

The Concord Daily Tribune

Published by arrangement with First National Pictures, Inc. and Watterson R. Rothacker.

Those persons who oppose prohibition will not give the law credit for the decrease, but the report says the Metropolitan Life Insurance Co. does.

McLEAN FOR PRESIDENT. H. E. C. Bryant, Washington correspondent, finds in the capital rumors that friends of Governor McLean are anxious to groom him for the Presidency.

Not Here. A steward stood at the gangway of a ship, and as he stood there he kept shouting for the benefit of the arriving passengers.

Making It Pay. "My new housemaid is a treasure," declared Mrs. Johnson. "I had a bride party the other evening and one woman failed to turn up. You know how it is—she gave me no notice whatever."

Big Six Relapse Branded False. Saranac Lake, N. Y., July 8.—Reports widely circulated today that Christy Mathewson, president of the Boston National league baseball club, had suffered a relapse and was in a serious condition were branded as "absolutely untrue" tonight by the wife of the former baseball star.

Only Too Likely. "I guess I gave that fellow a talkin' to he'll remember," boasted the new traffic cop.

John D. Rockefeller Left Without a Home. New York, July 10.—Sale by John D. Rockefeller, Sr. of his estates at Pocantico Hill and at Lakewood N. J., of his town house and garage in New York city, and of his winter home at Ormond, Fla., to his son, John D. Rockefeller, Jr., for a price "in excess of \$3,000,000" was announced today.

Banks Offer \$2,500 For Dead Bandits. More than 100 Chicago banks Monday displayed placards offering \$2,500 for every bank bandit killed while engaged in a robbery and \$1,000 for information leading to the arrest and conviction of one.

One of the most interesting women of London is Miss Grace Chapman, who has traveled thousands of miles in quest of animals for the world's zoos.

Millions of dollars are spent each year in the United States for advertising. Naturally those firms which spend the largest amount are anxious to use the service that will bring in the best results.

Victor Talking Machine Company, \$1,900,000 in newspapers, \$1,184,310 in 31 leading magazines.

Ford Motor Company, \$2,000,000 in newspapers and \$651,250 in 31 leading magazines.

Postum Cereal Company, \$875,000 in newspapers and \$1,274,830 in magazines.

Chevrolet Motor Car Company, \$1,650,000 in newspapers, \$552,065 in magazines.

Dodge Brothers, \$1,200,000 in newspapers, \$641,600 in magazines.

Colgate & Company, \$1,500,000 in newspapers, \$186,206 in magazines.

Calumet Baking Powder Company, \$1,400,000 in newspapers.

Wm. Wrigley, Jr. & Company, \$1,250,000 in newspapers.

Standard Oil Company of California, \$500,000 in newspapers.

Literary Digest, \$500,000 in newspapers.

Union Pacific Railway System, \$570,000 in newspapers.

The July issue of Advertising and Selling contained the above figures and list of concerns along with a catalogue of 60 of the largest firms in the United States which spent in 1924 in newspapers \$32,834,949 and in magazines \$29,494,111.

The business concerns listed above are among the largest and most successful in the United States. They have given time and thought to the advertising game and because they are out to make money, they have adopted the medium that gets the best results.

The Charlotte News, observing the list, rightly contends that "if it pays the greatest businesses in the country to advertise in the newspapers, it will pay the smaller proportionately."

Prohibitionists give the Volstead Law credit for the improved health of the United States, and they quote figures to back up their claims.

The report of the subcommittee appointed by the Alcoholic Liquor Traffic Committee to Investigate Conditions of Enforcement and Results Obtained Through the Enforcement of the Eighteenth Amendment says the death rate in the United States fell from an average of 18.92 per thousand, the average for the year 1913 to 1917, to an average of 12.4 for a like period under prohibition.

In round numbers, the report adds, "a million lives have been saved by the decrease in the death rate, to which prohibition was one of the principal determining factors."

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DINNER STORIES

A Corporation Male. "What's that you call your mule?" "I call him 'Corporation,'" answered the old colored man.

"How did you come to give him such a name?" "I'm studying de animal an' readin' de papers. Dat mule gets mo' blame and abuse dan anything else in de township, an' goes ahead havin' his own way jes de same."

Not Here. A steward stood at the gangway of a ship, and as he stood there he kept shouting for the benefit of the arriving passengers.

"First-class to the right! Second-class to the left!" A young woman stepped daintily aboard with a baby in her arms.

"The Moon, by George!" cried Lord John. "We are through, boys! We are through!"

It was indeed the full moon which shone straight down the aperture which opened upon the cliffs. It was a small rift, not larger than a window, but it was enough for all our purposes.

"Very annoying." "The housemaid, however, put on one of my gowns and fitted in beautifully."

"Yes and I won her week's wages." "There is no foundation in reports of his serious illness," Mrs. Mathewson said.

"I bet he will, too," assented his pal. "That was the chief of police."

John D. Rockefeller Left Without a Home. New York, July 10.—Sale by John D. Rockefeller, Sr. of his estates at Pocantico Hill and at Lakewood N. J., of his town house and garage in New York city, and of his winter home at Ormond, Fla., to his son, John D. Rockefeller, Jr., for a price "in excess of \$3,000,000" was announced today.

The sale leaves one of the world's wealthiest men without a home of his own. The price paid for each parcel of property sold was announced as being in excess of the taxable value of the property.

A representative of the Rockefeller's denied that the sale was made to escape payment of inheritance taxes on the property. He said that the valuation had been reached by real estate experts.

The sale did not decrease the wealth of Mr. Rockefeller, Sr., but constituted an exchange of cash and securities for his real estate holdings.

A government tax of \$1,733,500 was imposed on the sale of the Pocantico Hills estate, which was made at a price of \$1,733,500. The estate of more than 6,000 acres is situated in the two towns of Mount Pleasant and Greenburgh, N. Y., and contains a private golf course for the use of Mr. Rockefeller, Sr.

Mr. Rockefeller's town property consisted of a house at Four West 54th street with a large garage on a separate lot.

THE LOST WORLD

Published by arrangement with First National Pictures, Inc. and Watterson R. Rothacker.

CHAPTER XV (Continued) We stared in amazement. A sheet of steady flame seemed to cross the passage and to bar our way.

We hastened towards it. No sound, no heat, no movement came from it, but still the great luminous curtain glowed before us, silencing all the cave and turning the sand to powdered jewels, until as we drew closer it discovered a circular edge.

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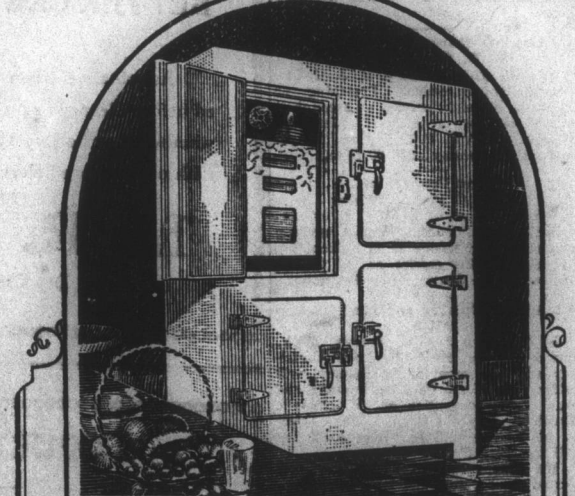
And how I turn to the last supreme eventful moment of our adventure. As I was racking my brain as to how I should best describe it, my eyes fell upon the issue of my own Journal for the morning of the 8th of November with the full and excellent account of my friend and fellow-reporter Macdona. What can I do better than transcribe his narrative—head-lines and all? I admit that the paper was exuberant in the matter, out of compliment to its own enterprise in sending a correspondent, but the other great dailies were hardly less full in their account. Thus, then, friend Mac in his report:

THE NEW WORLD GREAT MEETING AT THE QUEEN'S HALL SCENES OF UPROAR EXTRAORDINARY INCIDENT WHAT WAS IT? NOCTURNAL RIOT IN REGENT STREET (Special)

"The much-discussed meeting of the Zoological Institute, convened to hear the report of the Committee of Investigation sent out last year to South America to test the assertions made by Professor Challenger as to the continued existence of prehistoric life upon that Continent, was held last night in the greater Queen's Hall, and it is safe to say that it is likely to be a red letter date in the history of Science, for the proceedings were of so remarkable and sensational a character that no one present is ever likely to forget them."

(Oh, brother scribe Macdona, what a monstrous opening sentence!) "The tickets were theoretically confined to members and their friends, but the latter is an elastic term, and long before eight o'clock, the hour fixed for the commencement of the proceedings, all parts of the Great Hall were tightly packed. The general public, however, which most unreasonably entertained a grievance at having been excluded, stormed the doors at a quarter to eight, after a prolonged melee in which several people were injured. Including Inspector Scoble of H Division, whose leg was unfortunately broken. After this unwarrantable invasion, which not only filled every passage, but even intruded upon the space set apart for the Press, it is estimated that nearly five thousand people swarmed the arrival of the travelers. When they eventually appeared, they took their places in the front of a platform which already contained all the leading scientific names, not only of this country, but of France and of Germany. Sweden was also represented in the persons of Professor Bergius, the famous Zoologist of the University of Upsala.

CHAPTER XVI "A Procession! A Procession!" I should wish to place upon record here our gratitude to all our friends upon the Amazon for the very great kindness and hospitality which was shown to us upon our return journey. Very particularly would I thank Senhor Penelope and other officials of the Brazilian Government for the special arrangements by which we were helped upon our way, and Senhor Pereira of Para, to whose forethought we owe the complete outfit for a decent appearance in the civilized world which we found ready for us at that town. It seemed a poor return for all the courtesy which we encountered that we should deceive our hosts and benefactors, but under the circumstances we had really no alternative, and I hereby tell them that they will only waste their time and their money if they attempt to follow upon our tracks. Even the newspapers have been alerted in our accounts, and I am very sure that, no doubt, from the most careful study of them, would come within a thousand miles of our unknown land. The excitement which had been caused through these parts of



Make Your Summer Free From Ice Worry. Install Kelvinator electric refrigeration in your refrigerator and you can forget all about ice delivery this summer. Kelvinator will keep your refrigerator much colder and your foods much better and longer. When you go visiting it will stay cold while you are gone. Kelvinator requires no time or attention and is trouble free. It usually costs less to operate Kelvinator than to buy ice. Phone or call for details. Yorke & Wadsworth Co. Kelvinator The Oldest Domestic Electric Refrigeration

Just Out New Victor Records For July

- RED SEAL RECORDS Number Side 1000 10—Banchito Viejo (Out on My Little Old Ranch (A Marriage) In Spanish—Armand Crabbe. La Cañon del Ovin—Justo al Puente de la Pena (The Song of Forthness—At the Bridge Crossing) (Serene) In Spanish—Armand Crabbe. 1082 10—Nocturne (Piano) (Piano accompaniment) Violin Solo—Jascha Heifetz. The Gentle Maiden (Scott) 2. Cortège (Boulangers) (Piano accompaniment) Violin Solo—Jascha Heifetz. 3035 10—Miniature Viennese March (Marche Miniature Viennese) (F. Kreisler) (with piano) Violin and Cello—Fritz Kreisler-Hugo Kreisler. Syncope (F. Kreisler) (with piano) Violin and Cello—Fritz Kreisler-Hugo Kreisler. 1080 10—La Golondrina (The Swallow) (Mexican Folk Song) In Spanish—Margareta Matzenauer. Prugnante a las Estrellas (Go Ask the High Stars Glimmering) (Mexican Folk Song) In Spanish—Margareta Matzenauer. 1082 10—Moonlight and Roses (Black-More) —John McCormack. The Sweetest Call (Tron-Morrow)—John McCormack. 6504 12—Polonaise in E Major, Part 1 (Light) Piano Solo—Sergei Rachmaninoff. Polonaise in E Major, Part 2 Piano Solo—Sergei Rachmaninoff. 6480 12—Lohengrin—Prelude, Part 1 (Wagner)—Stokowski and Philadelphia Orchestra. Lohengrin—Prelude, Part 2 (Wagner)—Stokowski and Philadelphia Orchestra. 6805 12—Danse Macabre, Part 1 (Dance of Death) (Saint-Saens)—Stokowski and Philadelphia Orchestra. Danse Macabre, Part 2 (Dance of Death) (Saint-Saens)—Stokowski and Philadelphia Orchestra. CONCERT SONGS AND INSTRUMENTAL RECORDS 45403 10—Dreams (La Mont-Van Alstyne)—Lambert Murphy. One Little Dream of Love (Stimpon-Gordon)—Lambert Murphy. 19657 10—Over the Hills (Lugan)—Victor Salon Orchestra. The Mystery of Night (Nemsi-G. Denui)—Victor Salon Or. 10670 10—Polonaise (Polonaise-Elegiaque) (Noskowski)—Polish National Orchestra. The Postilion—Masurka (S. Narywalowski)—Polish National Orchestra. 10680 10—The Emblem of Freedom—March (Goldman)—Goldman Band. Military Spirit—March (Lindemann)—Goldman Band. LIGHT VOCAL RECORDS 35757 12—Gems from 'The Student Prince in Heidelberg'—Victor Light Opera Company. 1 'Student's Marching Song', 2 'Golden Days', 3 'Serenade', 4 'Deep in My Heart', 5 'Drinking Song', 6 'Gems from 'The Love Song'—Victor Light Opera Co.—1 'Yes or No', 2 'Only a Dream', 3 'He Writes a Song', 4 'Love Song (Remember Me)'. 19654 10—Swanee Butterfly—George Price. Isn't She the Sweetest Thing?—George Price. 19656 10—Everything is Hoty Totsy Now, Ukulele and Jazz effects by Billy ('Uke') Carpenter—Gene Austin. Yes Sir, That's My Baby, Ukulele and Jazz effects by Billy ('Uke') Carpenter—Gene Austin. 19667 10—He Sure Can Play the Harmonica, with Violin, Guitar and Ukulele—Vernon Hallart. Ain't You Coming Out Tonight?—Vernon Dalhart. 19668 10—Rock-a-Bye Baby (from 'The Music Box Revue')—Grace Moore. If Love Were All—Lewis James. 19677 10—Let it Rain, with Ukulele and Piano—Gene Austin. What a Life, with Ukulele—Gene Austin. 19560 10—Nobody Knows de Trouble I've Seen (negro spiritual)—Marian Anderson. My Lord, What a Mornin' (negro spiritual)—Marian Anderson.

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