

A. S. SHERRILL, Editor and Proprietor.

Local Telephone No. 78
Bell Telephone No. 14

SUBSCRIPTION RATES.
One Year \$4.00
Six Months 2.50
Three Months 1.50
One Month .40

PUBLISHER'S ANNOUNCEMENT.
Advertising rates can be had at the office. Copy for changes must be in at 11 o'clock a. m.

Cards of Thanks, Resolutions of Respect and similar articles are charged at the rate of 4 cents per line—cash in all cases.

Entered as second class mail matter April 18, 1918, at the postoffice at Concord, N. C., under the act of March 3, 1879.

Out of the city and by mail the following prices on the Evening Tribune will prevail:
One Month \$1.25
Six Months 7.50
Twelve Months 13.00

JOHN M. OGLEBY, City Editor

Concord, N. C., April 6, 1911.

While either of the gentlemen who are the defeated candidates for the position of postmaster here would have made a good official, we think the re-appointment of Postmaster Buchanan will give general satisfaction. He has made a capable and obliging official, one who, to speak in common parlance, is "always on the job." His appointment is in line with the settled and sensible policy of President Taft to reappoint for a second term officials who have made acceptable records.

Bride's Calendar.

A January bride will be a prudent housekeeper and very good-tempered. A February bride will be humane and affectionate wife and tender mother.

A March bride will be a frivolous chatterbox, somewhat given to quarreling.

An April bride will be inconstant, not very intelligent, but fairly good-looking.

A May bride will be handsome, amiable, and likely to be happy.

A June bride will be impetuous and generous.

A July bride will be handsome and smart, but a trifle quick-tempered.

An August bride will be amiable and practical.

A September bride will be discreet, affectionate and much liked.

An October bride will be pretty, coquettish, loving, but jealous.

A November bride will be liberal and kind but of a wild disposition.

A December bride will be well proportioned, fond of novelty, entertaining but extravagant.

We have received the catalogue of the University of North Carolina. Three courses are offered leading to the A. B. degree. In applied science courses are offered in chemical, electrical, civil, road and mining engineering and soil investigation. The Graduate School offers instruction in more than sixty advanced studies. There are special courses for those preparing to teach. In addition there are professional schools of law, medicine and pharmacy. The University is making every effort to supply all the needs of our State and the recent appropriation by the Legislature will make its work still more effective. There are 787 students in attendance and 84 members of the faculty.

The man who boasts of his wisdom is sure to see the reflection of a fool every time he happens to look into a mirror.

A number of uncivil men hold office under civil service appointment.

Horse With Brain Storm.

Salisbury Post.

The horse of Prof. Ernest Odell, who lives near Summer's, had a brain-storm late yesterday afternoon which discounts anything of the kind ever heard in this shop. He had been out driving with a young lady and had returned to her home and was in the act of tying the animal when it suddenly broke and ran. For five miles the horse sped along the new Concord road with the speed of the wind, meeting an opposing many vehicles on the route without touching one of them. At the ice factory here in Salisbury the animal swerved slightly from the street when the buggy struck the fence and was left, the wild frightened animal continuing on its journey. Reaching the car line on South Main street the horse stumbled and fell on the track. Laying there a short time it sprang up again and moved on towards its home with slightly diminished speed.

The Sound Sleep of Good Health.

Cannot be overestimated and any ailment that prevents it is a menace to health. J. L. Southern, Eau Claire, Wis., says: "I have been unable to sleep soundly nights, because of pains across my back and soreness of my kidneys. My appetite was very poor and my general condition was much run down. I have been taking Foley Kidney Pills but a short time and now sleep as sound as a rock, my general condition is greatly improved, and I know that Foley Kidney Pills have cured me." M. L. Marsh, Druggist.

A terrific wind storm accompanied by a heavy downpour of rain, swept Anniston, Ala., and surrounding country late today. Street car service was demoralized and telegraph and telephone wires were torn down in several places. An old cotton warehouse and several small buildings were destroyed.

A Reliable Medicine—Not Narcotic

Mrs. F. Marti, St. Joe, Mich., says: "Our little boy contracted a severe bronchial trouble and as the doctor's medicine did not cure him, I gave him Foley's Honey and Tar Compound in which I have great faith. It cured the cough as well as the choking and gagging spells, and he got well in a short time. Foley's Honey and Tar Compound has many times saved us much trouble and we are never without it in the house." M. L. Marsh, Druggist.

A young woman in South Bend, Ind., came out on the street one day last week wearing her first hobble skirt. Naturally she was unaccustomed to it and in descending the steps from the postoffice she fell. A team of steers sanding close by became frightened and ran away. Before they could be stopped they had demolished the plate glass fronts of three stores and had the town in an uproar. Then a special meeting of the aldermen was held and an ordinance passed prohibiting the wearing of hobble skirts as being dangerous.

Use Allen's Foot-Ease

The antiseptic powder to be shaken into the shoes. If you have tired, aching feet, try Allen's Foot-Ease. It rests the feet and makes new or tight shoes easy. Cures aching, swollen, hot, sweating feet. Relieves corns and blisters of all pain and gives rest and comfort. Always use it to break in new shoes. Try it today. Sold everywhere, 25cts. Don't accept any substitute. For FREE trial package, address Allen S. Olmsted, Le Roy, N. Y.

Good results always follow the use of Foley Kidney Pills. They give prompt relief in all cases of kidney and bladder disorders. Try them. M. L. Marsh, Druggist.

Shoes At Cost, Plus 5%

The Regal Shoe Co. Announces a New Policy That Will Shake Up the Shoe Trade

Regal Prices Are Now \$3³⁵ to \$5⁸⁵

Here is a letter from the Regal Shoe Company that will begin a new era in the shoe business. It will be an earthquake for the shoe trade, but, like other Regal innovations, a benefit to the public, in which purchasers of Regal Shoes will first share. No concern having a plant and organization less powerful than the Regal Company's could dare to so defy trade custom. But—

It Means Greater Variety and Greater Value in Regal Shoes Than Ever.

To Regal Agents and Regal Customers Everywhere:

Boston, February 1st, 1911.

The retail price of every shoe hereafter produced in our factories will be the manufacturing cost of that shoe, plus five per cent. commission and the cost of selling.

Except that we shall not "split" nickels, every price will be fixed exactly as it thus figures, regardless of whether it comes out in odd or even money. Thus, if the cost of any model, plus 5% is \$3.85, the price of that model will be \$3.85—not \$4.00, or any other figure. *And this price will be verified and certified by chartered public accountants and stamped on the shoe at the factory.*

This smashes the immemorial shoe-trade policy of building all high-grade shoes to fit certain arbitrary prices. The trade will, undoubtedly, rise in protest against our action, and call us "price-cutters." But like Regal innovations in the past, it will benefit Regal customers. In face of that fact we can disregard this protest as we have others.

This is NOT a price cut, although the result will be to give Regal Shoe buyers better value for price than ever before. Regal Shoes have *always* been priced at 5% above cost of manufacture and selling. But, according to universal custom, the prices were fixed BEFOREHAND at \$3.50, \$4.00, \$4.50, etc.—and the shoes were built AFTERWARD to fit those prices.

Hereafter we shall regard the shoe as FIRST in importance and let the price fall where it will. Regal customers will therefore profit by numberless small savings represented in the new Regal plan. And in designing Regal Shoes we shall no longer be obliged to keep one eye on the shoe and the other on a fixed, arbitrary price at which it must be sold. We shall now keep both eyes ON THE SHOE, to the improvement both of style and of value.

Very truly yours,

E. J. Bliss
Managing Director
Regal Shoe Company.

Do You Realize What This Bombshell Letter Means?

This means an end of the arbitrary prices on shoes.

These arbitrary prices have for years been fixed on good shoes immovably at \$3.50, \$4.00, \$4.50, \$5.00, \$5.50, and so on; each price always a half-dollar jump away from the next.

If a designer produced a new shoe which could properly be sold at, say, \$4.30, the manufacturer had either to *take something out* of it to bring the price to \$4.00 or to *add extra* and unnecessary expense merely to shove the price up to \$4.50.

Thus you can see that under the fixed-price system the customer often had to buy and pay for *more* than was actually necessary. True, the difference was seldom large—20 to 30 cents at most—and true, too, that in Regal Shoes the full money's worth was always given. But, what the customer wanted was TO GET A SATISFACTORY SHOE—not to pay a certain price. Why should he be forced to pay in half-dollars if satisfaction could be given in dimes? Why must he pay \$5.00 if all that he wanted could be had at \$4.85?

Hereafter, as Mr. Bliss' letter states, every Regal price will be made to fit the shoe, not the shoe to fit the price. If the Regal Shoe-builders produce a style that can be sold for \$3.85, then \$3.85 will be the price. Nothing will be added merely to bring its price to \$4.00, nor will anything be taken out to make its price \$3.50. The customer gains both ways and the Regal style-makers now have a free hand, unfettered by tradition.

With this new freedom, and with the whole attention of the Regal organization fixed on standards of quality, regardless of the ups and downs of the leather market, Regal Shoes will more than ever be the best that money can buy.

In Regal Shoes You Get What You Want and Pay Only for What You Get

CANNON & FETZER COMPANY

Exclusive Distributors of

REGAL SHOES

FOR MEN



MICHELIN

Anti-Skids

Look for this sign on leading tires

The hardened Steel Anti-Skid Studs do prevent skidding

The Leather tread is tough, flexible, and non-puncturing

IN STOCK BY

Concord Motor Car Shop,
10 E. Corbin St.
L. E. BOGER.

Everything FOR THE Garden!

PEAS, BEANS, CORN, RADISH, BEET, CABBAGE, LETTUCE, PARSNIPS, SALSIFY, CUCUMBER, PARSLEY, OKRA, ONION SEED

GIBSON DRUG STORE

Relief in 30 minutes by Woolford's Sanitary Lotion. Never fails. Sold by M. L. Marsh, Druggist.

Importance of High-Grade Sanitary Plumbing.

Good Plumbing is one of the most important features about a home. You cannot have too many safeguards for the health of your family and yourself. Therefore the right sort of the BEST Plumbing will in reality be health insurance as well as a saving in repair bills.

SANITARY PLUMBING CO.
Phone 284.

City Pressing Club

I have purchased outright a dry preparation for cleaning ladies' garments that I guarantee to give satisfaction, or I will make no charge for the work. I am sole owner of this preparation and on account of the excellent satisfaction it has given I make this proposition to the ladies of Concord and vicinity: Send us any articles or garments you want cleaned and after we use this dry cleaning preparation a shew, if they are not entirely satisfied with the work I will make no charge.

D. B. FOWLER, Proprietor.
Phone 188.

Misses' and Children's Opening at

MISS ALEXANDER

Friday Afternoon, April 7th.

Asthma! Asthma!

POPHAM'S ASTHMA REMEDY gives instant relief and an absolute cure in all cases of Asthma, Bronchitis, and Hay Fever. Sold by druggists; mail on receipt of price \$1.00.

Small packages by mail 50 cents.

WILLIAMS MED. CO., Proprietors, Cleveland, Ohio
Sold by Davis Drug Company.

DENTISTRY

I am now in the Morris building, over the Calhoun Savings Bank.

H. G. HERRING.

DR. J. S. LAFFERTY

Practice limited to Eye, Ear, Nose and Throat and Fitting Glasses.

Office in the Morris building, Room No. 20 over Calhoun Savings Bank.

Office hours: 9 to 11 a. m., and 1 to 4 p. m.