandit who, early this afternoon robbed the savings bank of D. M. Eskine & Co., in Highland Park, Ill., an aristocratic suburb on the Lake Shore, 25 miles north of Chicago, committed suicide by shooting himself in the mouth when driven to bay by the Highland Park marshal and a posse of citizens.

A companion of the robber, who had driven him to the bank in an automobile, was captured immediately following the robbery, forcing the principal perpetrator of the daring daylight crime to flee on foot. He was engaged in a running duel with town marshal John Sheehan, who was the target for many bullets from the fugitive bandit's revolver, one of which went through the sleeve of his coat. After running several blocks and failing to drive back his pursuer, the robber ran into a shed closely followed by Sheehan. When he saw Sheehan enter the shed with his revolver leveled at his head the fugitive put the muzzle of his own revolver in his mouth and fired a shot which resulted in his death almost immediately. The identity of the dead man nor of his companion is known.

The robbery was conducted in a deliberate and spectacular manner, the bandit securing about \$500 in gold coin and bills after he had forced John C. Duffy, cashier of the bank, into the cashier's cage just after the closing of business for the day.

"Call every one in here into that cage," said the bandit, "or I'll blow your head off. Hurry up."

Duffy, unarmed, complied with the demand. The bookkeeper and the receiving teller came into the cage while the intruder helped himself to all the money in sight. He carefully locked the gold and bills into his pockets and then exclaimed: "If any of you attempt to follow me, I will kill you."

He started for the door and Duffy immediately telephoned the marshal's office across the street. By the time the robber reached the automobile Sheehan was running toward the bank. At the sight of him the robber broke into a run and citizens captured the chauffeur. The chase after the fugitive was a thrilling one but ended in his suicide within a few minutes. All the money taken from the bank was found in his clothing.

The robbers had called at the bank early in the day.

Should Bespeak the Character of the Firm.
Mr. William W. Orr, secretary and treasurer of the well known George Muse Clothing Company of Atlanta, made an address to the "ad" men of his city a few days ago, in which he said:

"On the commercial horizon there is one word, or what is better, perhaps, one fact that stands out prominently and that fact is advertising. It is forced upon our attention because of its vital relationship to any successful business, because others all around us are advertising, and by the persistent and aggressive campaign of those who solicit advertising. I presume that most every business man regards advertising, not as a liability, but as an asset. In fact, there are few assets of more real value to a growing and permanent business than is involved in good advertising. This being true, I wish to say that the best thought of those engaged in selling goods to the public should be devoted to the department of publicity."

"Some one has said that the 'ad' writer bears the same relationship to the firm he represents as the lawyer does to his client. He pleads the case and the verdict from a discriminating buying public is evidenced in the sales, or lack of same, of the firm whose wares he exploits.

"The advertisements of a firm should bespeak the character of the house and the merchandise to be sold. It should be exact in detail; direct in appeal, and, above all, have the cardinal virtue of absolute truth.

"An advertisement of a firm is the mirror through which the public looks. It is the first introduction, and should be placed at such an angle as to reflect faithfully the advertiser.

"It is not necessary for the man who directs the advertising to prepare the copy. In the nature of things that is often impossible, but it is necessary that he shall be the inspiration to the man who writes; and to bring this to pass there must be cordial relationship between the two. If the spirit of the store is ever transmitted from the man who directs to the man who writes, they must be on the same intellectual wire. When one calls the other must respond. A convincing and compelling argument proceeds from one who has an abiding interest and faith in the subject under discussion.

"Sincerity that is unmistakable is the element that appeals, and it is well to remember that it is the child of faith and interest."

The Bed-Rock of Success
lies in a keen, clear brain, backed by indomitable will and resistless energy. Such power comes from the splendid health that Dr. King's New Life Pills impart. They vitalize every organ and build up brain and body. J. A. Harmon, Lazerore, W. Va., writes: "They are the best pills I ever used." 25c., at English Drug Company's.

Young Woman of Auson Drowns Herself in a Well.

Temporarily deranged by continued ill health, Miss Carrie Hunter, 23 years old and prominently connected, committed suicide at midnight last night by jumping into a well.

The tragedy occurred at the home of Mrs. B. F. Gullledge, Jr., a sister of the unfortunate young woman, in the southern part of the county, where she was making her home temporarily. Miss Hunter recently went to her sister's home at Charlotte, where she held a position as stenographer with the Southern Railroad, because the work had impaired her health and she sought rest. Yesterday evidences of mental derangement were noted by the family and a physician was called.

About midnight the young woman watched her opportunity and left the house suddenly. Mr. Gullledge observed her and hurried after her, noting when he left the house that she was making for the well a short distance away. Discovering that she was followed Miss Hunter hastened her steps and breaking into a run, made straight for the well and evading her would-be rescuer deliberately jumped in before she could be restrained, though Mr. Gullledge was just a few feet from her when she disappeared into its depths.

Her body, badly bruised and disfigured and with both limbs broken, was recovered an hour later, death ensuing in a short time from her injuries.

Miss Hunter was well known and popular and her sad death is deeply deplored. She is survived by a mother and several sisters.

Shoes! Shoes! When you want shoes don't fail to see us.
Collins & Biggers.



Doors and Sash.

We have opened a full line of Doors, Sash, Blinds and Mantels in a store room north of court house. We can fill large or small orders promptly, and can furnish odd sizes in Doors and Sash. We also keep at our shops north of town a full stock of

Flooring, Ceiling, Mouldings, Balusters and Brackets. :: ::

In fact we can furnish everything you need to build a house, and can do it quick. Bring us your lumber to dress, we guarantee our work to be the best. Come to see us when you have lumber to sell. Cut our prices before you buy; no trouble to figure.

Porter-Myers Lumber Co.

"Next fall you shall have it."

Haven't you told the good wife that very thing about the bit of furniture she has been wanting? You can redeem your promise now easier than ever before. We have just received a car load of medium price Beds and Bureaus. Good, substantial furniture that looks well and lasts.

Special Rocking Chair Bargain.

Never before have we been able to offer you such a bargain as you can now get—well made, strong, well polished, good looking, cane seat rocker for \$1.75.
The same good points, with cobbler seat 2.00.
Nothing like these ever offered before in Monroe.

Furniture. T. P. DILLON Undertaking.

Now Is The Time To Start a Bank Account

Every farmer in Union county ought to have one. When you sell cotton at the good prices now ranging, put some of your money in the bank where it will work for you if you let it. We will pay Four per cent., and that is much better than keeping it idle at home where it may be stolen. Call on us for information. :: :: :: :: :: :: :: :: :: :: ::

The Savings, Loan & Trust Company

R. B. REDWINE PRESIDENT
H. B. CLARK CASHIER

YOU CAN'T PUT IT OFF ANY LONGER

The season is now on when every wise man must insure his property. Fires occur much more often now than any other season. Don't delay taking out a fire policy. We have a long string of the best companies and can give you the right rates. ☞ Don't delay too long in taking out a life policy. Any day you may get where you can't get one, or you may die and leave your family unprovided for. Ask us about the Crack-a-Jack Policy we give you in The Philadelphia Life. ❖ ❖ ❖

Gordon Insurance and Investment Company

Don't Read This!

For it will be useless to do so unless you are one of the many who appreciate that a dollar saved is a dollar made.

We are making your neighbor money every day. Why not you? Get in line with him and let us help you make money.

We carry a complete line of Dry Goods, Clothing, Shoes, Hats, Notions, Trunks and Groceries, and from this line we positively save you from 5 to 25 per cent on your purchase.

You ask how can you do this. You certainly do not buy your goods cheaper than do other merchants. No, not that. But here is how it is done. We believe in short profits and quick sales and are enabled to sell for less than do city merchants on account of being out of town and not being burdened with the heavy expenses and tax with which the city merchant has to bear.

Listen To This.

We sell Overalls for 90c. that you pay \$1.00 for elsewhere.
We sell Shirts for 90c. that you pay \$1.00 for elsewhere.
We sell 56-inch Blue, Black and Brown Brilliantine for 45c. per yard that you pay 50c. for same everywhere.
We sell all the standard 10c. Percales, Gingham, Flannelettes, Suitings, Bleachings, Shirtings, etc., for 9c. per yard.
Everything else in our different lines, as above stated, we will save you money on.

J. H. BENTON & SONS.

Purity, Accuracy and Skill

are the three essentials in compounding Prescriptions. All of these you get by having your work done by

C. N. Simpson, Jr., DRUGGIST.