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Jan. W. Atkins, Managing Editor; E. D. Atkins, Business Manager; Hugh A. Query, Editor; Mrs. Zoe K. Brockman, Society Editor

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THURSDAY, MARCH 17, 1921

Gastonia, The South's City of Spindles

DOLLAR DAY.

The special trade event put on here Wednesday by the merchants of Gastonia was the most successful thing of its kind ever staged.

Such events as these held yesterday are great assets to Gastonia. People are brought here who never come to Gastonia for any other event.

A dollar will supply mighty little when a month's house rent looms up large or when the grocer or the butcher presents his weekly bill.

WHAT A CHAMBER OF COMMERCE IS.

The Salisbury Post comes out with the frank statement that the Salisbury Chamber of Commerce has never had adequate support.

It is quite true that without financial and moral support the ordinary chamber of commerce will die.

THE TIME FOR FARMERS TO ASSERT THEMSELVES.

A. W. Swain, who spoke to Gaston county farmers here yesterday on marketing problems told them that until they took a hand in the matter of setting prices for their products, they would forever be at the mercy of speculators and gratters.

Under the present plan it is a crook crowd that cotton travels from farm to mill, passing through the hands of many speculators.

Lincolnton and Schools.

It is hoped that Lincolnton voters will visit the city school for themselves, see the crowded conditions, and need of equipment, and then think seriously before opposing school progress in Lincolnton.

fore opposing school progress in Lincolnton. Towns the size of Lincolnton are spending more than \$200,000 for new school buildings, Cliffside, a mere village in comparison, has a quarter of million dollar fire proof school building.

WITH ONE DOLLAR.

Apricos of Dollar Day held in Gastonia yesterday, Prof. W. A. McKeever, of the University of Kansas, in an address says: "All a young man needs these days to start a matrimonial career is one good American dollar, willing hands and an alert brain."

Naturally enough the Professor omitted the "stine qua non," the one and only indispensable, among the many needed to start a matrimonial career.

A dollar will supply mighty little when a month's house rent looms up large or when the grocer or the butcher presents his weekly bill.

It isn't so much the interest on Europe's debt that worries Uncle Sam, it is the principal of the thing.

Funny about schools. They still treat that the world is round, when everybody knows it is flat on its back.

In the old days, America's citizens and their practices on debt and squabbles now they have only pedestrans.

It's quite patent that there's something rotten in New Light. Indeed, there has been reason to suspect that something has been afoot with this section of Wake county for some time.

JOHNNY WILSON MEETS MIKE O'DOWD TONIGHT.

NEW YORK, March 17.—Johnny Wilson, of Boston, won't's midweek fight tonight will meet tonight in Madison Square Garden, Mike O'Dowd, of St. Louis, whom he won a decision 2-0 over him the 11th of May in the Massachusetts metropolis.

EVERSHARP.

EVERSHARP is absolutely unique, the pencil that is always sharp yet never sharpened, always ready for smooth, easy writing, and beautifully made for lifelong service.

CUT ME OUT!

and mail me, with your name and address, to Chas. W. Jones, 409 Kingston Avenue, Charlotte, N. C. I will bring you full details of how you may buy or hold and own a home with the money you now pay as rent; and 1 per cent interest, or free a home of a mortgage, or, safely and profitably, invest monthly savings of \$1 or more.

QUILLEN'S SAYINGS

Flashes of Wit and Humor From the Pen of Great Proliferator. By ROBERT QUILLEN. (Copyright 1920, Associate Editors.)

If you would make a reputation, first make friends. Really, Bolshevism is the organized crime of the world.

There is only one Congressman Flood, but there are many who are a little Floody.

It wouldn't be so bad if you could support a child with that \$200 tax ex-emption.

One who would be Attorney General must qualify to manage a department and a campaign.

Present indications are that surplus war material will make a few more surplus millionaires.

Every man in a while you meet a breath that is a violation of the law against transporting.

One would think that beta enemies would be the last people in the world to try to keep him from talking.

A modern successful author must have a general first-hand acquaintance with interesting wickedness.

It wouldn't be difficult for America to observe a strict neutrality if the Japs and Bolshevis stage a little war.

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The Precise Meaning of and Cause for Cut Prices and Clearance Sales

By J. R. HAMILTON Former Advertising Manager of Wanamaker's, Philadelphia

When you see a suit of clothes marked down say from \$30 to \$22.50, you generally assume that the merchant was overstocked. But when you see a cut price on a diamond or a dining chair or any other staple article less responsible for its sale to style, you are apt to question the legitimacy of that sale.

Therefore the following facts, which will be A, B, C to every buyer and merchant, will probably be interesting news to you.

The second cause is the financial one. Every merchant allows himself and each of his buyers just so much money for every stock of goods carried.

The third cause is your mental effect on the people who have to sell the goods. The moment you, the public, do not buy a certain article, that article immediately loses value in the eyes of the man or woman who is selling it.

The fourth cause is the interest on the investment. A store's money is made by the number of times it is able to turn its stock in a year.

These are the four laws for clearance sales and cut prices, and, knowing them, you should watch the advertising eagerly for the many advantages you are sure to find.

EUROPEAN CORRESPONDENTS PLAY UP THE FREAKISH IN STATE LEGISLATION.

THE HAGUE, Feb. 25.—Leaders of the Dutch and other European newspapers these days frequently get the idea that various state legislatures in the United States are conducted along the lines of socialist comedies.

Each bit of freak legislation, whether introduced with serious intent or merely to cause a laugh, which emanates from these various state governing bodies, is treated with all seriousness on this side of the Atlantic.

It is a source of state legislative inability to make the bill of a political opponent appear ridiculous by introducing another along the same lines that goes the opponent's one better and is utterly repugnant, the purpose of the bill is denied abroad by a European correspondent in New York or Washington and is reprinted throughout Europe.

These dispatches are generally treated or played up in the European papers, and many European editors have told the correspondent they are convinced by the dispatches they receive that almost American lawmakers are merely imitators of our laws.

THE PACIFIC MUTUAL LIFE INSURANCE COMPANY WILLIAMS INSURANCE AGENCY, District Managers.

Insurance of all kinds. Nothing But Insurance. Temporary Office Star Grocery, South St. Opposite C. Hall. Telephones 410-411

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EXPERT BATTERY SERVICE GASTONIA STORAGE BATTERY COMPANY 206-212 N. Falls St.

GASTONIAN TODAY "Startling Accident Ends Musical Comedy" CORINNE GRIFFITH Superb in Thrilling Drama Mad ambition of a beautiful woman results in disaster while great audience applauds the beginning of a career already closed. Intensely dramatic scene in "THE BROADWAY BUBBLE" FRIDAY Big Double Header Comedy Drama If You Can't Laugh Don't Come Oh, Hubbies! Come and be Spanked!! We're sorry for you, but— But Mack Sennett has worked off a mile-wide smile on erring 'usbands and the ladies wouldn't forgive us if we didn't put it on at the Gastonian. "Love, Honor and Obey is for the blushing Bride; Love, Honor and Behave, for the bridegroom at her side." MACK SENNETT Presents "LOVE, HONOR AND BEHAVE" Five Rippling Reels FIRST NATIONAL ATTRACTION With Charles Murry, Ford Sterling, Phyllis Haver, Marie Prevost and Twenty More.

New Non-Cancellable Income Policies are issued to Bankers, Lawyers, Doctors, Dentists and all other high professional and business men. They protect and pay you your income, up to One Thousand Dollars per month, beginning with the first day of sickness, or disability thru accident, and then if you suffer a permanent disability (not necessarily confined to the house) thru sickness or accident, this income comes to you as long as you live. A policy of this kind protects you, your family, your home and your business when you are so unfortunate as to be unable to give that protection yourself. There is no red tape or delay to the settlement of claims; all adjusted and paid thru this office immediately. Let us talk it over.

The Pacific Mutual Life Insurance Company WILLIAMS INSURANCE AGENCY, District Managers. Insurance of all kinds. Nothing But Insurance. Temporary Office Star Grocery, South St. Opposite C. Hall. Telephones 410-411

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