

# Ford

## Big Reduction In Closed Car Prices

EFFECTIVE FEBRUARY 11TH

	New Prices	Old Prices	Reduction
Tudor .....	\$520	\$580	\$60
Coupe .....	\$500	\$520	\$20
Fordor .....	\$565	\$660	\$95

Demand for Ford closed cars since the improved types in colors were introduced has been constantly increasing. With greater output of these types — production costs have been lessened and it is the policy of the company to give its customers the benefits of all such reductions.

## NEW OPEN CAR PRICES

### Touring \$310 Runabout \$290

Starter and Demountable Rims \$85 Extra

Tractor, Car and Truck Chassis Prices Remain Unchanged

All Prices F. O. B. Detroit



## "READ TO SUCCEED" IS FAMOUS EDITOR'S RECIPE

### Ray Long's Rise From Cub Reporter to Editorial Head of Great Publishing House



RAY LONG  
Editor of Cosmopolitan

At thirteen Ray Long was selling newspapers in the streets of Indianapolis. Today he is editor-in-chief and vice president of the International Magazine Company, Inc., publishers of "Cosmopolitan," "Good Housekeeping," "Harper's Bazar," "Motor," and "MoToR Boating," one of the greatest publishing houses in the world.

And he attributes his success in large measure to reading—"reading anything and everything I could lay hand upon!"

These facts are disclosed for the first time in the noted editor's introduction to "As I Look at Life," a new book of intimate revelations by fourteen famous authors, which has just been issued by Cosmopolitan Magazine.

"I am certain you may learn from reading," writes Mr. Long, "because I learned from reading. In fact, I gained 90 per cent. of my education from reading, and from nothing else. Which leads me to feel that the best way to preface this composite of autobiographies is with a bit of my own biography.

"I was born in Lebanon, Indiana. My father was an average small-town merchant. My mother came from pioneering agricultural stock. On neither side, so far as the records show, had there been a member of the family who showed even slight interest in literature. He had few books, and we had no desire for more. Books simply did not figure in our lives. However, my father must have had a fine faculty for friendship, for when he died a line of buddies, surreys, and farm wagons more than a mile long splashed and heaved for fifteen miles through almost impassably muddy roads to follow his horse to the cemetery.

**Boyhood in Indiana.**

"My mother was, I think, the most courageous woman I ever knew. She gathered my widowed grandmother, my two sisters and myself, and adventured to Indianapolis, which to us seemed a terrifying large city. There she established a millinery shop; and not only provided for us but warmed us with affection and cheered us with an optimism which she gained from God knows what source.

"An optimism which received its cruellest strain, I am afraid, when, at

thirteen, I determined to quit school — was in the eighth grade of grammar school—and aid her more than I had been able to do by selling newspapers and delivering packages. She had the natural feeling that an uneducated man, such as it seemed inevitable I must be, would travel under a heavy handicap.

"And beyond question there was ground for her fear. There was nothing in me or in my showing in the few years I had been in school to indicate that I might develop an appetite for education sufficient to goad me into teaching myself.

"I delivered telegrams for the Western Union at \$15 a month; I worked in a shoe store, rode in professional bicycle races, got and held a small political job; and then, at eighteen, got and held a job on the 'Indianapolis News,' which, at that time, under the editorship of Charles R. Williams, was written in the purest English of any newspaper in the United States. Not as well written as the old 'New York Sun,' but more carefully written and more gracefully edited.

"How did I do it? By reading. By reading anything and everything I could lay hand upon. Nick Carter and Lew Wallace's 'Ben Hur,' the Fireside Companion and the Century, Laura Jean Libbey and Edgar Allan

Poe, Judge, Puck, London Punch; Richard Harding Davis. (I admired him so much that I tried to make myself look like him) and his model, Stevenson; Peeps and Franklin.

"Literally, from shortly after the time I quit school until today, I have found more joy in reading than in any other pastime or pursuit. Today, when I rise of reading manuscripts, I rest by taking down a book and reading it.

**Read What He Enjoyed.**

"I've never laid out for myself a course in reading; I've never confined myself to books that might have been called 'beneficial'; I've read what I have enjoyed reading—and if I haven't enjoyed it I've thrown it away, just as today I toss aside a manuscript if I don't enjoy reading it.

"I have never let my reading interfere with having a good time in other directions. I have played as much as was my share—if not more! I have seen much of the world, and I expect to see more. But my good times have never interfered with my reading. And thanks to it I learned enough of my fellow man, and of his language and his art in using it, to be somewhat of an authority on writing and the editorial head of what I consider the greatest publishing house in the world.

"That isn't said boastfully. It is said with pride. And also with gratitude to that something within me which made me love to read."

Referring to the contents of "As I Look at Life," Mr. Long says: "The two most interesting subjects in the world to you are Yourself and the Other Fellow. This is a book about the Other Fellow by Himself—a book of chapters from the lives of fourteen human beings who have lived, loved, hungered, suffered—and learned. That's the important point; they have learned. Some learned the recipe for health, some the recipe for success, some for happiness. And it is because I believe you, too may learn from reading these experiments and experiences in life that I take pleasure as well as pride in presenting this volume to you."

This book, issued by Cosmopolitan Magazine as a gift to its readers, is not available except in the complimentary edition.

### TODAY'S EVENTS

**Monday, February 15, 1926.**  
Two hundredth anniversary of the birth of Abraham Clark, a New Jersey signer of the Declaration of Independence.  
Centenary of the birth of Gen. William B. Rochester, civil war soldier and paymaster general of the U. S. Army.  
A tablet will be dedicated in Havana today in memory of the 260 Americans who perished in the Maine disaster on this date in 1898.  
The sixth annual British Industries Fair, held simultaneously at London and Birmingham, will be opened today and continued to February 23.  
The new submarine tender Holland, the first vessel of the type to be built by the U. S. Navy, will be launched today at the Puget Sound Navy Yard.  
The Federal Trade Commission will begin taking evidence at Pittsburgh today on a complaint against the Aluminum Company of America, in which Secretary Mellon is a stockholder.  
Premier W. L. Mackenzie King, who with half his ministry was defeated at the polls on Oct. 29, will

seek re-election today in the constituency of Prince Albert, Saskatchewan. His only opponent is Captain D. L. Burgess, running as an independent.  
The 1926 meeting of the Southwestern Division of the American Association for the Advancement of Science will be opened at Phoenix, Arizona, today with delegates in attendance from five of the southwestern States and two States of Mexico.  
**A Fish Yarn.**  
"Fishin' any good?" asked a curious individual looking over the rail of the bridge.  
"Afy good?" answered the fisherman below, "why, I caught forty bass out o' here yesterday."  
"Say, do you know who I am," asked the man on the bridge.  
The fisherman replied that he did not.  
"Well, I'm the fish and game warden."  
After a moment's thought the fisherman said:  
"Say, do you know who I am,"  
"No," replied the officer.  
"Well, I'm the biggest liar in the country."  
Cato was a prohibitionist. He drank nothing but water.

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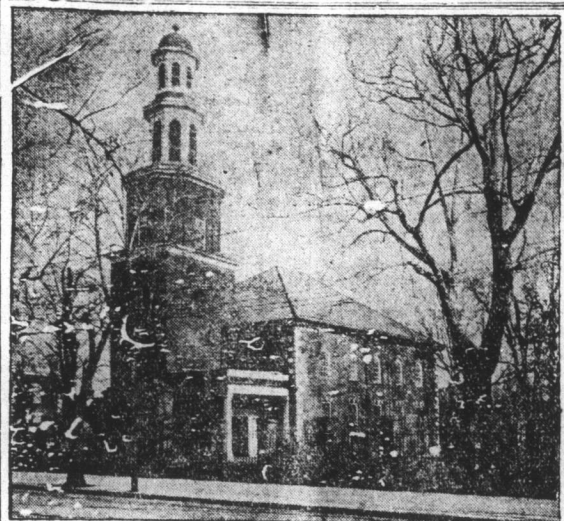
## Know the organization back of your gas service

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There are the financial experts, experienced in the sound financing of such a public utility. There are the gas engineers, who know just when improvements and extensions are essential to good service. There are the men who make and keep the gas flowing from the plant to the homes and factories. And there are the people in the office, every one of whom will greet you cordially and serve you courteously whenever you have occasion to call.

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CONCORD, NORTH CAROLINA



**CHRIST'S CHURCH, ALEXANDRIA, VA.**  
to Robert E. Lee, who while living in Arlington also was a member of the congregation, stands on the other side of the pulpit, with a tablet in active use.

## She Socked Him on the Jaw



Miss Gertrude Haynes of Waterloo, Ia., is an athletic young lady, so she earns part of her expenses at Drake University by supervising a Des Moines playground. A masher took her by the arm as she walked home one night—and she hit him on the jaw, knocked him into the gutter and called the cops. He ran away before the police came.

### SIX CHILDREN BURNED TO DEATH IN FARM HOUSE

They Are Trapped by Flames in Two Bed Rooms—Ages Range From 4 to 10.

Houghton, Mich., Feb. 14.—Trapped in two second story bed rooms in a log farm house, six children, aged from three to 10, were burned to death and the parents, Mr. and Mrs. Gottfried Rothenberger, and four-month-old girl, severely burned early today in a fire at Portage Entry, 16 miles east of here.

The children who lost their lives were: Freda, 10; Elsie, 9; Martha, 8; William, 6; Ruth, 4, and Paul, 3. The other children, Alfred, 12, and Irving, 11, escaped without injury by jumping through a window to the roof of a shed.

first floor was ablaze and the flames had worked their way up an open stairway to the second floor.

The cause of the first has not been determined.

**Has Florida Twang.**

A million dollar mortgage was filed at Rutherfordton last week. Now the pessimist will have to admit that western North Carolina has started talking in Florida terms.

The mortgage was recorded by the Chimney Rock Mountains and covers bonds recently sold to develop the gigantic Lake Lure. Sixty-three pages in the record book were required to take the 88 typewritten pages of the mortgage. It required two days time to record the paper and the fee was over \$100.

All of which should prove interesting to folks who own just plain dirt in western North Carolina. Ere long they may find their holdings just as valuable as plots in the land of flowers of staked areas in gold and oil rush states. A sensible man who sells his western Carolina real estate these days is just selling it so that he might buy other nearby prop-

erty—he's not kelling out altogether, or he wouldn't be termed sensible.

**Three Thousand Klansmen Vote to Form New Society.**

Nokomo, Ind., Feb. 14.—Three thousand Klansmen, meeting here today, are understood to have voted to secede from the Knights of the Ku Klux Klan of Georgia, Inc., and form an independent organization.

The meeting was called by "insurgents" in protest of the recent appointment of W. Lee Smith, Evansville, as grand dragon in Indiana and because they believed H. W. Evans, imperial wizard at Atlanta, Ga., had gone too far for the good of the order in his alleged dictation on the Klan's policies. It was reported.

**Campaign For Beauty of Catawba College Campus.**

Salisbury, Feb. 12.—Catawba college, this city, has begun a campaign to make the campus and grounds of the institution beautiful. This week a tree-planting day brought to the college a number of friends and during the day about 75 trees were planted.

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## CAN YOU SOLVE THIS?

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