
the news from the stores.

| Cospremional Bootr 000 is Appropriates. <br> At the last messiot erection of a memo Lincoln. A conamitte Callom of IItinols. W Ialand and Money of McCall of Massachu Carry out the provisto tlon. $\qquad$ able to agree upon question has been re arts commission as While the Lincoln tee Just named is the In relation to the pro meat adopted by the approval by congress and dealge of the them the committee muy fin |
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$\qquad$ the Demoernts, the western Senato
ho has been ealled the rraterest shep herd since Abraham may be someerhat
wrathy, but ninety millions of Amer cens will wear more elegant and morer The people, atter a 1 mg and stub-
born fight with special privilege, have restored popular government in the
House of Representatives, the lower
brand of Cough branonh of Congress. The Aght must
not tiop untilt the peopie are equally
well reprevented in the United Statee well represented in the Unitited Satated
Senate and in the exeective mansion The eampaign for State-wide Ou July 22 the constitutional amend ment providing for the prohibition of State will be submitted to the voters Come in boys; the water's fine.

## Opposs Goll Antiota.

Clicaugo, April $200-A$ poll among Thithem Hirola wapt whe the style net by

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|  | Preaty and shall vote againgt it,", |
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|  | democrat should feel free to vote as his judgment dietates and a majority |
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|  | Letters received from every county in my district lead me to believe that my |
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|  | constituents oppose the mea offered. |
|  | "They tell us that reiprocity is acardinal principle of the demoeratie |
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|  | party. This may be true but sham |
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|  | (reiprocrity has been condemned in |
|  | advocates of this measure that it will not reduce the products of the farm. |
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|  | but will lower the cost of living. Such a thing is impossible. It is a sham, |
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## Everything

Garden!
 BEET, оABBAGE, LETUOX PARSNIPS,
SALSAFY, OUCUMBRR, OMTON SERTR Cmsoz Dave syzos


Desirable Offices

## Morris Building

Best location in city. Steam heat, light and janitor service
free. Also sleeping rooms, bath, ligh

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| $\qquad$ Southore Railway <br> Solid Through Truin, inchading Parlor Car, botween Colidhane and Aphor villo vis Raleigh, Orentibiaro, Balies bury. Other Camanient Through Car Arrangerienta <br>  <br> OH <br> Les Your Itose aud Whals ive riope <br> J. H. WOOD, D. P. A. Astherill, N. C. <br> E. H. DeBuris, 2. P, A, Churlota |
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## For Building Up <br> Body arid Brain <br> Grape-Nuts <br> Has no Equal <br> "Thene a R lamen"

# Regal Shoes at Cost Plus 5 per Cent. 

## An Earthquake for the Trade, but a Benefit to the Public

## Regal Prices Are Now $\$ 335$ to $\$ 585$

NOBODY OUTSIDE the thoc trade can realize what a jolt that trade received when the Regal Shoe Company announced its new pricing policy "HENCEFORTH," said the Regal Shoe Co. "all the shoes we matee will be priced at COST OF MANUFACTURE AND SELLING, PLUS figures out in odd or even money, and withont regard to the 500 , picio between prices, heretofore arbitrarily fixed in the ehoe bueineen" jump
IT WAS NOT the five per cent, that gave the jolt. The Regal Shoe Co has always did itiness on a aive per cent. protit and eveny manu facturer knew it. It was the abandonment of the "even price" that caused the stir.
THAT "EVEN-PRICE" poilcy has been the darling superstition of the shoe trade for twenty years ce more. Standard alhoes had been sold for so long at $\$ 3.50, \$ 4.00, \$ 4.50, \$ 5.00$ and so on, that dealers thought no other prices were possible.
"BARGAIN" SHOES-nameless rrociucts shoveled out by shoe "depart ments"-might be sold at odd prices. But ataindard makes-oh, never
IT WAS ARGUED seriously by expert shoe-setesmen that men and women who wanted shoes of name and character would rather pay evenprices. That is, they argued that a man would rather pay $\$ 5.00$ than $\$ 4.85$ whether or not he got anything worth having for that extre 15 c .
AND SO, WHEN a designer produced a new shoe that could be sold for profit and all at $\$ 4.85$, the manufacturers were up against an embarrassing situation.
THEY COULD DO any one of three things-and some one of these three things they all did
THEY COULD LET that $\$ 4.85$ shoe, stand as it was and esk $\$ 5.00$ for it getting an extra 15 c profit, if Regal competition would allow it,-or
THEY COULD ADD 15c worth of unnecessary expense to the shoe bringing its price up to $\$ 5.00$
OR, THEY COULD SKIN 35 c worth OUT of the shoe, bringing its price down to the next even figure $\mathbf{~} \$ 4,50$, but spoiling the shoe's quality-
balance.
BUT AS FOR DOING the obvious and proper thing-selling thite $\$ 4.85$ shoe for $\$ 4.85$-why that was not to be thought of
SEEMS RIDICULOUS, doesn't it? But all supersitions seem ridiculous after you have exploded them. And the Regal has exploded this one
HEREAFTER, Regal Shoes will be buile just as the Regal style-builders plan them. They know their business, and they know their public.
IF THEY SAY "This shoe is right as it stands- the best shoe that can be devised and built for its particular want and parpose"-why that shoe is going to the public just as it is, unaltered by a foolish custom.
THE DESIGNERS will not be required to add anything unnecessary to it, hor to take anything out of it, to bring its price up to or down to any set igure.
THE MANUFACTURING COST of that shoe will be figured carefully: five per cent. will be added and a further allowance covering the actual cost of selling that shoe to tho customer, and the resulting sum will be the price of that pa
or whatever it is.

THE PRICE WILL BE STAMPBD ON THE SHOE AT THE FACTORY and certified publio accountants will verify the prices and also verify the fact that only five per cent commission is added
YOU GAIN MORE than the dimes you save by the odd prices. You gain also by better belanced quality and by the fact that you pay only for what you want.
REGAL Style-Builders now have a free hand. They simply get out the BEST SHOE THAT THEY CAN DEVISE for a certain purpose af about a certain price. You pay for exactly what you get, plus the fatr
5 per cent. You are taxed nothing for useless additions.

Rogal Shoen Give You What You Want
At The Lowest Prico That Can Buy lt
regal sffoes
FOR MEN
CANNON \& FETZER CO.

