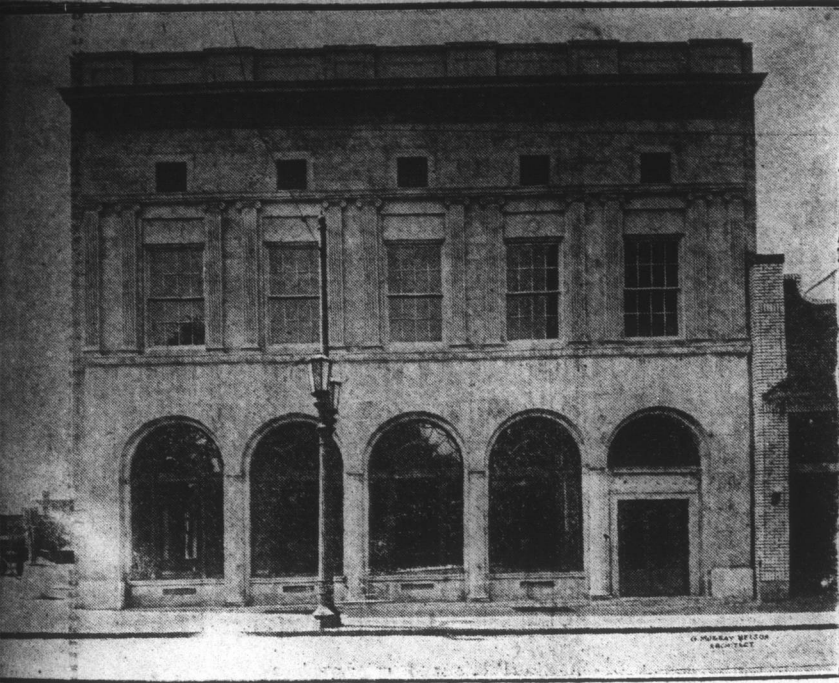


NEW HOME OF THE DURHAM SUN



Durham, N. C., May 7.—Informally receiving, The Durham Sun, "The Friendly City's" afternoon newspaper, last night, officially opened its new home on Main street, in the heart of the business section. All departments were in operation, giving the visitors a concrete idea of the way in which newspapers are made.

Dr. J. M. Manning, mayor of Durham; Burke Hogwood, secretary of the Chamber of Commerce, and other prominent Durham citizens were in the receiving line. A number of leading newspaper publishers and executives of the state attended. Refreshments were served and souvenirs distributed.

Several thousand Durham citizens visited The Sun during the evening and extended their congratulations to the Sun organization upon the new home. The building, itself, is one of the most beautiful in the South, with Indiana cut limestone front, trimmed in ornamental cast bronze. It is a fireproof structure of steel, tile and concrete, covering two lots to a depth

of 117 feet, two stories high with basement. Main offices, advertising offices and editorial rooms are on the first floor. The composing room is also located on the first floor. Press and stereotyping equipment are located in the modern basement which extends the full length of the building. Space is also provided in the basement for mailing room and paper distribution, heating plant and paper storage.

New furnishings and equipment have been installed in the offices and new machinery and equipment in the mechanical department, including a new high-speed press with a capacity of 30,000 papers per hour.

The Durham Sun is the oldest existing newspaper in Durham city or county. Founded February 23, 1883, The Sun is the only Durham publication established before 1890 now existing in Durham.

The Sun was acquired by the present owners in April, 1923. It is now the property of The Durham Sun, Inc., William J. McMurray, New

York president; Mrs. Charlotte Wilson, Fayetteville, vice president, and Charles R. Wilson, Fayetteville, secretary. The officials named comprise the sole owners of the entire property. Since passing into the hands of the present publishers, The Sun's plant has been extensively enlarged, all obsolete equipment being scrapped and additions in facilities and personnel effected. Policies were altered, The Sun being placed upon an independent basis.

Within the past three years, remarkable expansion in circulation and in volume of business has been experienced, the record of the newspaper's growth and development being highly gratifying to the publishers and justifying the outlay of a large amount of additional capital. The new building and increase modern equipment place The Sun in a position to render the ultimate in service to its readers and advertisers. J. Albert Grant is general manager and John R. Barry, editor.

Newspaper Advertising Brings World Best Values to Your Very Door.

Newspaper advertising is of vital importance to every man or woman who spends money for the necessities or luxuries of life. By making a daily practice of reading the newspaper advertisements, you keep in close touch with the latest offerings and lowest prices.

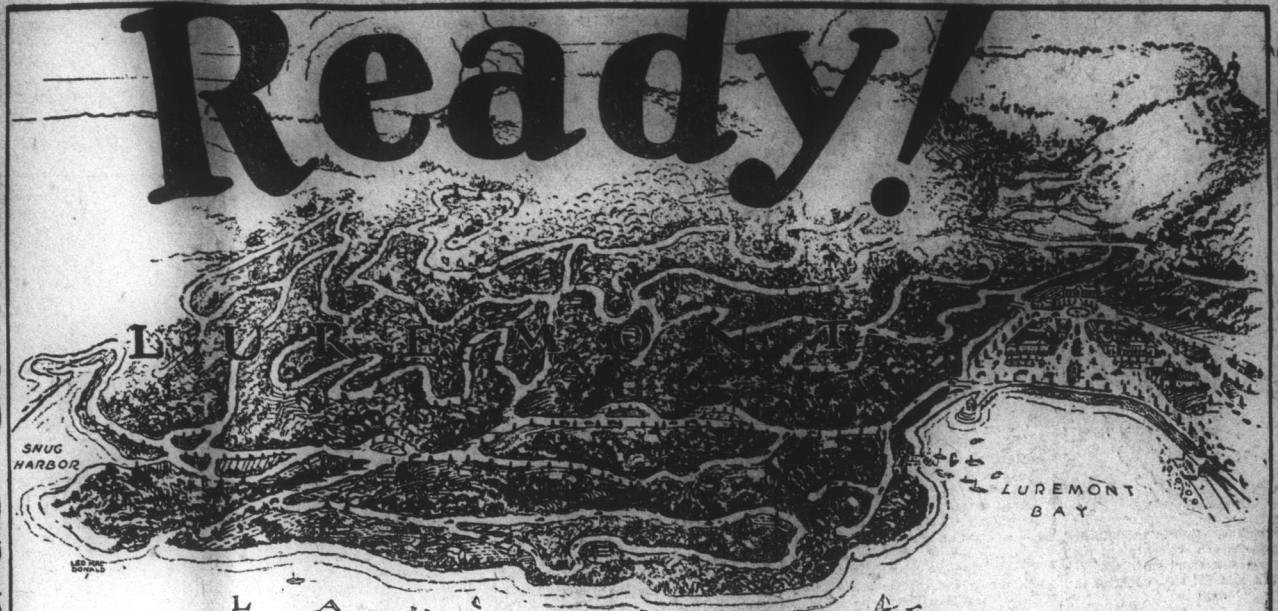
Well advertised brands of merchandise are not only dependable in quality, but are also, as a rule, the most economical. Here is a very con-

crete case of why this is true: Mr. Warren Wright, President of the Calumet Baking Powder Co., is the authority for the statement that they spend millions of dollars in newspaper advertising. This tremendous volume of advertising creates a gigantic demand for Calumet—a demand that is maintained by the unrivaled quality of Calumet.

As demand grows, manufacturing costs are reduced and the price of Calumet, to the user, is brought down to the low point of economy.

Calumet advertising, like all other advertising back of a meritorious product, goes on record in black and white as to the value of Calumet Baking Powder. It promises the housewife better bakings at lower baking costs and the Calumet Company must live up to their printed pledge, which, of course, they do and have done for the past 37 years.

Newspaper advertising is localized advertising. Consequently, it benefits the dealer as well as the consumer, because it reaches buyers who can



Ready!

LAKESIDE BUILDING PLOTS IN LUREMONT

First Completed Residential Section ON LAKE LURE

Lake Will Be Ready For First Shore Homes

Water will begin accumulating in July. Engineers promise completion to permanent level this winter. Before then will appear the nucleus of a great colony—the beginning of life in a new playground of national prominence—a resort of first magnitude.

Paving, Lighting And a Great Sewer System

Have you ever known of a real city sewer system in a mountain-lake resort. Every residence in Luremont will connect with a huge main, five miles long, buried beneath the bottom of the lake, under contract to be completed before the water is let into the lake. The dam will generate electrical energy for lighting and for all domestic uses. All streets are to be hard-paved.

Date of Opening, June 15, Gives Prior Choice to "Home Folks"

A host of summer visitors from Florida and other states south will begin arriving June 1. The date of formal opening to the public of LUREMONT ON LAKE LURE and LAKE LURE BUSINESS CENTER is to be June 15. This arrangement gives to residents of the Carolinas the full advantage of first prices and choice of the finest plots.

Three years in preparation, Chimney Rock Mountains, Inc., takes pride in now offering to the public LUREMONT ON LAKE LURE—beyond question the most beautiful residential tract in the Land of the Sky.

A PLACE FOR DELIGHTFUL LIFE—Homes beside a great placid blue lake that mirrors majestic cliffs—on or adjacent to Route 20, the main boulevard highway from the mountains to the sea—in a playground of first magnitude—these advantages are possible only to builders on the shores of Lake Lure.

LUREMONT ON LAKE LURE satisfies a need. The company has been besieged with applications. More than a score of Lake Lure enthusiasts have declared that they will start building homes at once. The completion of Lake Lure is in sight. A hotel is building. Business blocks, streets and bridges are under way. Contract for a great trunk sewer line to cost \$225,000 has been let. The dam is one-third poured. The lake itself will appear almost as soon as the first home can be completed on its banks.

Forehanded and far-seeing persons who secure now the best located plots in LUREMONT are due a real profit. Be among the first. Get in touch today with the nearest company district office.

Priced Equitably Convenient Terms Fixed

In pricing lots, a system was adopted which guarantees absolute fairness. Each piece was scored by allowance of points for lake or highway frontage, view, topography size and shape. The price-list has been printed. Every purchaser will know just what his neighbor pays. Maps, plats and a beautiful birds-eye painting are ready for consultation in each company district office. Terms are convenient—a part payment down and the balance spread out in deferred payments.

Come to Chimney Rock

LUREMONT ON LAKE LURE AND CHIMNEY ROCK must be seen to be appreciated. Come now in the lovely springtime. The dogwood and the redbud thickets, the leafing out of the hardwoods, paint a never-to-be-forgotten color harmony on the hills. Come in your own car, or arrange to travel by the company's lines. Ascend Chimney Rock. The nearby sky vaults a sea of peaks. Look below and you can visualize Lake Lure. When you do, you will want to live upon its shores.

Chimney Rock Mountains, Inc.
CHIMNEY ROCK, N. C.
A. J. COLEMAN
District Manager, Phone 5104-5105 Johnston Building, Charlotte, N. C.



Paint your house now

Select the color and your paint worries are over. Pee Gee Mastic Paint has the qualities that you expect to find in good paint—durability, covering capacity, color permanency and the necessary preserving and protecting characteristics.

The Pee Gee label on a paint product is your assurance of quality. Come in and let us help you SELECT THE COLOR.



Ritchie Hardware Co.

transact business with him. It moves the goods from his shelves. It makes him to sell the highest quality merchandise at the lowest possible prices.

The very fact that a dealer carries and features heavily advertised brands is clear evidence of his sincerity in serving his customers to the best advantage. He might temporarily make a bigger profit through the sale of unadvertised brands, but he could not give his trade the values made possible by advertising that decreases costs through increased demand.



TIT for tat is a rule that seems to influence lives of most of us. When you pay out your good money you wish to get some good work in return. That's the sort of bargain you can strike at this plumbing shop. You'll secure a prompt delivery of the actual goods and feel pleased with the transaction.

CONCORD PLUMBING COMPANY
174 Kerr St. Phone 576

mand.

If you want reliable merchandise at reasonable costs—if you want goods that are backed by the faith, integrity and the printed pledge of the manufacturer—read the advertisements and remember that the millions of dollars spent by prominent manufacturers is a mighty factor in giving your money greater buying power.

Noted List of Drivers in Confederate Memorial Race.

Charlotte, May 6.—(AP)—Leading drivers of the nation will compete here May 10th in the fourth renewal of the 250-mile Charlotte speedway race. Cash prizes of \$25,000 await the winners.

The Confederate Memorial Day event will be the last for motors with large piston displacement. Tommy Milton, who has won twice at the local saucer, has entered three cars but recently had named only two drivers. Peter DePaolo, 1925 champion, heads the list of entries. Among others who will start are Bennett Hill, Harry Hartz, Edward L. Votto, Cliff Woodbury, Bob McDonough, Fred Comer, Leon Duray, Dr. William E. Shattuc, Pete Kries, Dave Evans, Frank Elliott, Earle Devore, Norman Batten and Ralph Hepburn.

COMES INTO CONTACT WITH ELECTRIC WIRE

Boy Is Killed and Horse He Was Driving Stunned By the Shock.

Greensboro, May 6.—Bruce B. Walker, aged 15, son of Mrs. Lucy Walker, a widow living six miles north of here in the Lee Chapel section of Guilford county, was killed by a live electric wire shortly after noon today. He was riding a horse home for dinner, after plowing all morning, and is thought to have come in contact with a transmission wire of the Southern Power company.

His brother, Howard, also plowing in the field, had taken his horse to water and feed and waved to Bruce to stop work for the morning. Howard was drawing water from a well, looked up and saw horse and boy prone in the field. Directly above

where he fell was a low hanging transmission electric wire. The horse recovered from the shock, but the boy did not become conscious before death.

WHERE GROOMING GENTLEMEN FOR GOOD COMPANY has reached perfection DRY CLEANING of better quality—such as to create a preference for us "SEND IT TO BOB"

Bob's DRY CLEANING CO.
"MASTER" Cleaners and Dyers
PHONE 787
Office 25-27 W. Depot St.

Chorines Go to High School



At night Evelyn Nair (left) and Vivian De Vaul draw applause as members of a musical comedy chorus in Los Angeles. But by day they're inquisitive students in a Los Angeles high school. Each is a sophomore.

ARE YOU SATISFIED?

Publishers want intelligent men and women -8 to 35 years old to learn to operate type setting machines. We can train and place you with reasonable earning power in four months. You then rapidly develop in a fine trade, one of the best paying and most educative. Expense of schooling is not great. Address: Macon Printing School, Georgia-Alabama Business College Building, Macon, Georgia.