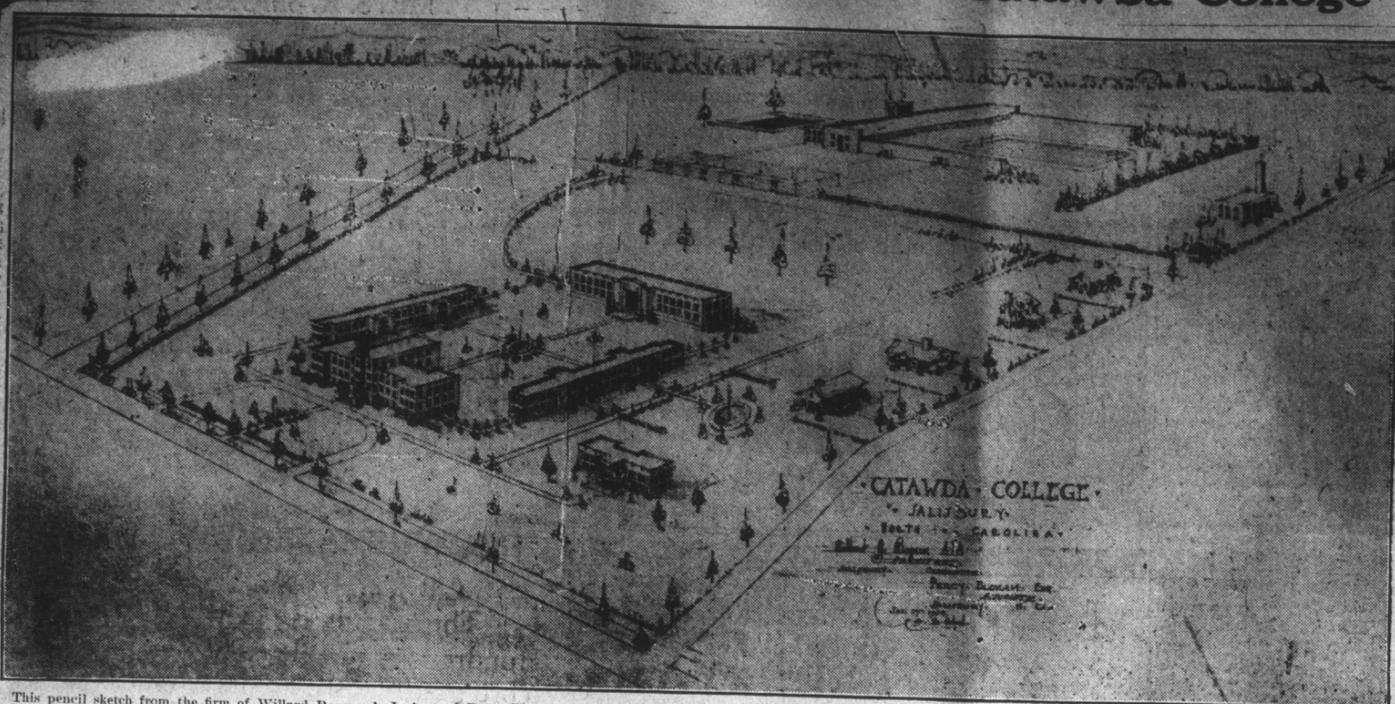


Imaginary Airplane View of Future Catawba College



This pencil sketch from the firm of Willard Rogers, A. I. A., and Percy Bloxam, visualizes what a flyer will see in a few years as he approaches Salisbury, N. C. The main building is already complete and the construction of another building will begin as soon as the success of the \$150,000 in Rowan and adjoining counties is assured. It is believed that this will be a model college plant for a student body of five hundred and will become one of the show spots of North Carolina.

Planned on the basis of suggestions from a group of experts who have visited the leading universities and colleges of the world, Catawba College, relocated at Salisbury, is about to launch on the second period of its history with every hope of developing a plant that will be a model of the comfortably sized college, limited to about six hundred students.

Not in size, nor in the extensiveness of its curriculum, but in careful planning, effective arrangement and harmony of architectural treatment, Catawba College is aiming at the highest ideals. It will open as a first class accredited college for young men and women, ready to aid in relieving the congestion which occurs every year in the colleges of the state—a healthy condition which has resulted from the broad program of public education during the past twenty-five years.

Educators have frequently pointed out that the college of about 600 students is perhaps the ideal size for giving undergraduate instruction. It is large enough to be efficient and yet small enough to bring students and faculty in close contact, with full professors in charge of all courses.

Catawba College has been planned on this basis. Practically all of the professors will be doctors of philosophy and holding high rank as authorities and

teachers of their respective subjects. The men who helped work out the purely architectural plan for the college have visited and studied at such seats of learning as the Sorbonne in Paris, the Universities of Clermont-Ferrand and Montpellier in France, Oxford, Harvard, Yale, Columbia, Princeton, Virginia, Bryn Mawr, John Hopkins, Pennsylvania, Brown and others. They were not only able to point out various ideas signal some of the mistakes that have part of the founders and failure to look for the future expansion of the colleges. Thus, for instance, a certain New England university has erected nearly every building in different styles of architecture, which clash and jangle with each other. Contrasting with this is the foresight of Thomas Jefferson, had a definite plan from the beginning and has since, with but one exception, followed the original Ionic Greek order throughout.

In view of the fact that the main building, which contains class rooms and laboratories, as well as dormitories, has already been constructed in the charming Tudor Gothic style, of which Bryn Mawr College, near Philadelphia, is an example; it has been decided to keep all future buildings in perfect harmony with the original.

When the campaign for \$250,000 now under way in Rowan and adjoining counties is a success, the trustees will order work to begin immediately on the dormitory for women. This will make two sides of a quadrangle plan—with two other dormitories necessary to complete it. A library building is to be placed on a line with the main building, facing the Mocksville road. Back of the quadrangle will begin the recreation ground. Here will be placed a gymnasium, swimming pool, athletic field, tennis courts and other features.

The campaign in Rowan and adjoining counties will bring the assets of the college up to one million dollars or more, one-half of which will be invested endowment, yielding an income of not less than \$25,000 per year. Indications are that if the people of the Piedmont section show by their support of this campaign hearty interest in the reestablishment of Catawba College, generous gifts from outside of the state will be forthcoming. Within a period of about five years, Catawba College, if the present hopes and plans are carried into completion, will be one of the interesting and often visited spots of North Carolina, and its graduates will figure prominently in the affairs of the State and nation.

"When you come to the railway track, Adrian," said old man Rezzidew to his nephew, who had just come into possession of a second-hand flyover, "remember the flyer has been whizzing the track twice a day for a good 200 years and hain't never been knocked in to the ditch by an automobile yet; and

also that the undertakers have got so they don't care who they bury."

Mother—"Someone has eaten the cake in the pantry. Did you do it, Walter?"

Walter—"Mother, you know papa said I must not talk at the table."

Mother—"Someone has eaten the cake in the pantry. Did you do it, Walter?"

Walter—"Mother, you know papa said I must not talk at the table."

OWNERS DESERVE ACCURATE SERVICE

Dodge Brothers Place Great Importance on Maintenance Question.

Investigate any phase of Dodge Brothers business and you will find certain definite, clearly understandable principles under which both factory and dealers operate, says the Carl Motor Company, Dodge Brothers dealers here.

They cited in particular the policies governing service and used cars.

"Dodge Brothers position on the used car question has been clear and progressive from the outset," he said. "They have always insisted that dealers handle only good used cars and have emphasized over and over again the importance of the used car buyer's good will. We regard every used car purchaser as a potential new car buyer and treat him accordingly. We recondition Dodge Brothers used cars in such a thorough way that we feel absolutely sure that buyers will receive a dollar in satisfactory value for every dollar invested.

"Take the question of service. Dodge Brothers dealers do not give so-called 'free service,' but they do provide good service. The reputation of dealers the world over will bear out this statement, I am sure.

"Dodge Brothers are against so-called 'free service' because this simply means that enough is added to the price of the car to cover the cost of a 'free service' policy. In that way the buyer not only

pays for his service in advance, but he pays for something the dealer is giving to another owner, as he himself may happen to require less service than other purchasers. At any rate he pays, whether he gets it or not.

"Dodge Brothers believe in giving the buyer full value for his money. Consequently, in selling him a car, they charge only the amount of their actual investment in the car, plus a reasonable profit for factory and dealer. Obviously, this policy makes it impossible to tack on an extra charge to cover such items as 'free service.' Moreover, they believe that the owner prefers to pay for his service when he gets it—and to pay only for his own.

"The wisdom of this policy is deflected in the high degree of confidence that exists among owners all over the world in Dodge Brothers dealer service stations. These owners know they will be expected to pay a reasonable charge, but they know they are going to get genuine parts and honest, accurate work.

"The universal adoption of the flat rate service system by dealers has also solidified the confidence of owners. This system was put into operation after tests had determined a reasonable time allowance for every conceivable service job. On the basis of these tests, maximum working periods were established, and mechanics are now required to complete every job within the allotted time.

how long it will take to finish a job. Basic charges are supplied by the factory with the basic time periods. While these charges are variable, according to the overhead cost in each community, the difference is never great and the factory's maximum reasonable charge is never surpassed.

"As a rule, mechanics are also paid by the job. They are allowed so much time for the operation, and must do the work in a satisfactory manner or do it over without pay. This reduces waste of time and increases efficiency. The natural result to the owner is better work in shorter time and at lower cost.

"We operate, in addition to the good performance of the car itself, to win the owner's complete and enthusiastic indorsement."

A man was being medically examined with a view to effecting an insurance policy on his life.

"Have you ever had a serious illness, Mr. Giles?" asked the medical man.

"No, sir."

"Ever had a bad accident?"

"No, sir, leastwise it was 'ardly an accident. One o' my bulls tossed me over a fence last May though."

"But surely you call that an accident, Mr. Giles?"

"I don't think that, sir. I think the brute did it a purpose."

REMEMBER PENNY ADS ARE CASH

SULPHUR IS BEST TO CLEAR UP UGLY, BROKEN OUT SKIN

Any breaking out or skin irritation on face, neck or body is overcome quickest by applying Mentho-Sulphur says a noted skin specialist. Because of its germ destroying properties, nothing has ever been found to take the place of this sulphur preparation that instantly brings ease from the itching, burning and irritation.

Mentho-Sulphur heals eczema right up, leaving the skin clear and smooth. It seldom fails to relieve the torment or disfigurement. A little jar of Rowles Mentho-Sulphur may be obtained at any drug store. It is used like cold cream.

The Union Trotting Association and the Harness Horse Association are to be merged into one body.

BRONCHITIS

Leaves a bad cough; so does "flu." But you can stop these lingering, weakening, sleep-disturbing coughs with

CHAMBERLAIN'S COUGH REMEDY

Used and recommended since 1872, it has relieved the coughs and colds of both children and grown persons everywhere.

Keep a bottle in your home all the time

No Narcotics. Sold everywhere.

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MOBILE, PENSACOLA AND NEW ORLEANS Account Mardi Gras Celebration

FEBRUARY, 19th-24th, 1925

Very low reduced round trip fares from all stations on Southern Railway lines.

Tickets on sale to New Orleans, Feb. 17th-34rd. To Mobile February 18th-23rd, and to Pensacola February 20th-23rd.

Final limit all tickets March 3, 1925. Tickets may be extended upon payment of fee of \$1.00 per ticket.

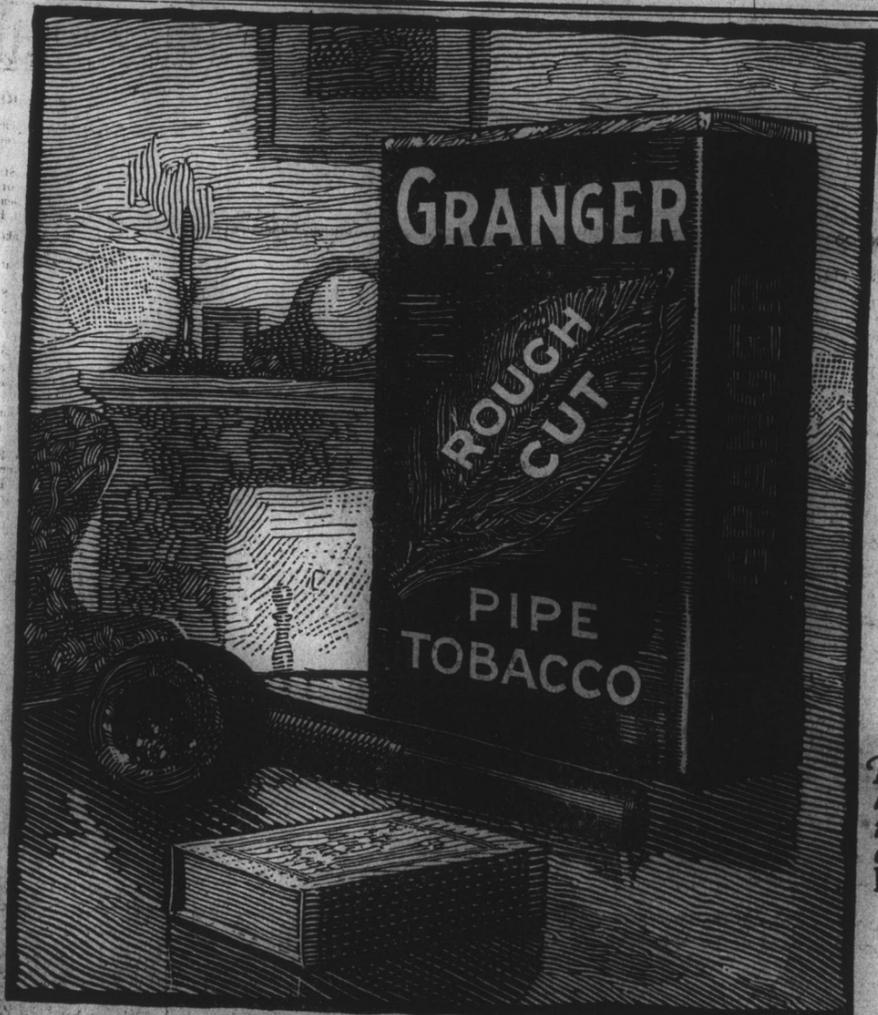
Stop-overs will be permitted going and returning.

Excellent through schedule with sleeping and dining car service.

For further information and reservations call on any Southern Railway Agent, or address:

R. H. GRAHAM, Division Passenger Agent, Charlotte, N. C.

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Packed in heavy foil instead of costly tins hence 10¢

Its coolness and mellow "body" are a revelation to pipe smokers

Back about 1870, James N. Wellman developed a secret tobacco process which won instant and widespread favor. It yielded a fuller-bodied richness, mildness and fragrance which just seemed to "go" with a pipe. No one else ever knew his secret until he acquired "Wellman's Method" and by its means made "Granger Rough Cut"

Granger Rough Cut

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