

Published Weekly  
NASHVILLE, N. C.

What is better than good fishing?  
The best blue fishing try the sunny side of the trout.  
This should be shaved, for their whiskers are full of microbes.  
As a leader of society Col. John Joseph Astor is wearing a harem skirt.  
New hairdressing styles reveal that women's crowning glory is amenable to fashion shifts.  
An expert has found three distinct kind of germs on a cat's whiskers. Shave your cat.  
This is the appointed time to eat up what remains of the canned fruit left from last winter.  
The campaign cigar is barred. Politicians will have to devise some new means of puffing candidates.  
Now, if our pitchers and the weather man only hold out, the pennant is merely a matter of a few weeks.  
A Chicago policeman recently out- ran the fastest burglar in the city. But why was the burglar chasing him?  
A northern Californian of ninety-two years clothes with a blushing maid of seventy. That's a wonderful climate!  
A beifoy of the Waldorf-Astoria is to wed an heiress. Surely, he is im- peded thereby by no financial neces- sity.  
Clothed holedry is said to be the latest thing in women's apparel, but why cloaked with the harem skirt to hide it?  
The government is talking of cot- ting a two-and-a-half-cent piece. You can just smell the cigar that would go with it.  
New York is suffering from a lob- ster famine of the crustacean variety. Human lobsters are still as plentiful as usual.  
Now that a woman has become the owner of a big league baseball fran- chise, will she institute a weekly "gen- tleman's day"?  
The head waiter who has advised the public not to tip under certain conditions should watch his soup keep- ing far from green.  
A Wisconsin farmer uses a phonog- raph to call his cows from the fields. Thus science and agriculture are go- ing along hand in hand.  
A Connecticut pastor has adopted the practice of serving refreshments to induce his flock to attend church. Feeding his flock, as it were.  
Young society women of Washing- ton are ambitious to be aviators. In other words, those up-to-date in the styles will be literal high-flyers.  
When Wu Tin Fang comes back for the third time he will no doubt have a new set of questions in his throat ready to spring on an unoffending peo- ple.  
A woman in Passaic, N. J., who ap- parently has fasted for 25 days, says that angels feed her. Which tends to confirm the suspicion that she is act- ing.  
New York shipped \$3,000,000 in worn out currency to Washington, there to be destroyed. New York is an awful place to wear out one's money.  
A Chicago prophet declares the popu- lation of that city will be 18,000,000 fifty years hence. But why should we worry over troubles so far in the future?  
It is estimated that Americans will pay \$5,000,000 for seats from which to view the coronation procession. Eng- land must have boosted the cost of viewing.  
A Hartford motorman is in court charged with committing an assault with a trolley car. What's the use of passing laws against carrying com- bustible weapons?  
Chicago is now trying to solve the street help problem by letting the buswork by contract. The maid has professional hours. Also her prices are professional.  
"Seventy-five per cent of the na- tion's coal is sold without profit" avers a commercial journal. It will be hard to make the ultimate consumer believe anything like that.  
The simplified spellers are still working to reform the nation's spell- ing. As an example of cheerful per- sistence in the face of insuperable ob- stacles, they are, at least, doing the nation some good.  
Brides are falling on hard times and when advisers. One matrimonial expert denounces their tendency to keep their husbands' love by making them- selves beautiful, and another declares that to make their homes happy they must learn to cook. But it is doubtful if the up-to-date brides will heed such advice. They are beginning to believe that women ought to have some of the fun which is going on in the north.  
Single windows are getting in Lon- don at \$3,000, and surely a peep at their designs as he passes along is not worth that much. He is not much of a window, or at least not much of a window, the strong man, began to hold his breath.

**Advertising Talks**

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**FAVORS CHURCH ADVERTISING**

Newark Business Man Tells New Jersey Methodists to Employ Newspaper Space.

At the Roseville (N. J.) Methodist Church Men's club, Theodore S. Feltinger, a prominent business man of Newark, declared that the church is awakening to a new era of success through advertising. He said in part: "You are eager to reach the people. You are anxious that they should know what the church teaches, and you have a proposition for them that concerns not only their lives on earth, but their existence through all eternity. This being true, why should you stop at any legitimate means of reaching every man, woman and child who can be reached?"

"You know that modern advertis- ing, properly written and handled, brings success to men engaged in every other business and profession. You know, or ought to, that advertis- ing has been a wonderful factor in encouraging people to use some of our most wonderful and useful present-day inventions, including the sewing ma- chine, the electric light, the telephone, the phonograph, the player-piano and the automobile. Without advertising none of these things would have attained anything like the popularity they have today, and as advertising has proven itself of great educational value in material things, so it is bound to prove itself in educating the people to accept things for their spiritual bet- terment."

"The church could profitably place its posters alongside the theatrical posters on the bulletins. It could use booklets and other literature and send out letters to very great advantage, and it could employ newspaper space to its decided good."

"It will be well to understand one fact, that is, that I am an impartial advocate, being neither directly con- nected with the church nor with any newspaper that might profit by the de- velopment of a new line of advertis- ing. I am speaking simply from a knowledge of what advertising has done, gained from a lifetime of ex- perience and in the belief that the church has the greatest advertising proposition on earth, which, if rightly handled, is bound to lead to the ul- timate good of humanity."

**BEST RESULTS FROM STEADY ADVERTISING**

By Wm. C. Freeman.  
I read recently a paragraph headed "A TEST OF MEMORY."  
It said that if a man were asked the time he would pull out his watch and answer the question, but if, a second later, he were asked again what time it was, he would have to again look at his watch before he could tell.  
The writer said that nine out of ten men would do this very thing.  
The application of the story should be helpful to advertisers.  
It is difficult to make an impression with irregular advertisements. The people must be CONSTANTLY RE- MIND-ED.  
There are exceptions to this rule, of course, but the exceptions apply only to special events—like a circus com- ing to town or a flight of bird men.  
A lasting impression can be made only by STEADY ADVERTISING.  
The name of the firm—its business—the address, you would think, by con- stant repetition—would be easily re- membered, but business men are not taking any chances of omitting, in any advertisement, any one of the three.  
There is an instance on record of a furniture house advertising without the use of either name or address and it was successful, but it is the only case I know of.  
Trade-marked articles do not need the name or address of the manufac- turer, but there is no let-up in printing the name, so that it will be a constant reminder.  
We do not acquire our knowledge of the people we buy from EXCEPT THROUGH ADVERTISING—and we must have it before us constantly or we will forget them.  
A live merchant must keep his name before the people all of the time if he wants to hold his old customers and get new ones.  
He need not spend a fortune to do it. A two-inch advertisement every day has made many a business fam- ous.  
ADVERTISING CONSTANTLY—even with a small space—is better than spasmodic, season advertising.

**PUBLICITY AS CURE OF EVIL**

Power No Wrong-Doer Can With- stand, No Matter How Rich He May Be or How Strong His Pull.

"Publicity as a Cure of Municipal and National Evil" was the subject of a strongly interesting address given by Thomas E. Dockrell before the graduates of the course in advertis- ing of the Twenty-third Street Y. M. C. A. at their sixth annual dinner.  
The speaker said that in the earlier days of our country, when the cities were small, candidates for office were personally known to the most of the voters. Their fitness for the several positions was a subject upon which almost anyone was qualified to speak, because of a knowledge of their ca- reers.  
Today, when the cities contain great throngs of people, men are nominated for office who are absolutely unknown to nine-tenths of the population. The only way these candidates can hope to win support is through the news- papers. By a liberal use of advertis- ing space they are able to present sound reasons why they should be elected.  
It is not to be denied that the gen- eral public has never taken so great an interest in the administration of government as at present. This is due to the earnest and effective work of the newspapers, whose editors are constantly on the lookout for rascality in office, no matter what party may be in power. Never have public officials been made to feel so keenly that they must be honest and work conscien- tiously for the common good.  
Publicity is a power no rascal can withstand, however rich he may be or how strong his pull. It is a search- light that reveals corruption where- ever it may exist. When the public learns of its presence it is not slow to act. Decency is stronger than in- decency. The majority of the people are honest, and believe that those who administer public affairs shall be governed by the Golden Rule. You can never cure an ill until you know that it exists.

**ALPHABET FOR SALESMEN**

By F. E. Boden.

Attempt just as much, or more, than you can well do.  
Be careful not to overestimate the fine points of your life.  
Count well the cost of a night "out with the boys."  
Don't make personal remarks about your competitor.  
Endeavor to have each month's sales show an increase.  
Find the weak spot in your man, then attack it.  
Get down to business the moment you meet your man.  
Hold your word as sacred as your oath.  
Indifference is not independence.  
Jump at conclusions only when the conclusion is in sight.  
Keep close to the trade.  
Let nothing shake your faith in yourself.  
Make friends, but no intimates, in the trade.  
Never practice deception—it will be found out.  
Observe rigidly every rule of your house.  
Place your confidence cautiously.  
Question not the wisdom of house's orders.  
Repeat strong points of your selling talk occasionally.  
Study your prospects before begin- ning your argument.  
Talk earnestly and always to the point.  
Utilize every peculiarity of your cus- tomer to appeal to him.  
Venture suggestions cautiously.  
Watch your customer's face while you talk to him.  
Extend to all a friendly greeting.  
You must be ever on the watch for new schemes.  
Zeal and industry will surely be re- warded.  
Censure and Curiosity.  
"Mr. Johnson," says Mr. Migglies, "I don't want to hurt your feelings, but that story you started to tell at my house last night was one no gentleman of refinement would have told in mixed company. I feel that it is my duty to express my disapproval of such conduct."  
"I'm quite sorry," says Mr. Johnson. "I should have thought before begin- ning it. Half way through I realized what I was telling, and, you remem- ber, I did my best to end the thing at once."  
"Yes, I noticed it fell pretty flat, and everybody could see you were terribly unwhimmed—Er—how does the story en- dle, Johnson?"  
"In the First District, Suburban—What a vacant expres- sion that fellow Jones has!  
"Citrus—Vacant! Why don't he rent it?"—Pack.  
"An Aid to Gossip.  
"Foolish and gossipy always go to- gether. Don't they?"  
"No, always. There would be a let- tle more gossip if they did."

**MAGNIFICENT NEW BRIDGE OVER THE RHINE**



COLOGNE, Germany.—The formal dedication of the great new Hohenzollern bridge across the Rhine occurred according to the program on May 6. Emperor William himself presided at the ceremony, which was a big military and civic display. The design of the massive towers and approaches of the bridge has received the general praise of artists and architects. An equestrian statue of Emperor William in armor graces one end of the structure.

**BIRDS IN A BIG CITY**

**Chicago Is Regular Migrating Point for Feathered Tribe.**

Henry Oldys, Assistant Biologist of United States Biological Survey, Delivers Lecture Before Audubon Society.

Chicago.—Birds flock to Chicago the same as Chicagoans flock to Europe. This city is regular migrating point for the feathered creatures, and for a number of reasons. Pre-eminent among them is the fact that the Mis- sissippi valley is the regular route of migration of all birds coming from the south to the colder climes of the north- land. Flying far above Chicago during the night, the vast glare of thousands of electric lights attracts them. They alight in Washington park, Lincoln park or some other alluring spot, and at once begin their semi-annual work of homebuilding.  
Henry Oldys, assistant biologist of the United States biological survey, delivered a lecture on birds and bird music before the members of the Illi- nois Audubon society at the Academy of Sciences in Lincoln park. In the course of his dissertation upon the subject he made remarks of which the foregoing paragraph is only a brief summary.  
"Chicago is an ideal place for birds," Mr. Oldys declared, "for it is directly in the path of their flight north and south. The Mississippi valley is known as the 'bird route,' you know. The fact that Chicago is Chicago, that it is a city stretching miles one way and miles in other ways and that it has thousands and thousands of electric lights glaring at night, make it one of the largest towns, speaking in terms of bird habitation, in the coun- try."  
"And if it were not for the fact that there is so much smoke hanging over Chicago," Mr. Oldys declared, in com- menting upon his talk delivered before the society, "there would be many more birds here. Of course, the lit- tle creatures will shun smoke, as a human being will. Can you blame them?"  
"Birds are attracted to a city in a strange manner," Mr. Oldys went on. "At night they are drawn by the glare of the lights, as I have explained, and in the daytime they are lured by tall spires. Lighthouses are especially at- tractive to them and many of the lit- tle animals meet their death early and flying against the framework of panes of the lamps."  
"Of my own knowledge I can speak of one bright morning where the stiff- ened bodies of 150 birds were picked up from the base of the Washington monument in Washington. On an av- erage of seven hundred a month die by flying against the statute of Lib- erty in New York harbor."  
"An interesting observation made by Mr. Oldys was the effect of weather upon birds. He declared that a bright day and lots of sunshine sent the little warblers high to the topmost branch of the tallest trees in the

**HOBBLE SKIRT ON A LADDER**

**Garment Proves its Worth to Woman Who is Inadvertently Locked in Department Store.**

Buffalo, N. Y.—The spectacle of a woman descending a ladder from an upper story of a big department store provided entertainment for several hundred people.  
When the excitement was over a policeman remarked:  
"The hobble skirt is vindicated. It's a great thing for a woman on a lad- der."  
Patrolman Pike saw the woman at an upper window of the store, late in the evening. She was crying hysteri- cally and trying to attract the atten- tion of persons in the street.  
A long ladder was secured near by. "I'll come down alone," she said, and she did, the crowd cheering as she gingerly picked her way down the 55-foot ladder. She proved to be an employe who had been inadvertently locked in by the watchman.  
Commenting upon the voices of the various birds, Mr. Oldys made the declaration that in many instances the voice of the human musician and the voice of the feathered singer showed a remarkable similarity.  
"Especially is this true in the case of the thrush," he declared. "I have heard them combine notes into com- plete melodic phrases, as beautiful and as perfect as any phrase ever uttered by the highest-paid opera singer."

**RECORD PRICES FOR STAMPS**

United States Issues From John R. Stanton Collection Cause Lively Competition in Gotham.

New York.—Several record prices for stamps were paid at the sale of the collection of United States stamps forming part of the collection of John R. Stanton, a copper-mining expert of this city. This is expected to be the most important stamp sale of the present season, the collection being valued at about \$30,000.  
An uncancelled five-cent St. Louis postmaster provisional issue of 1846 on grayish paper brought \$360 and a cancelled five-cent issue of 1846 on greenish paper \$101. A two-cent blue Annapolis, with no trace of cancella- tion, went for \$240, and an unlisted five-cent red Kittanning, Pa., letter sheet for \$25.  
Of the general issues a used 15-cent brown and blue issue of 1867, with the picture inverted, brought the highest price, \$235, and it was closely followed by the two-cent carmine and black of 1901, with center inverted, which realized \$200.50. A 24-cent green and violet issue of 1869, picture inverted, used copy, fetched \$150. A 24-cent lilac, unused, issue of 1851-56, sold for \$145; a canceled 30-cent or- ange of the same issue \$105, and an unused 90-cent blue, also of the same issue, \$126.  
Among the other specimens of the general issues were a strip of three of the ten-cent black of 1847, canceled in red, \$46.50; right diagonal half of the 12-cent of 1851-56, used as six-cent, an entire original envelope, \$27; three-cent red of 1861, August issue, un- used, \$21; a 24-cent green and violet, issue of 1869, picture inverted, used copy, \$180; 30-cent blue and carmine, issue of 1869, without grill, mint block of four, \$90; a four-cent, unused copy, \$35; six-cent brown of 1856, with water- mark, "U. S. I. R.," used copy, \$60.  
Among the stamps issued for the use of the various departments at Washington, a strip of five 20-state brought \$205. The Carrier stamps in- cluded a five-cent copy of the three-cent New York, 1842, on original cover and canceled in red, "New York, December 24, 2 cts.," showing that it was used as a two-cent stamp, \$85; a block of 12 three-cent blue, issue of 1842, unused, \$230, and a one-cent black envelope stamp of Philadelphia, 1851, \$100.  
The sale will be continued today. It is expected that the collection will realize about \$30,000, making it the most important so far of the present season.

CLAIMS KISS IS DETESTABLE  
Dr. John M. Godson in Lecture De- clares Osculatory Greeting Causes Spread of Diseases.

Chicago.—"Kiss and make up" will be no longer the favorite method of reconciliation between sweethearts who have had a falling out if the advice of Dr. John M. Godson given at lecture the other night in the Public Library is followed.  
"Kissing," said Dr. Godson, "is a detestable practice and most dangerous spread of diseases in our public schools is directly traceable, especial- ly at the beginning of the year when the natural exuberance of childhood leads the children to greet each other in an osculatory manner and by the communication of discharge from nose and mouth spreading the infection."  
"I think it is the function of parents to discourage these outbreaks in their very inception. Every parent should be his own health officer."  
"Cease to scrub and spoil the child" was another piece of advice the lectur- er gave to parents. "You can't teach a child good habits too early," he said. "Bathing is the very best one with which to begin. Bathe the child every day and see that the practice is kept up when it gets old enough to care for itself. The bathtub and the tooth brush are two things the English and the Americans have in common, though they may differ in other respects."

**BACON KILLED BARD OF AVON**

So Declares Dr. Owen, American, Who is Digging Diligently in Mud of River Wye for Secret.

Chepwot, England.—Dr. Orville W. Owen, who is digging diligenly in the mud of the River Wye for man- uscripts which he believes were hidden there by Lord Francis Bacon, is after bigger game than has been supposed. The American declares that the cipher which is guiding his operation reveals that Bacon killed Shakespeare and buried the bard of Avon's head in the box which is being reclaimed from the river bottom.  
The top of what the American thinks is the hidden cache was reached by the sounding rods, but there is a considerable layer of clay to be removed before the logs or plank forming the cover can be removed.  
Despite the conviction of Archaeolo- gists that Doctor Owen is only search- ing for a structure used as a founda- tion for a Roman bath, the invest- gator insists that everything tallies exactly with his cipher forecast and maintains that Bacon recognized the adaptability of the drossed bridge structure as a place for the burial of his manuscript. Doctor Owen is working on the property of the Duke of Beaufort, having been directed plainly to this particular spot, he says, by the cryptograph which Bacon left in order to establish after his death that he was the author of the Shake- spearean plays and various works ac- credited to others.  
That's Dog to Be Killed.  
Paris.—A dog named Phanoir, trained by his mistress, a Paris shop- holder, to pull her skirt whenever it saw a policeman, is lying under sen- tence of death for that. The dog's mistress was caught red-handed by a policeman in plain clothes, whom Phanoir could not detect and was sen- tenced to a term of imprisonment. Phanoir was ordered to be destroyed.

**UNLOCKER**  
By WILBUR D. NEALEY



**The ANNUAL SIEGE**

In the spring a woman's fancy lightly turns to cleaning house.  
In the spring the soapy water she will vigorously doze.  
On the window-glass and mirrors, while her husband lies away  
To some dingy spot of refuge, to escape the direful day.  
In the spring a never polish tints the bur- nished kitchen stove.  
In the spring your coats and trousers or the alley fence are hove—  
(Maybe "hove" is wrong to use here, but it surely fits the case.)  
In the spring a smudge of cobwebs deco- rates the housewife's face.  
In the spring you come home weary and as through the wreck you creep  
You discover there's no dinner and you're not a place to sleep.  
And when you get up, remark that there might be a safer plan  
For house-cleaning, shrills a chorus:  
"Huh! Well, that's just like a man!"

Local Cameraphy.  
East, Wind, Ind.—At the trial of La- cius Bliffers for striking Jim Keefe on the nose, Bliffers created a sensa- tion by burrowing into a wild flight of oratory, alleging that he was the vic- tim of a conspiracy. The friends and relatives of the accused filled the court room with their groans. It was some time before order was restored.

Beanbluff, Wis.—Peleg Pater, who is being sued for a grocery bill by Lefe Miggs, took the witness stand today, and in the midst of his testimony elec- trified the audience by exclaiming that he was as innocent as a spring lamb. He refused to heed the order of the judge that he restrain himself, and court adjourned for an hour while re- stativatives were applied.

**PARTING INSTRUCTIONS.**



"James, where are you going to- night?"  
"Why, my dear, I am to lecture be- fore the Advanced Women's club."  
"Well, you be sure to get home be- fore midnight, and be careful of your conduct, too. I know your propensity for smiling on pretty women. What's your lecture about, anyway?"  
"How to Have a Happy Home."  
Gross Dereliction.  
"I hear that the proprietors of the Whoplin Magazine discharged their editor-in-chief last week," says the first literary agent.  
"Yes; let him go on a moment's notice," replies the second literary agent.  
"What was the trouble? Difference of opinion?"  
"No. Worse than that. He let the magazine go to press without having pictures of the Roosevelt family and of John D. Rockefeller in it."  
Mrs. Henn, of Tenn.  
There was a young fellow in Tenn,  
Whose name was Patricia Henn.  
When he stayed out at night  
And roamed home at daylight  
His wife would sigh: "At it again!"  
The Proper Way.  
"O," confided the maiden of consid- erable sentimentality and some years.  
"If a man should propose to me I should be so embarrassed I would scarcely know what to say."  
"You want to learn something," ad- vised the maiden of practical mind.  
"When a man proposes to you, you want to have him in a frame of mind where he wonders what you will say. Then you'll overcome your own em- barrassment."  
Frustrated.  
"Now," soliloquized the amateur pho- tographer, "I had go to the other side of the meadow and take that beauti- ful stump of flowers I saw when I came that way yesterday."  
"I'm sorry for him," said the self in- deed.  
"I took them about ten miles west ago."