

President Hobbse, of the National
Assoiation of Cotton Manuffectures,
At the reecent annual neecting of that


 atvances, the proportion ofl hie par
tially letoted and the unetlted will
decrease, and this, with the inerease of population in cevilized countrice
will call for an increased supply o Siates now furnishes folly two-th the demand increases, will be calle tion. Understanding this coodition the Southern Railway has organied
Cotton Calture Department and in edo-peration with the Uuited State cultural anthorities of the Souther
States, to keep the cotton productio of the South abreast of the demand by bringing about the adoption of those
cultural methods which will result i larger average yields per acre, ton growing and leasing gurples of o be devoted to other crops and th more proftable to a farmier to produce ifty bales of cotion on fifty acre one hundred aeres, for be will receive he same amount for his cotton an Under ordinary cireumstances, ever Under ordinary circumstances, every on per acre reduces the cost of pro uection per pound and yields the nem a hoor margin of profit be and the selling price.
Gov. Brown of Cema application for pardon of Thomas Stripling, the Danville echief of poliee who after, fourteen years of liberty, aehieved by breaking jail, was again must "now don the conviet's stripe and serve his life sentence unless is later pardoned. This aection the faet that S is taken in face nasafitiously recommended by the the ense was referred. What ' is prison commission for, if its unam
mooes finding is to be utterly disre garded

Thio announcement that the Mes ann revolution is practically at an end
vill bo meeived with i feeling of Liek. An wrmistice of Ave ititn re
 peace conforence. Roth ingemet vorking for peace withan in wesk's time.

Ah owver was porited at the Spen-


 Bir Eawned Grey. Britist foreigo notirg, reveraty evorked cheera by unminn mox


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enheimer's
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residenee
on Spring Strreet. Apply ${ }^{\text {on }}$ Jno. K.
Patterson $\&$.
For Sale- 18 shagrea of stoek of the
Southern Loan \& Trust $\mathrm{Co}^{2}$ Jno.
Jno.
K Loose Leaf Ledger sheets of many different kinds for

CORTRACIT SMEAnts

need repain. For further deteiled intommetion 4 pply to ${ }^{\circ}$. conoo ed, N. C.
 int Hogan, whom Mact dug up to
 aittlog the ball so hard in the exhlbt. on gamer that he may

Pitoher Howell Now Firme Baseman-
Farty Howell, the former St. Toult theber who wan ceast out of the Aoviluen
tan league tor haviog a thand fi the




# 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 shoe trade can realize what a joit that trade re-
ceived when the Regal Shoe Company announced its new pricing-policy. ceived when the Regal Shoe Company announced its new pricing-policy. HENCEFORTH,", said the Regal Shoe Co, "all the shoes we make will be priced at COST OF MANUFACTURE AND SELLING, FLUS figures out in odd or even money, and without regard to the 50 cjumps between prices, heretofore arbitrarily fixed in the shoe business.
IT WASNOT the five per cent, that gave the jolt, The Regal Shoe Co. has always done business on a five per cent, profit and every manuacturer the it wes caused the stir.
THAT "EVEN-PRICE" policy has been the darling superstition of the shoe trade for twenty years ch more. Standard shges had been'sold or so long at $\$ 3.50$, $\$ 4.00$, $\$ 4$.
"BARGAIN" SHOES-nameless prociucts shoveled out by shoe "depart-ments"-might be sold at odd prices. But atandard makes-oh, never!
IT WAS ARGUED seriously by expert shoe-sairsmen that men and women who wanted shoes of name and character would rcther pay evenprices. That is, they argued that a man would nather pay $\$ 5.00$ than $\$ 4.85$ whether or not he got anything worth having for that cxtra-15.
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 embarprofit and all at $\$ 4.85$, the manufacturers were up against an embarsitation
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 ask $\$ 5.00$ for it, getting an extra 15c profit, if Regal competition would allow it-or.
THEY COULD ADD 15 c 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- $\$ 4.50$, but spoiling the shoe's guality. balance.
BUT AS FOR DOING the obvious and proper thing-selling that $\$ 4.85$
shoe for $\$ 4.85$-why that was not to be thought of shoe for $\$ 4.85$-why that was not to be thought of
SEEMS RIDICULOUS, doesn't it? Bat all superstitions 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 purpose"-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, nor to take anything out of it, to bring its price up to or down to any set figure.
THE MANURACTURING COST of that shoe will be figured carefilly; ive per cent. wil be added and a further allowance covering we aciub cost of selling that shoe to the customer, and the resulting sum will be or whatever it is.
THE PRICE WILL BE STAMPED ON THE SHOE AT THE FACIORY and certified public accountants will verity the prices an 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 balancel 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 SHIOE THAAT THEY CAN DEVISE for a certain purpose at about a certain price. You pay for exactly what you ge
5 per cent. You are taxed nothing for useless additions.

## Regal Shoes Give You What You Want At The Lowent Price That Can Buy it <br> recal stoos FOR MBN <br> CANNON \& FETZER CO. Kätic

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Asthmal Asthand $2542 \pi=$
 Bolt by Davi Dreis Oompais.
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arer the Cibarnes Sovieg Beak.
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