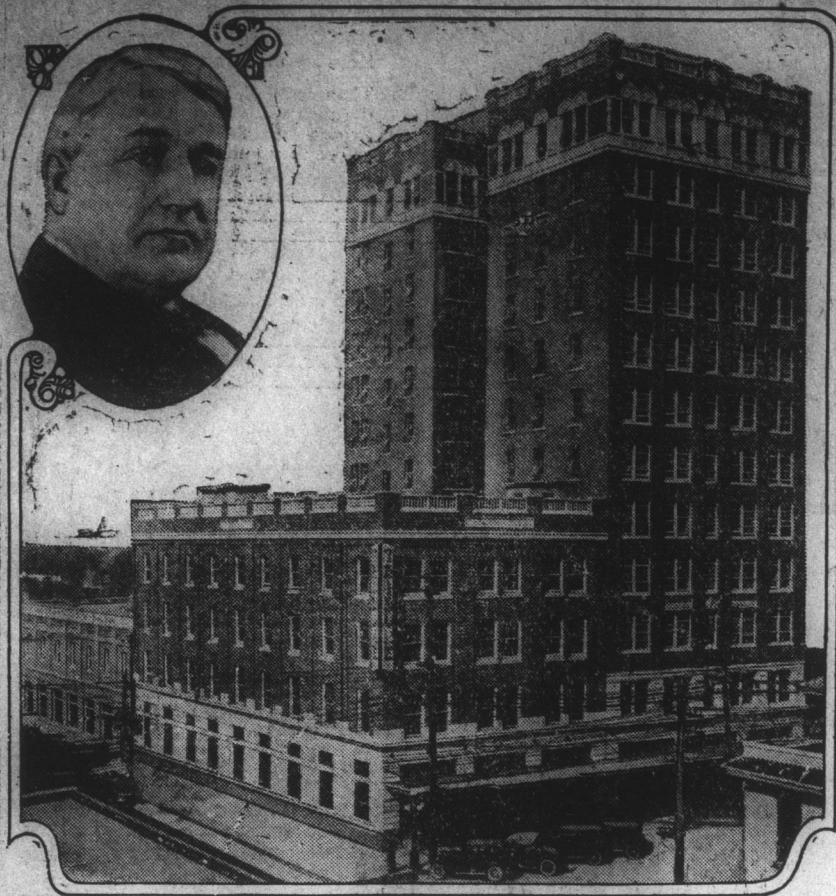


Thirty Years Success by Southern Newspaper Signalized by Completion of Sky Scraper Edifice



TAMPA TRIBUNE OFFICE BUILDING (Insert) W. F. STOVALL

ALL the world loves its newspaper, especially all that world consisting of the U. S. A.

Americans, in the reading of newspapers, are voracious. It is with them a fixed habit, and like little Mr. Twist, they are always asking for more. As an observing foreigner recently said about us, "One seldom finds an American very far away from a copy of his favorite journal."

Life, indeed, touches us mostly through the columns of the press. We view the world through the eyes of our newspapers.

Yet the average person knows little or nothing about how a newspaper is brought into existence. The detail involved, the care that must be exercised, the rapidity with which the human brain must function, the rare intuitive powers that at times must flash into action, and, by no means the least important, the sound business judgment required to make a great financial success of a newspaper property—all of these things are, to most of us, a sealed book.

More than ordinary interest was attached, therefore, to the announcement recently made in Tampa, Fla., of the completion and occupancy of the new Tribune building in that city, which added another bright chapter to one of the most interesting journalistic romances of the great Southland.

Thirty years is not a very long stretch of time when viewed from the standpoint of the creation of great business enterprises and the upbuilding of cities.

Yet thirty years ago, Col. Wallace F. Stovall, editor and publisher and directing genius of the Tampa Tribune, started \$450 worse off than nothing. During that time both Tampa and the State of Florida have made

Col. Stovall's Instructions to His Organization on the Making of a Model Newspaper.

Make a paper for the nicest kind of people—the great middle class. Don't print a lot of dull stuff that they are supposed to like and don't.

A dozen small items are twelve times as interesting as one long one. It is the little stuff that counts. The big ones will care for themselves.

The Tribune demands of all its writers accuracy before anything else. Better lose an item than make a splurge one day and correct it the next.

Equally with that, it demands absolute fairness in the treatment of news. Reports must not be colored to please a friend or wrong an enemy.

If a mistake is made, it must be corrected. It is as much the duty of a Tribune writer to work for the rectification of a wrong done by an error in an item as it is first to use every precaution not to allow that error to creep in.

Be extremely careful of the names and reputations of women. Even when dealing with an unfortunate, remember that so long as she commits no crime, other than her own sin against chastity, she is entitled at least to pity.

Consider the Tribune always as a tribunal that desires to do justice to all; that fears far more to do injustice to the poor beggar than to clash swords with wealthy injustices.

tremendous progress, and to show the upbuilding that has come simultaneously to the Tribune during the three decades that its destinies have been guided by Col. Stovall. It may be stated that among the properties owned by the Tampa Tribune today are the Stovall-Nelson building, the W. F. S. building, the old Tribune building and the Tarr Furniture building.

The new Tribune building consists of an imposing twelve-story structure leased to tenants for general office purposes and a four-story building immediately adjoining, entirely occupied by the Tribune plant and offices. This property alone was appraised at \$1,093,000 a few weeks ago when S. W. Straus & Co., New York investment bankers, underwrote a first mortgage 6 per cent serial bond issue of \$500,000 on it. In moving into its new offices additional machinery and equipment costing upward of \$200,000 was installed, including a new sixty-four page Goss press.

In connection with the loan just referred to, it is of passing interest to note the viewpoint of a conservative financial house as reflected in the following statement by one of the officers of S. W. Straus & Co.:

"A newspaper in this day and age of the world is an absolute necessity in a progressive community. It is just as necessary to feed the mind as it is to feed the body."

To be a real power in the affairs of a community a newspaper must possess a personality. The Tampa Tribune has possessed since its earliest days. It is the reflection of the personality of its publisher just as the great newspapers edited by Medill, Watterson, Dana and Greeley were the reflections of the men of their little genius.

HINDENBURG TO KEEP PRESENT CABINET INTACT

Chancellor Luther and Ministry Will Retain Post—Avoiding All Irritants. Berlin, April 28.—The German cabinet held a meeting tonight and, after listening to a report by Chancellor Luther on his conference today with President-elect Von Hindenburg agreed unanimously to remain in office. This decision was arrived at on the ground that there was nothing in the German constitution which required the resignation of the cabinet on the occasion of the election of a new president.

Dr. Luther today carried the German government's official greetings and felicitations to Field Marshal Von Hindenburg, who was visiting at Cross Schuler. They discussed the inauguration program and current political matters in the cabinet and Dr. Luther then hurried back to Berlin to make his report.

At the conclusion of the cabinet meeting tonight, which was attended by all the cabinet members in Berlin, it was said Field Marshal Von Hindenburg and Dr. Luther are in full accord on all questions they discussed.

In Reichstag circles there is a very definite impression that the present government will not be interfered with by President Von Hindenburg and that he formally will request it to remain in office in its present make-up notwithstanding the fact that it contains one democratic and one centrist member.

There is a keen desire apparent in the circles about Von Hindenburg to eliminate all possible irritants from the situation on the eve of his inauguration. This inclination is said to have been inspired by the personal wishes of the president-elect, who is declared to be sternly opposed to any retaliatory tactics or the adoption of a political course which would be in opposition to his campaign slogan.

Unless the present program is altered, Von Hindenburg will be formally inaugurated May 9 under the republican formula. President Loebe, of the Reichstag, the socialist leader, will administer the oath.

REV. Z. E. BARNHARDT IN SERIOUS CONDITION

His Illness Necessitates Naming of Assistant For Statesville Church.

Statesville, April 28.—Rev. Z. E. Barnhardt, pastor of Broad Street Methodist church, is seriously ill at his home suffering with tubercular pneumonia. About the first of March Mr. Barnhardt suffered an attack of grippe and never fully recovered. He had arranged for a two-weeks' revival to begin in his church on the first Sunday in April, but found that he was unable to conduct it. The doctors put him on an extended rest of at least three months and he has grown worse steadily since that time.

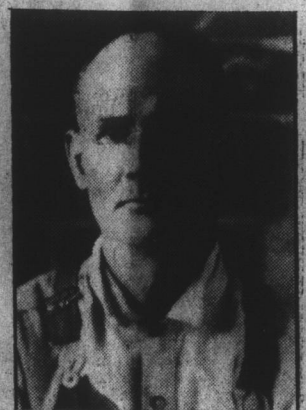
The board of stewards have unanimously agreed to continue his salary in full during his illness and have arranged for an assistant in addition.

Fredrick W. Taylor, the efficiency expert, always shielded his wife from worry, at one time even going so far in the testing of a new saddle horse as to wear one of her borrowed skirts and ride in a side saddle that she would use.

CONCORD MAN NOW ENDORSES HERB JUICE

So Grateful For Benefits Obtained, Wants Others to Know About It—Says It's Great Health Restorer.

"Your HERB JUICE is indeed a great health restorer. I had suffered so much from an inactive liver and weak kidneys that I was in a terribly rundown condition, but HERB JUICE fixed me up in a very short time. That's why I think it is the greatest medicine on the market," said Mr. Pete Ballard, well known man who resides at 18 Clark St. when he called to see the HERB JUICE man recently.



MR. PETE BALLARD

"Just as soon as I commenced using HERB JUICE," continued Mr. Ballard, "I began to notice an improvement in my condition. Before I had used up all the first bottle I realized that I had at last found the very thing I had needed so long, and since I have taken several bottles of this great remedy I feel as well as I ever did and must give HERB JUICE credit for the good health I am enjoying today. My whole system seems as though I have had a complete cleansing and I feel 100 per cent improved in every way. My liver is functioning now as it should and I am not bothered with kidney trouble—do not have to get up at all hours of the night like I did before using this medicine. My appetite has returned and I have gained in weight and strength every day since I started taking HERB JUICE. I will be frank in saying that it is the greatest system regulator I have ever used, for today my liver, bowels and kidneys are in excellent working order and I have no trace of constipation. I will always be a strong believer in HERB JUICE as it restored my health after other medicines had failed, and I am ready at all times to speak a good word for it to anyone."

The HERB JUICE expert is now in Concord at Gibson Drug Co. and will gladly tell you without any cost just what benefit you can obtain from HERB JUICE. Also sold in Minneapolis at F. L. Smith Drug Company.

THE KEY TO SUCCESS.

"Success depends primarily on a healthy liver and stomach. You can not think straight if these organs are not working properly. May's Wonderful Remedy is usually successful in such cases. Our advice to everyone troubled in this way, especially when accompanied with bloating in the stomach, is to try this remedy. It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach, liver and intestinal ailments, including appendicitis. Gibson Drug Store and druggists everywhere.

Flog Father When Girl Rides Bike in Knickers



JEWELL BARKER

By NEA SERVICE

New Orleans, La., April 28.—Appearance of a girl wearing knickers and riding a bicycle is not considered appropriate for women in the little town of Cedar Grove.

So when Miss Jewell Barker, 15, appeared in mannish garb with her wheel, Puritanical neighbors immediately objected.

Which led to a flogging that is unequalled even in Puritanical days. The innocent victim of a mob's fury was the girl's father, John Barker, 53 years old. Miss Barker, frail and unhealthy, was advised by her doctor to try riding a bicycle. So she purchased a wheel and a pair of white knickers and started exercising each day on the town and country roads.

The neighborhood looked on astonished. At first it was deep curiosity, then resentment that a father should permit his daughter to appear on highways and streets "dressed up like a man."

The men folk of the village were more concerned than the women. Mysterious warnings were received by the father.

"Keep that girl out of that rig," was one message, scrawled in a male hand. The parent tried to explain that the family physician had advised bicycling as the exercise the girl needed. And that to be comfortable on the daily rides knickers were necessary.

Father Beaten.

One night, after repeated warnings had been sent to Barker, he was lured to a lonely spot in the country and given a severe beating.

He was warned that he would be flogged again if his daughter appeared any more in the knickers and further threatened with death if he disclosed the affair. Recently the father became ill and it was with difficulty he was able to provide the necessities for his family.

This came to the attention of welfare workers, who thus by chance discovered the ill health of the daughter, and the flogging.

Two men are under arrest in connection with the beating of Barker. Four others are under surveillance, suspected of complicity in the attack.

Jewell has given up her daily cycling for fear she will be molested. (Copyright, 1925, NEA Service, Inc.)

THE PENNY COLUMN GETS 'EM EVERY TIME

Up hill-down dale always in high

KEEP your engine in high every minute you can. That's the way to get real fuel efficiency. The new fuel—"Standard" Ethyl Gasoline—gives you less gear shifting and less vibration—more power on hills. Better for your purse, your car and yourself.

How does it do it? By preventing the "gas knock" that comes as the load slows up the engine, especially when there's carbon in the cylinders. "Standard" Gasoline with Ethyl in it absolutely can't be made to knock.

Try it on your steepest hill and note the difference.

STANDARD OIL COMPANY
(New Jersey)

"STANDARD" ETHYL GASOLINE

"Standard" is the trade mark of the Standard Oil Co. (N. J.), registered in the U. S. and many foreign countries.

Useless Luxury.
The thrifty appearing customer rushed breathlessly into a tailor shop.
"Say," he panted, "Did you include a watch pocket in that forty-dollar suit I ordered this morning?"
"Certainly, sir," replied the polite sartorial artist.
"Well, can you make a slight reduction if the pocket is omitted? Somebody just swiped my watch."

Drink Water If Back or Kidneys Hurt

Begin Taking Salts if You Feel Backache or Have Bladder Weakness

Too much rich food forms acids which excite and overwork the kidneys in their efforts to filter it from the system. Flush the kidneys occasionally to relieve them like you relieve the bowels, removing acids, waste and poison, else you may feel a dull misery in the kidney region, sharp pains in the back or sick headache, dizziness, the stomach sour, tongue is coated, and when the weather is bad you have rheumatic twinges. The urine is cloudy, full of sediment, the channels often get irritated, obliging one to get up two or three times during the night.

To help neutralize these irritating acids and flush off the body's urinous waste, begin drinking water. Also get about four ounces of Jad Salts from any pharmacy, take a tablespoonful in a glass of water before breakfast for a few days and your kidneys may then act fine and bladder disorders disappear.

This famous salt is made from the acid of grapes and lemon juice, combined with lithia, and has been used for years to help clean and stimulate sluggish kidneys and stop bladder irritation. Jad Salts is inexpensive and makes a delightful effervescent lithia-water drink which millions of men and women take now and then to help prevent serious kidney and bladder disorders.

By all means, drink lots of good water every day. Have your physician examine your kidneys at least twice a year.

MRS. LUTHER WEAVER



Louisville, Ky.—"About five years ago, after suffering a number of years with feminine trouble, I began taking Dr. Pierce's Favorite Prescription. It relieved me of all aches and pains, made me feel like a new woman, and I have not had to take any medicine since. I can highly recommend 'Favorite Prescription' to weak women."—Mrs. Luther Weaver, 217 Flat Lick Rd.

The use of Dr. Pierce's Favorite Prescription has made many women happy by making them healthy. Get it at once from your nearest druggist in tablets or liquid, or send 10c to Dr. Pierce's Invalids' Hotel, Buffalo, N. Y., for trial pkg.

Women Patrol Best On Caldwell County Roads.

The best maintained county road in Caldwell county is that section leading off from the Lenoir-Connelly Springs road at Cajal's mountain towards Amherst and North News-Topic. This road is known as the "women's road," as the women of that community joined in the building as enthusiastically as the men a few years ago. Chairman Harper of the county road commission says that he drove over this road a few days ago and found it in such excellent condition that he questioned Supervisor Deal about the way it was that this piece of road was in so much better condition than some of the other roads of the county. Mr. Deal said that this explanation was quite easy, as the patrolman on this road is not a patrolman at all, but a patrolwoman. Mrs. Otis Bean has charge of the maintenance of this several mile stretch of road and devotes a good deal of time to seeing that it is properly kept up and dragged after every rain. Mr. Deal said that one difference between Mrs. Bean's method of maintaining a road and that of the man patrolman is that Mrs. Bean tries to take care of her road regardless of what other work needs to be done, while the men they make it the last bit of work to be looked after following a rain. Mr. Deal says that the biggest trouble he has is to hold down the expenses of maintenance on Mrs. Bean's road to the county allotment. Mrs. Bean, according to road officials, says that they built that road out there, and they are going to see that it is kept up regardless of how much it costs.

What is believed to be the first observatory for avalanches has been erected on the province of Stiermark by the Austrian State Government.

Treatment of Chronic Bronchitis

YOUTH'S COMPANION.
Although it is difficult to cure the elderly sufferer with chronic bronchitis, and it is usually those advanced in years that are its victims—much can be done to render his condition more tolerable.

In the beginning the trouble disappears with the advent of warm weather, but returns with fatal regularity with the cold and damp of late autumn. The fortunate one who is not constrained by business or poverty or family obligations to face the discomforts and perils of a northern winter can escape his enemy by running away to some tropical or similitropical region or perhaps defy him by a sojourn in the Adirondacks or in some other place where the sunshine is plentiful. But most of us must do the best we can at home. For this majority something may be said on diet, housing conditions and clothing.

Many "colds" come from the stomach, from overeating or from eating the wrong kind of food. All meals should be light; the chief one should be at midday. If, as is often the case, a person's heart is weak, or he has high blood pressure, he should be sparing white flesh food a day take meat or fish at most only once a day and then in small quantity. All foods, such as beans, cabbage, cauliflower, that are likely to cause flatulencies, should be avoided, for the distended stomach presses against the lungs and thus increases the difficulty of breathing and excites coughing.

The indoor clothing should be light in weight and not too thick. The best underclothing is a linen or silk net made double and forming an air shield for the body, rather than the usual thick, heavy, close meshed material that becomes damp with perspiration in the house, and that feels cold and clammy in the open air.

In cold weather the patient's outer garments can hardly be too warm; for the danger is when he is out of doors. It is wise then to breathe through the nose, keep the mouth closed and refrain from speaking.

The house should be kept well warmed by night as well as by the day; at night a window or two should be kept open all the time, though draughts should be avoided. If cough medicines are needed, they should be taken only on the physician's advice, for advertised cough mixtures and consumption cures are likely to be dangerous when self-administered.

The preamble to the Constitution of North Carolina is devoted largely to a recognition of "Almighty God, the Sovereign Ruler of all nations" and an acknowledgment of "our dependence upon Him for the continuance" of blessings "to us and our posterity."

Rats fed on house-grown tomatoes will develop scurvy while those fed on tomatoes grown outside in direct sunlight do not.

THE KEY TO SUCCESS.

"Success depends primarily on a healthy liver and stomach. You can not think straight if these organs are not working properly. May's Wonderful Remedy is usually successful in such cases. Our advice to everyone troubled in this way, especially when accompanied with bloating in the stomach, is to try this remedy. It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach, liver and intestinal ailments, including appendicitis. Gibson Drug Store and druggists everywhere.