

**W. M. Jackson Still a Candidate**

Word has been circulated in parts of this county to the effect that W. M. Jackson has withdrawn from the race for the House of Representatives, but we have been informed by Mr. Jackson that such is not true and that "His hat is in the ring" and expects to be the choice of his party at their convention.

**Mrs. Lewis Convalescing**

Mrs. W. M. Lewis is now convalescing slowly after a serious operation performed at Martin Memorial hospital last Friday. Her children Mrs. E. J. Dickey of Atlanta Ga., John Cosby of Cambridge Md., Mortimer Cosby of Columbia, S. C., Wilson Cosby, of Charlotte, and two sisters Mesdames Robert Hairston, of Reidsville, and R. L. Walker of Danville, Va., have attended her bedside since the operation.

**Philathea Social**

The Philathea class of Central Methodist church had a very delightful social meeting in the home of the class teacher Mrs. E. F. McKinney last Friday evening. The downpour of rain, without, was soon forgotten in the midst of the cordial welcome and cheer within, nineteen members braved the elements, which seemed so unfavorable, and a truly jolly time resulted. The nearness of "All Fools Day" suggested many ludicrous ideas such as each one present telling the most foolish act of her life, these confessions were the cause of much merriment. Other contests and games were enjoyed, after which the hostess was assisted by Misses Ada Jones and Grace Foy, in serving a delicious salad course.

**Woman's Club Notes.**

The General Club will meet Friday at 3 o'clock in the City Hall. This is a most important meeting, including the yearly election of officers, the election of delegates to Greensboro, and the organization of Surry County's War Memorial Association and the election of fifteen directors. All members are urged to attend.

**B. Y. P. U. Social**

The members of the B. Y. P. U. of the First Baptist church met with Miss Louise Rothrock at the home of her parents Mr. and Mrs. P. S. Rothrock on Pine street Thursday evening of last week, the rain preventing the young people from going to the country as they had planned to do. Games were played, during which time candy was served, later sandwiches and tea were served, followed by mints.

**John Burroughs Memorial**

Henry Ford has purchased the mountain side farm near Roxboro, N. Y., formerly the home and now the resting place for the remains of John Burroughs, the naturalist. A memorial was held there Monday April 3rd, attended by Henry Ford, Thomas Edison and Harvey Firestone, special friends of the naturalist, as well as many other admirers. A bronze plaque was imbedded in the great brown rock over the grave of Burroughs and lovely flowers were heaped over the mound. This was the first anniversary of his death, and his farm, his home and many of the spots made famous by his writings will be preserved to posterity thru Mr. Ford's gift.

**SAYS KEEP THEM OUT OF SCHOOL TILL TEN**

**Burbank Thinks Country Boys and Girls Should Stick to Nature Till Then.**

Santa Rosa, Calif., Mar. 25.—Boys and girls of small towns should not be allowed to see the inside of school-houses until they are ten years old, Luther Burbank, noted plant wizard, declared in a message responding to greetings from neighbors on his seventy-third birthday here recently. "I speak of the boy or girl who has the privilege of being reared in the only place that is truly fit to bring up a boy or plant—the country or the small towns—the nearer to nature the better, he said. "In the case of children compelled to live in the city, the temptations are so great the life so artificial, the atmosphere so like that of a hothouse, that such a child should be placed in school earlier as a matter of safeguard."

Mr. Burbank said his life work with plants has convinced him that the same treatment and care necessary to the highest development of plant life is essential to the highest development of human life.

"All animal life is sensitive to environment, but of all living things the child is the most sensitive," he declared. "Surroundings act upon us as the outside world acts upon the plate of the camera. Every possible influence will leave its impress upon the child, in many cases even overcoming heredity. A child literally absorbs environment. The proper influence applied during the impressionable period will cause an effect that will be pronounced, immediate and permanent."

"Pick out any trait which you may desire in a normal child, honesty, fairness, purity, loveliness, industry, thrift, what not; by surrounding child with sunshine from your heart and the open sky giving it free communion with nature, well balanced and nutritious food, and you may fully attain the desired object."

**Last Battalion of Soldier Dead Brought from France**

New York, March 29.—The last battalion of soldier dead to be brought home from the fields of France—1060 in all—were saluted by the guns of Forts Hamilton and Wadsworth when the army transport Cambria passed through the narrows this afternoon with her precious cargo. Flags of escorting crafts flew at half mast and were dipped in salute to the fallen warriors.

Forty-five thousand of those who made the supreme sacrifice overseas in the service of the United States have now been brought back to their homeland and only about 100 more bodies await shipments from England and France. All of the others who fell in battle or died behind the lines will continue to rest in foreign soil, that being the wish of their relatives.

**The Contest Allowance**

Charity and Children says it is a pity that Congressman Doughton was put to the expense of defending his title to his office, but Brother Johnson forgets that congress allows both contestants more than liberal expense funds. See if Dr. Campbell isn't allowed something like \$2,000 before it is over with for his futile efforts to secure Doughton's seat in congress. The truth is, if this allowance were not so liberal there would be fewer contests.—Sampson Democrat.

**PLANS FOR DAMMING THE COLORADO RIVER**

**Engineering Feat Will Reclaim 244,000 Square Miles of Land in Mexico and Seven Southwestern States**

By Albert B. Fall, United States Secretary of the Interior.

From the inception of the Reclamation Service, its engineers have never lost sight of the potential value of the Colorado River, the American Nile. The investigatory work of this great drainage basin, carried on in connection with a dozen or more projects, four of which have been constructed, and more recent studies, encouraged by direct Congressional appropriations, and contributions of states and organizations, have made available much material of value, upon which definite plans have been formulated for a comprehensive development of this great water supply for power and irrigation.

Unlike other works for irrigation and power development, which are local only in their use, the Colorado River project comprehends the entire drainage area, embracing more than 244,000 square miles, included in seven western states and Mexico. In its entirety, the plans cannot be worked out during a generation, and will involve the expenditure of hundreds of millions of dollars. The engineering problems are numerous and complicated, owing to the varied interests of seven states, and a foreign country and could never be successfully solved by any other agency than that of the federal government.

Studies for a number of years have centered largely about the lower reaches of the Colorado, where irrigation has made such strides during the last decade, as to emphasize the need for early construction, in order to safeguard the property of many thousands of citizens now threatened by alternate flood and drought.

The perils which for a season menaced the Imperial Valley, through the ravages of this river, have not been forgotten. We must not forget that a similar condition may return. We are similarly aware that the increasing demands, due to the astonishing spread of irrigation, already have exhausted the normal flow, and that further progress is impossible without storage. The paramount needs are twofold: Flood control and water for irrigation.

Far-sighted engineers long ago predicted just such conditions as obtain today, and have been preparing for them by assembling data, making borings for dam sites and mapping large areas of land now vacant and valueless, but of enormous value when irrigated.

I have before me the report of the service on these studies, together with estimates and recommendations. A perusal of these plans will, I am sure create a feeling of pride in the breast of the American public akin to that which awakened when our engineers launched forth on the Panama Canal.

The engineers of the service propose the development of the Colorado River project by units—the first of which is the construction of the Boulder Canon Dam.

If constructed as planned, this dam would dwarf in height any other dam on earth. At an estimated cost of \$45,000,000, it would be 630 feet high, and its storage capacity would exceed 21,000,000 acre feet; or, more than enough to cover the land surface of Vermont, Massachusetts, Connecticut, New Jersey, Delaware and Rhode Island a foot in depth. At an additional cost of \$10,000,000 the capacity could be increased nearly one-third—making the dam 731 feet above bed rock. These figures include preliminary work and the completion of the dam to serve for storage purposes; and ready for but not including cost for power plants.

The calculations of the engineers indicate a possible development of 600,000 to 700,000 H. P., the leasing of which to numerous cities, towns, mining camps, etc. will bear the entire cost of the dam. Relieving the land of this heavy burden of cost greatly simplifies the irrigation problem, which is reduced to the construction of less important and costly structures, making the per acre charge extremely reasonable. Such lands total in area 2,020,000 acres, of which about 60 per cent is in the United States, and 40 per cent in Mexico. The ownership of the area in the United States is as follows:

Private, 690,000 acres; public 227,400 acres; Indian, 145,600 acres; State 22,000 acres; railroad, 47,200 acres.

The most important construction work contemplated in connection with these irrigation plans will be for the Imperial district, and the extension thereto, including 270,000 acres in East and West Measas, Dos Palmas tract, and the Coachella Valley.

For these lands, it is proposed to divert water at Laguna Dam, already constructed, into an all-American canal—the estimated cost of the work

**Bevo One of Our Best Known Trade Names**

The Assistant Professor of Psychology of the University of Iowa, as a test of the effectiveness of advertising, submitted 40 trade names and slogans to a class of 321 students.

Of this number 304 recognized Bevo as the name of Anheuser-Bush's famous soft drink.

In other words, only 17 out of 321 did not know Bevo, approximately five per cent.

Taking the country over, we believe that almost 95 per cent of the people old enough to know beverages are familiar with Bevo.

It is interesting to note that but three other trade names ranked higher than Bevo. They were "Goodyear," "It Floats" and "Sunkist."

When it is considered that Bevo, as compared with Goodyear tires and rubber goods, and Ivory soap, is comparatively a new product, and that Goodyear tires and Ivory soap have been extensively advertised for many years, it must be apparent that Bevo attained remarkably great popularity in a very short time.

During the past two years Bevo has not been advertised in newspapers, magazines and on billboards. In that same period millions of dollars were expended advertising the other two products.

The Goodyear Tire and Rubber Co. used double-page spreads in many magazines, and a great amount of newspaper and billboard space. Besides, there are two Goodyear companies, both manufacturing rubber products.

Refer to the list of trade names and slogan and observe that Bevo ranks above many of the top-notch articles of commerce. For illustration, there is the slogan of the Ford Motor Co.—"The Universal Car." That slogan has appeared in every Ford advertisement for years, and in millions of pieces of Ford literature. Yet it fell far below Bevo in the list.

Bevo was first advertised in 1916. In a single season it attained a greater popularity than perhaps any other article in the same length of time. It became popular from the Atlantic to the Pacific within a very few months. There was something about the name, as well as the unique quality and flavor of the beverage, that caught the popular fancy.

The name Bevo zipped into the ear and stuck. The beverage delighted the palate and was remembered for its delicious, individual flavor.

The Bevo bottle, different and distinctive to prevent its being used as a substitute for "cheating" also became universally popular.

Here is the result of the Iowa professor's test. The figures at the right show the number of pupils, out of 321, who correctly defined the product represented by the trade name or slogan:

Bevo, .....	304	Canthrox, .....	211	Eventually, Why Not	
Goodyear, .....	319	Crisco, .....	249	Now? .....	166
20-Mule Team, .....	280	Hoosier, .....	145	Time to Retire, .....	116
Sunkist, .....	305	Shur-On, .....	101	The Universal Car, .....	260
Community Plate, .....	291	Ever-Ready, .....	222	It Floats, .....	308
Liberty Six, .....	286	Valpar, .....	231	His Master's Voice, .....	294
Green River, .....	292	Have You a Little Fairy		Roll Your Own, .....	153
Bon Ami, .....	264	in Your Home? .....	181	Smith Brothers, .....	233
Listerine, .....	189	Sonora, .....	118	Hasn't Scratchers Yet, .....	248
The Hoover, .....	262				

**"There's a Reason" "Quality Tells"**

- Bevo everywhere.
- Bevo at the Picnics.
- Bevo in every home.
- Bevo in the ball parks.
- Bevo in the drug store.
- Bevo in the grocery store.

- Bevo in the popular cafe.
- Bevo in the ice-box at the picnic party.
- Give old Bevo a fair chance, and watch it make a runaway race.
- Make Bevo your "Buddy" and be happy and prosperous.
- Bevo 10c.

**THE WEST-HILL CO.**

Wholesale Distributors

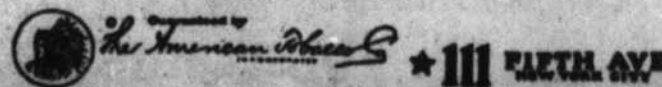
**111 one-eleven cigarettes**

Three Friends Gentlemen



TURKISH BURLEY VIRGINIA  
**10¢ for FIFTEEN**

In a new package that fits the pocket—  
At a price that fits the pocket-book—  
The same unmatched blend of  
TURKISH, VIRGINIA and BURLEY Tobaccos



**ROOSTER BATTLES GAMELY TO DEATH**

**Meeting Supposed Enemy in Auto Windshield, He Plunges Into Fight**

Goldsboro, March 29.—We read in the daily papers of all manner of ways used in committing suicide, but the strangest ever on record is that of a game rooster belonging to Frank Langston, of this city. Yesterday at noon Mr. Langston drove his automobile up in his yard and left it. His game rooster jumped upon the automobile to investigate the car. The rooster saw himself reflected in the windshield, and at once the battle began. The rooster pecked at the supposed enemy; it was hard, the hardest proposition the rooster had ever

struck. He was game to the end and would not give up the fight. When the battle was over the windshield was covered with blood, while the poor rooster had fought until his head was battered in against the glass. He was found dead in front of the windshield. This rooster should be buried with honor and a flower planted on his grave.

**A Farmer Cured of Rheumatism**

"A man living on a farm near here came in a short time ago completely doubled up with rheumatism. I handed him a bottle of Chamberlain's Liniment and told him to use it freely," says C. P. Rayder, Patten Mills, N. Y. "A few days later he walked into the store as straight as a string and handed me a dollar saying, give me another bottle of Chamberlain's Liniment; I want it in the house all the time for it cured me."

**NOTICE!**

We have added to our Barber Shop for your convenience a No. 1 pressing club. We leave no odor of gasoline in your clothes, try us.

**ASHBURN & PARKS**  
Barber Shop & Pressing Club

128 N. Main St.

Midkiff Bldg.