

The Evening Times

Published Every Afternoon. (Except Sunday) THE TIMES' BUILDING, 12-14 East Hargett Street, Raleigh, N. C.

J. V. SIMMS, Publisher. Both Phones—All Offices—178.

SUBSCRIPTION RATES. One Year \$5.00 Six Months 2.50 Three Months 1.25 One Month .45 One Week .10

Subscribers desiring The Evening Times discontinued must notify this office on date of expiration, otherwise it will be continued at regular subscription rates until notice to stop is received.

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It is imperative that all communications be signed by the writer, otherwise they will not be published.

Entered at the post office at Raleigh N. C. as second class matter.



MR. CADE'S TYPESETTER.

This paper has had some reference to the typesetting machine invented by Rev. Baylus Cade, formerly of this city, but now of Shelby. Mr. Cade claims great things for his machine and if it will measure up to the standard he has set for it, it is good-bye to the Mergenthaler.

The Mergenthaler does the work wonderfully well, but it is a very complicated machine and very costly. On the other hand Mr. Cade's machine is represented as being very simple in construction and comparatively cheap. Some points about Mr. Cade's invention given by the Charlotte Chronicle, whose editor has recently had a talk with the inventor will be found interesting:

"Mr. Cade's type-setter is not run by power. Two men can carry it and place it at any point desired as easily as they would handle an office desk. It is operated by a small air compressor.

"It will set any face of type from nonpareil to job display. The operator can read and correct the line before it is cast. There is no cumbersome and complex machinery for the return of the matrices. The machine can be sold for \$500, which will place it within the reach of newspaper publishers all over the country.

"Mr. Cade is a machinist from youth. He has been working on this invention for a period of twenty years. His first machine is now being built in Philadelphia and will be completed and given a test within three months. It has been inspected and approved by the best mechanical experts in the country, who say that it will do what is claimed for it. We are drawing this much from a conversation we had with Mr. Cade this morning. Much that he said was not for the public print at this time. Did we feel privileged to say more, we might inspire greater faith in this invention. It was suggested to Mr. Cade that if he has what he says he has, he will die a millionaire. His response was that money-making was his last thought. He is working for the good of humanity, for in giving to the world a type-setter of the character which he invented, he would certainly be conferring a blessing on the whole people. We believe that a paper in Shelby, his home town is to have the honor of making the first run on his new machine. Mr. Cade and the machinists who have passed on his invention may find themselves mistaken in the expected performances of the machine, but in case they hit it right, we may look for a slump in Mergenthaler stock. The next few months will tell the tale."

NEWSPAPER ADVERTISING.

There are many ways of advertising and many different schemes are hit upon. All, of course, do good, for anything that brings and keeps the name of the firm desiring business before the public is a good proposition for that firm. But all who have given the matter any careful study agree that newspaper advertising is the best way to reach the public with any specific proposition as well as to keep before the public in a general sense. The Findlay, (Ohio) Republican prints some information on this subject that shows the utility of circular advertising. That paper says:

"The utility of circular advertising as compared with newspaper advertising is proved in a dozen different ways, but in none more forcibly than in the fact that Findlay firms

that expend a part of their vertiginous money in this way are now and have been for more than a year sending circular announcements to persons who have been dead as long as that.

"A Findlay young woman whose husband has been dead several years that expend a part of their advertising matter addressed to him, much mail of this description bearing a two-cent stamp.

"People who can read at all read the newspapers. If they cannot read they are not likely to be valuable customers. The wise advertiser spends his money where it will do him the most good. He puts very little of it into circular letters, which annoy the housewife and in about six cases in ten are consigned without reading to the waste paper basket.

"Newspapers are read. The advertising in reputable newspapers tells the reader what he (or, to be exact, she) wants in the shops, and she reads carefully and profits by what she reads. So does the merchant."

Rear Admiral Schroeder, commander-in-chief of the Atlantic fleet has begun a crusade against the smoking of cigarettes by the enlisted men. That is all right as far as it goes, but the admiral might extend his crusade to the officers and place his ban upon cigars and wine. In doing that he would be entirely consistent.

This is Fayetteville's celebration day. The good people of that city and section are celebrating the signing of the Liberty Point resolutions by thirty-five patriots of the Cape Fear section on June 20, 1775. The event is worthy of commemoration and we congratulate Fayetteville on the success attending this occasion.

NEW BOOKS.

Some Essentials in Musical Definitions, by M. F. MacConnell. Cloth post octavo, 110 pages. Oliver Ditson Company, Boston.

This excellent and handsomely printed book is a newly revised and enlarged edition of a book published seven years ago and, in the old edition, already well tested. It will be found useful even by those who are already familiar with musical literature.

The thirty chapters of this book—which, by the way, belongs to Ditson's well known "Music Student's Library" give in concise language and with sufficient illustration the essential facts about rhythm, melody, time, scales, accents, embellishments, musical form, musical instruments ancient and modern, and everything else that is essential. An appendix of noted names in music gives the names of nearly six hundred composers, performers and musical critics.

Our Plymouth Forefathers; the Real Founders of Our Republic, by Charles Steadman Hanks. Cloth, 12mo, 339 pages. Numerous illustrations. Dana Estes & Co., Boston.

In spite of the raw provincialism of the subtitle and the corresponding quality of certain passages in the book, the writer's account of the Pilgrim Fathers is worth reading, even where the worship of these heroic colonists is not an article of faith. Mr. Hanks has given us a careful and detailed account of the Plymouth Pilgrims, and he also does justice to their less liberal and more complacent neighbors, the saints of Massachusetts Bay.

The "real founders of our republic" as set forth in the subtitle, is rather more than Mr. Hanks has proved. He has emphasized the Mayflower compact as the beginning of self-government, and the possession of New England as a decisive step which forestalled the French and opened a way for the Puritan exodus. He says moreover that the first trial by jury took place in the Plymouth colony in 1623 and that the first executive council "in the United States" was formed in Plymouth. Considering the fact that Virginia has claimed the honor of the first jury trial, that the House of Burgesses was formed in 1619, a year before the landing of the Pilgrims, and that the Virginia constitution of 1621 provided for an executive council. Mr. Hanks ought to have stated both sides of the case, but his references to Virginia are incidental and almost invisible. The question of priority is less important than a certain class of popular historians have made it, but when it is brought up at all, we are certainly entitled to careful statements and sufficient proofs. Like the gentleman from Missouri, we prefer to be shown.

The Trade in Names. The trial of Broughton Brandenburg calls to mind a fault of publishers and a weakness of the reading public. We do not mean to express any opinion as to the guilt or innocence of the accused in this case, but if Brandenburg forged Mr. Cleveland's name to the letters which involved him in this prosecution, he did it either because he could not

PRESS COMMENT

The trial of Broughton Brandenburg calls to mind a fault of publishers and a weakness of the reading public. We do not mean to express any opinion as to the guilt or innocence of the accused in this case, but if Brandenburg forged Mr. Cleveland's name to the letters which involved him in this prosecution, he did it either because he could not

sell the article without it or without it could not get a good price for it. The merit of the article was not affected by the name signed to it, but its value was little if at all affected by anything else. No man is fit to be a voter at all who unhesitatingly accepts another man's opinions. Every one who really desires to act intelligently will give attention to the reasons assigned for pursuing a given course, but the force of the reasoning should not be at all affected by the personality of the reasons. Of course, in every country there are leaders in different lines of thought, but no man of mental self-respect acknowledges authorities in thought. Every man should reason for himself.

The New York Times bought this article because it was believed that Mr. Cleveland had signed it. If without reason it merely expressed a preference for one candidate over another, the expression should not have affected the decision of any reader. If it gave reasons, the reasons should have stood on their own merit, and should have been weighed without any consideration of the name signed.

It is regrettable that publications buy names rather than stories or contributions. A well advertised man can sell anything. An unknown man cannot find a publisher unless he offers something as good as one of the best authors writes once in a lifetime. David Harum was rejected by all the leading magazines, though it was superior to anything that any of them had published in ten years. If we mistake not Elbert Hubbard failed to find a publisher for what he wrote, and has since amassed a fortune by publishing his own writings that are infinitely superior to anything accepted by the men who rejected them.

This is not entirely the fault of the publishers. The proprietor of a dry goods store and of a magazine have a common purpose. The prime motive of each is a desire to make money. Men buy magazines that advertise famous names, just as they trade with merchants who make the best display of their goods. A magazine is as purely a commercial undertaking as a dry goods store.

We doubt, however, whether this purchase of names rather than thought or literature is the best policy in the long run. We believe if a publication would make excellence its only object, while it would lag for a time behind its competitors that paraded well advertised names, it would ultimately excel them, even as a money maker. People would learn where to go for stories worth reading or thoughts worth considering, and a publication always giving such literature and only such literature would in time establish itself on a financial basis that would prove unshakable.—Florida Times-Union.

The gross conduct of Mrs. Howard Gould, as it has been portrayed in her suit for divorce now pending is almost unbelievable. If she is guilty of a small part of the transgressions of the laws of decency charged to her and sustained by witnesses, the injured husband forfeits a right to sympathy for having delayed divorce proceedings himself. The Charlotte Chronicle in referring to this case says:

"The outside world has been given some entertaining glimpses into the life of the ultra-rich through the evidence brought out in court in the Gould divorce case. The bacchanalian orgies of ancient times were tame affairs compared to the carousals that have been going on in the Gould castle over which the eloquently profane madame had the honor of presiding. It is a commentary on the society of the age that people of this kind can buy their way into it, yet society is full of people of the same sort as this Mrs. Gould, who was moved to hide her face in her hands as witnesses told of her life of profligacy and debauchery. It opens its doors to whoever may come with golden hands, however barren of morals or devoid of character, and that such is the fact is to the shame of society as it exists today."—Salisbury Post.

Notice of Service of Summons by Publication.

North Carolina, Wake County. In the Superior Court before the Clerk, Nellie Marshburn, administratrix, and one of the heirs at law of J. A. Temple, deceased, and H. H. Marshburn, her husband vs. Lena Johnson and R. L. Johnson, her husband, B. J. Temple and Belle Temple, his wife, Alice Murchison, and C. M. Murchison, her husband, O. E. Robertson and Rebecca Robertson, his wife, William H. Robertson and Beulah Robertson, his wife, Z. V. Robertson and Gertrude Robertson, his wife, Nannie E. Davis and Sam T. Davis, her husband, Jack Robertson and Emily Robertson, his wife, Mattie Robertson, Temple Robertson, and Carrie Robertson.

The defendants O. E. Robertson Rebecca Robertson, his wife, Mattie Robertson, and Carrie Robertson, above named will take notice that an action entitled as above has been commenced in the Superior Court of Wake county for sale of the lands of J. A. Temple, deceased, to make assets, and for partition of the same; and the said defendants will further take notice that they are required to appear before me at my office in Raleigh on the 19 day of July 1909 and answer or demur to the petition of the plaintiff, or the plaintiff will apply to the Court for the relief demanded in said petition.

This 14 day of June 1909. W. M. RUSS, Clerk Superior Court.

SALE OF LAND UNDER MORTGAGE

In pursuance of power of sale contained in a certain deed of mortgage made by Hugh Dunn and wife, of Wake Forest township, to the Trustees of Rex Hospital (a corporation) dated 9th day of January, 1905, and recorded in Book 190, page 463, Register of Deeds office for Wake county, the undersigned will on Saturday, the 10th day of July, 1909, at 12 o'clock M., at the door of the court house of Wake county, in Raleigh, N. C., expose to sale at public auction, to the highest bidder for cash that certain tract or parcel of land lying and being in the town of Wake Forest, Wake county, adjoining the lands of William Perry, Henry Jackson, and others, and bounded and described as follows, to-wit:

By a line beginning at a stone, William Perry's corner, and running thence with Perry's line N. 43 1/4 degrees E. 3 chains and 3 links to said Perry's corner on African Church Avenue, thence with said Avenue S. 63 degrees E. 1 chain and 98 links to a stone, Henry Jackson's corner, thence with said Jackson's line S. 40 1/4 degrees W. 3 chains and 4 links to a stone in Cemetery line; thence N. 66 1/4 degrees W. 2 chains and 28 links to the beginning, containing 63-100 of an acre, more or less, and being the same tract of land that was conveyed to the said Hugh Dunn by N. Y. Gulley and wife by deed recorded in Book 140, page 245, Register of Deed's office for Wake county, and the same that was conveyed to said N. Y. Gulley by W. H. Edwards and wife by deed dated 14th day of August, 1896, and filed in the said Register of Deed's office for registration contemporaneously with this deed.

Terms of Sale—Cash. TRUSTEES OF REX HOSPITAL, By R. H. Battle, Pres. R. T. GRAY, Sec.

Dissolution of Copartnership—Misses Reese and Company.

Notice is hereby given that the copartnership in the millinery business, heretofore conducted in Raleigh, N. C., by Mrs. Josephine E. Pescud, Miss Sarah N. Reese, Miss N. Janie Reese and Mrs. Mattie E. Redford, under the firm name of Misses Reese and Company, was this day dissolved by mutual consent. Mrs. Pescud and Misses Reese are authorized to collect and receipt for all money due said copartnership and have assumed and will pay all debts and obligations of said copartnership.

This June 4th, 1909. JOSEPHINE E. PESCAD, SARAH N. REESE, N. JANIE REESE, MATTIE E. REDFORD, Miss Sarah N. Reese and Miss Janie Reese will continue the business under the firm name of Misses Reese and Company. 19-30 dvs.

EXECUTORS' NOTICE.

Having qualified as executors of the estate of David Levine, deceased, late of Wake County, N. C., this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned at Raleigh, N. C., on or before the 7th day of June, 1910, or this notice will be placed in bar of their recovery. All persons indebted to said estate will please make immediate payment.

MRS. LEAH LEVINE, B. S. ARONSON, Executors estate of David Levine. This June 7th, 1909. o. a. w. G. w.

NOTICE OF PUBLICATION

North Carolina, Wake County—In the Superior Court, Before the Clerk. D. E. Pool vs. Annie Pool.

The defendants above named will take notice that an action entitled as above has been commenced in the Superior Court of Wake County, for divorce against the defendant, from the bonds of matrimony, and the said defendant will further take notice that she is required to appear at the next term of the Superior Court of said county, to be held on the 2d Monday in July, 1909, at the court house of said county, in Raleigh, N. C., and answer or demur to the complaint in said action or the plaintiff will apply to the court for the relief demanded in said complaint.

WM. RUSS, Clerk Superior Court.

CHESAPEAKE & OHIO RAILWAY

Scenic Route to the West TWO FAST VESTIBULE TRAINS WITH DINING CAR SERVICE. Through Pullman Sleepers to Louisville, Cincinnati, Chicago, and St. Louis.

Lv. Richmond. 3:00 pm 11:00 pm Lv. Charlottesville 7:00 pm 2:52 am Lv. Lynchburg 4:00 pm Ar. Cincinnati. 8:15 am 6:00 pm Ar. Louisville. 11:30 am 7:30 pm Ar. Chicago... 5:25 pm 7:10 am Ar. St. Louis... 6:30 pm 7:17 am

Direct Connections for All Points West and Northwest. QUICKEST AND BEST ROUTE. The Line to the Celebrated Resorts of Virginia. For descriptive matter, schedules and Pullman Reservations, address W. O. WARTHEN, D. P. A., Richmond, Va. JNO. D. POTTS, Gen'l Pas. Agent.

SUMMER SHOES

Wear our White Canvas Strap Pumps, our Tan Oxfords and our Patent Leather Strap Pumps. Our Summer Shoes for Women, Misses and Children are best known for their style and perfect fitting qualities, but they wear well and are comfortable in wearing.

We sell the best \$4.00 Summer Shoes for men, and the best wearing Shoes for boys and children in town.

GREAT JUNE CLEARING SALE

We mention a few of the bargain buying opportunities—the whole store joins in this great event. Come at once. Everything is ready for you.

WOMEN'S READY-TO-WEAR SUITS—

Come early—one of a kind in many of the styles.

HIGH GRADE LINEN SUITS—2 and 3 piece models—1-3 off and no extra charges for alteration.

HIGH GRADE LINGERIE DRESSES—

beautifully made of Lingerie Batiste, lace and embroidery trimmed—1-3 off—and no extra charges for alterations.

SPECIAL VALUE SUITS AT ONLY \$5.00 for choice—

Linen and Lingerie Batiste—but no alterations made on this \$5.00 for choice lot. We cannot afford to make the alterations, as the materials cost more than \$5.00 let alone the making.

SPECIAL VALUE LINEN SUITS—Coats and Skirts at only \$2.98. No alterations.

WHITE LAWN WAISTS—Mighty pretty at only 98c—the best hot weather waists we ever offered.

SILK DRESSES in the newest summer models 1-3 off—and no extra charges for alterations. Splendid for going away gowns—Mountain seashore or springs—Well made—beautifully fashioned and trimmed exquisitely.

WANTED SILKS—Newest Foulard Silks in a splendid array of beautiful printings—the \$1.00 grades at only 59c. a yard.

"ROCO" SILKS—Dainty Foulard patterns—are ideal Summer Silk at only 29c. for 50c. qualities.

DUTCH COLLARS—Lace trimmed—fresh and clean, 25c. values at only 10c.

DUTCH COLLARS—the new pique-jetted with Black Nail heads, at only 25c.

\$1.00 UMBRELLAS, the best one dollar umbrella in town—for rain or shine.

BIG BARGAINS IN WASH DRESS GOODS. MERCERIZED CHAMBRAYS 10c. a yard, plains and striped.

10c., 12 1/2c. and 15c.—Dress Gingham, at only 8c. a yard. Splendid for now and later on. Buy them for the children.

WHITE DUCK HAND BAGS—25c.—a new kind of hand bag. Splendid for summer use.

ROUGH SHANTUNG SILKS—

50c grades at only 29c.. A complete line of new shades—bought for May selling, but rain and cold weather interfered with their selling. They are worth 50c. yd.—but you can buy them in this great June Clearing Sale at only 29c.

LINEN DRESS GOODS—Fancy and plain Dress and Skirting Linens, worth 25c., 30c. and 35c. a yard, at only 19c. Just the kinds wanted for hot weather wear.

WHITE IRISH LINEN SHEETINGS—Good.. for Coat Suits—All pure Linen—90 inches wide at only \$1 and \$1.25 a yard. Import prices.

36-INCH ALL PURE LINEN CAMBRIC LAWN—worth 40c. at only 25c., an import price bargain. A mid-summer fabric—at a big bargain price.

IRISH LINEN FINISH—the new finish Linon D'Indes—32 inches wide at only 10c., 12 1/2c., 15c. and 20c. a yard—the more you wash this fabric, the better it is.

40-INCH SHEER LAWNS—French Batiste finish, at only 10c., 12 and 15c. yd.

WHITE GOODS—Here a piece and there a piece left over—in 35c. and 40c. goods—now at only 19c. yd.

NEW STYLE BARRED LAWNS—A NEW LOT OF 25c. VALUES AT ONLY 11c.—Cleaning up a manufacturer's line at less than cost to make—a big Summer bargain. We have only about one thousand yards and the line will go out in a day or so.

BIG JUNE SALE OF LACES—5c. a yard and 10c. a yard. Some of these laces on this bargain table are worth 40c. a yard. All are priced in plain figures, 5c. and 10c. a yard. You can see for yourself.

7c. a yard Striped Linen Duck Suitings. Very stylish.

5c. A YARD FOR all Calicos and standard prints—Dress and Shirting styles.

Dobbin-Ferrall Co

123-125 Fayetteville St