

STATE'S BIG PROBLEM IS WHITE ILLITERACY

Dr. Branson, Addressing Welfare Institute, Reveals Surprising Statistics. Chapel Hill, July 23.—Speaking today before the members of the Public Welfare Institute, now in session at the University, Dr. E. C. Branson pleaded earnestly for a reduction of illiteracy in the state. "We have," he said, "a great and un-realized problem in our problems of sheer and near illiteracy among the white people of North Carolina; and we must remember that it is first and foremost a problem of the rural districts. Out of 132,000 white illiterates all but 5,000 live in the country. And these white illiterates suffer the curse of Ephraim which was the most terrible curse ever laid upon a human being: 'Let him alone.' Shut up in the pint cups where they beat their drums they are robbed of the social, intellectual, ethical and spiritual contacts that are the heritage of the race." Dr. Branson spoke of the experiences of some of his students in helping make census records. Among the questions asked were the two, whether the persons could read or write. To gain the information it was necessary to go into the homes of all the people in a community. His students came back astounded at the large number who had responded that they could neither read nor write. "Out of every five voters in thirteen counties in the state," said Dr. Branson, "one can not read the ballot he votes. And I am not talking about illiteracy among the negroes, nor among all the people in the state," he repeated emphatically. "I am talking about white illiterates. It is a staggering problem." Dr. Branson advanced the theory that the problem of illiteracy could never be cured by secular effort alone. "It will not," he said, "be accomplished by work which can be paid for dollar by dollar. It will not be cured until the rural churches of the state decide to take the matter to their hearts. There is no country problem which can be cured without the country churches. We have 58 organized religious bodies in North Carolina and the problem of sheer illiteracy has got to be a home mission, into which the churches have got to put the fervor. Sheer illiteracy is one of the difficulties which the church realizes is crippling its work. A minister once told me that his greatest enemy in his work was the fog of ignorance. Near illiteracy which is the condition which exists when a man can read and write a little, but will not do it, is a twin brother to sheer illiteracy. "I believe that every rural Sunday school should have a class where adults could have a change to learn to read and write," Dr. Branson concluded. "The very first Sunday school, founded by Robert Raikes in Gloucester, England, was primarily an illiteracy school where the street waifs were gathered in and taught. I believe that the high percentage of white illiteracy furnishes a very real challenge to the churches of the state to do a fine piece of mission work." Dr. R. R. Reeder, noted authority on child care, spoke to the members of the institute on the importance of motivating the child's interests in various ways. In discussing the care of the child in an institution he stated that the institution could surpass the family training in all ways but one and that was the individual love given to a child in a family. Contacts between the child in an institution and his family should be frequent, in order to let growth come in a normal way.

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PULLMAN CARS WILL BEAR FAMOUS TAR HEEL NAMES

Southern Railway Announces Five—"Zebulon B. Vance" Is Among Names Selected. Raleigh, July 23.—Pullman cars on the Southern railway's crack extra-fare train, the Crescent Limited, running between New York and New Orleans, will be named after famous North Carolinians. Five of a new lot of Pullmans being turned out by the Pullman company for the Southern will be named the "Zebulon B. Vance," "William Davidson," "Thomas Ruffin," "John M. Morehead" and "Robert F. Hoke." Selection of the five familiar names in Tar Heel history was announced by President Fairfax Harrison in a letter received by Governor McLean today. Mr. Harrison had asked his excellency for the Tar Heel names and the governor supplied him with a list of many who have figured in the history of the state. Mr. Harrison's letter indicated that the names of other North Carolinians will be used on later Pullman cars, since the five announced today will be for the first lot of sleeping cars being built for the Southern's special train.

Bars All Leinbachs From House By a Will

Bloomsburg, Pa., July 24.—The most unusual will ever probated in Columbia county was admitted today. It was the will of Mrs. Mary A. Shaeffer, who died in an almshouse here, disposing of an estate of about \$300. In it she said: "I direct that no person by the name of Leinbach shall ever put a foot inside of my door or take anything away from my house, Frank Leinbach, at Jersey Shore, and his mother stole my son's property from me while I was sick."

MORRISON RAPS THOSE WHO CROAK DISASTER

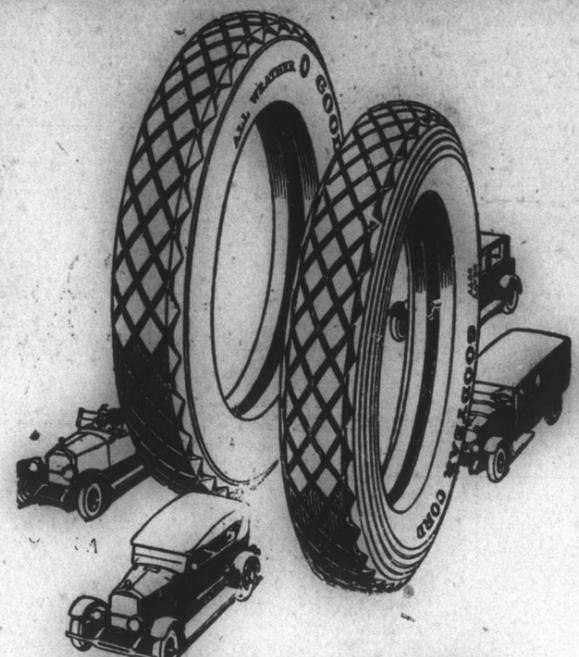
Vast Audience Cheers as He Tells About the State's Glories. Staff Correspondent Greensboro News. Hamlet, July 23.—"I am going to carry the flag of liberalism forward and into the ranks of the reactionary wherever he may be found," former Governor Cameron Morrison said here today at the colorful conclusion of the Kiwanis luncheon on this, the first day of the annual peach show. "Maybe it didn't sound much like a peach exposition, but it was the big word of a great day. The Kiwanians had been having a rip roaring time with Governor McLean the honor guest and Mrs. McLean his side partner. The speaking was nearly over. Two hours had been consumed and Mr. Morrison was reduced to seven minutes. He took the allotment in the utmost desperation. Never had he made a speech in seven minutes and people who know him would see the impossibility of such limitations. He had observed a meeting in which sentiment, brotherhood and good will were dominant. He would do his best to fall into that spirit. And then he took six minutes in which he plucked every feather from every raven croaking disaster, and pulling the tail of the Tar Heel eagle made her scream and until the vast audience had cheered itself into a dripping perspiration. It was one of the strangest tricks of oratory that the old home county ever observed. Though Richmond is the ancestral home, the county always has had its divisions. Never was it more plainly written that this crowd belonged to the economy coterie. Never did speaker thrust himself in atmosphere less to his liking. But he walked into the banquet hall, lifted his clenched fist and brought it down with the pledge never to stop bragging on North Carolina. He would never see North Carolina in the pose of poverty so long as she led the textile interest from Massachusetts to North Carolina, maintained the greatest state supported university in the south, supplied the life of the greatest woman's college in the country, and set the pace for road construction throughout the nation. North Carolina is a wonder state, he declared. It is the talk of the republic. As for himself, he would continue to tell the world what North Carolina has, not what it has not."

Persistent Advertising. Philadelphia Record. Advertisers in the national field have found that space used "The Record" is effective because of its large and growing circulation in the Philadelphia field gives a dependable and valuable constituency. In discussing the use of home papers of such recognized pulling power, Ren Mulford, Jr., of Cincinnati, says, with particular reference to the drug trade: "The vast majority are awake to the oft-demonstrated truth that they can share in the results of national and home newspaper advertising without being called upon to assume one cent's worth of the cost of campaigns which have for their one object the moving of goods off their shelves. The creation of greater demand made certain by newspaper advertising does the trick. That's business. It is the reward that comes to persistent advertisers. It explains why druggists can safely adopt the policy of sticking closely to those products that are guaranteed to sell goods that have a "money back value." "There are many time-proved products that can never become candidates for the base of every druggist's life—The Morgue—sepulchres of unknown brands, unadvertised products without pedigree or friends."

Russia's Priceless Bible. London, July 22.—In view of the fact that the Soviet Government has refused to admit the Bible into Russia, it is interesting to learn that the famous Codex Sinaiticus, which was reported some while ago to be missing, is intact as a national possession in Leningrad. This Greek manuscript, the oldest specimen of the Bible in existence, has behind it one of the most romantic stories in the history of literary "finds," its rescue being due to the late Dr. Tischendorf and a former Czar. Its estimated value is at least \$1,000,000, and in the United States probably much more. The priceless manuscript was discovered at the monastery of St. Catherine in the Sinaitic Peninsula in 1844. Tradition attributes the foundation of this monastery to the Emperor Justinian, and it was originally dedicated to the remembrance of the Transfiguration. It contains at present only about 20 to 30 monks instead of the 300 to 400 of former times.

Park Held to Be Nuisance. Charlotte, July 23.—The \$40,000 McAlpine recreation park, recently opened at McAlpine creek, near here, was declared a nuisance in an indictment returned today by the grand jury. The grand jurors recovered Wednesday heard several witnesses relate details of the operation policy of this park, which maintains a swimming pool and other means of amusement for the public. The indictment, Solicitor Carpenter said, was a sequel to the vigorous protest recently filed with the Mecklenburg county board of commissioners. About three weeks ago, a large delegation of ministers and laymen, representing churches in four townships of the county, appeared before the county commissioners and alleged that the park, which then had been in operation about two weeks, was violating the sanctity of the Sabbath day. The county commissioners declared they knew of no law which gave them authority to interfere with the operation of the park on the basis described to them. Members of the delegation then announced they would seek remedial action through the grand jury.

Borghlum More Interested in Himself Than Anything Else. High Point Enterprise. Sculptor Borghlum's latest proposal to carve his likeness of Lee and Jackson on Chimney Rock somehow has the ring that he is more interested in perpetuating his own memory than the Southern chieftains. The Stone Mountain Memorial Association in Georgia is composed of men and women of high repute and standing. If this great monument is to commemorate Southern heroes, it must be done as originally planned and conceived. The sculptor is, in the final analysis, more or less incidental.



SMART BUYERS COME HERE!

We're not getting all the tire business in town. We never expect to. But we're getting our share and our business is growing constantly. The reason for this is that car owners have found our location is convenient, our service prompt, efficient and courteous, our merchandise of the highest quality, and our prices surprisingly low.

As a matter of fact, and we realize it sounds pretty strong, if every car owner in town who is not buying from us, really knew what we had to offer, we'd come pretty close to having a monopoly on the tire business here. We honestly believe this, because we're already selling to scores of the brainiest tire buyers in town—smart people who look twice and think three times before they buy anything. If we can satisfy them and keep on doing it—we can please you, too.

Yorke & Wadsworth Co.

Shop at home —first

Years ago people went into the market place "to shop." They went, not knowing what they would find, its price or its worth. Weary hours were spent in inspection, in bargaining and buying.

Today manufacturers are bringing the market place to your home. Every time a newspaper comes, a host of people are ringing your door-bell. Merchants and manufacturers are waiting on the doorstep to spread their goods at your feet for you to look at—to inspect at leisure and in comfort.

Don't let the opportunity that advertisements offer you slip by. No matter what you want, clothing, groceries, a fountain pen or a farm, you will find the "better" ones in the advertising columns of the newspaper.

The advertisements tell you where you can get what you want. They are a guarantee of worth that protects your purchase.

Buying with a definite knowledge is so much better than shopping at random—Study the newspaper advertisements

July Clearance of Shoes The Great Opportunity of the Year To Save. Nine o'clock tomorrow morning will be the signal for you to save. It's the beginning of our July Clearance Sale—the greatest opportunity of to year to really economize. SCORES OF VERY HANDSOME SUMMER SHOE STYLES. Never have you seen their equal in beauty, style, workmanship, materials or colors. Six models are pictured; others are on display in our store. LOT 1 \$1.95 LOT 2 \$3.45 LOT 3 \$4.45. Every pair of shoes in stock carries a deep reduction. Come tomorrow for surprises. You'll surely buy three and even four pairs at these prices. Ruth-Kesler Shoe Store

LIKE THE TOUCH OF MAGIC ROGERS STAINFLOOR FINISH. Furniture loses its good looks long before it loses its usefulness. About the home there are usually several pieces of serviceable furniture which have become shabby in appearance but which can easily be refinished with Rogers Stainfloor, giving them the appearance of new furniture, in any of the rare woods which Stainfloor so correctly imitates. Stainfloor is a varnish-stain which stains and finishes in one operation. The stain is permeated the varnish long wearing and durable, watery and lustrous. Frequent washings will not dull finish of Stainfloor which makes it an ideal finish. Comes in convenient sized packages in mahogany, walnut, cherry, oaks and green. See the Stainfloor color cards at our store. We will gladly help you with any finishing problem you may have. Yorke & Wadsworth Co.