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SATURDAY, MARCH 26, 1921.

Gastonia, The South's City of Spindles

THE MAN BEHIND AND THE MAN AHEAD.

In every paper we pick up we are sure to find some gush about the man behind the gun; the man behind the buzz saw, and the man behind his son, the man behind the times and the man behind his rents; the man behind his plow share and the man behind the fence; the man behind the whistle, the man behind the cars; the man behind the kodak, the man behind the bar; the man behind the whisks, and the man behind the fists and everything behind has been entered on the lists. But they have skipped another fellow, of whom nothing has been said; the fellow who is even or a little way ahead; who pays for what he gets, and whose bills are always signed—he's a darn-sight more important than the man who is behind. All the laborers, the merchants and the whole commercial clan, are indebted for existence to this honest fellowman. He keeps up all the business, and his town is never dead; so we all take off our hats to the man who is ahead.—San Francisco "Grindings."

THE EASTER CONCERT.

The concert to be given Easter Monday by a Gastonia choral society will open the eyes of a good many to the possibilities of such an organization here. This paper has been for a long time advocating the establishment of such a choral club here, and it is glad to see an organization perfected. The man who has trained this chorus of Gastonia voices has repeatedly said, and we believe he knows what he is talking about, and that he was not talking to flatter Gastonia, that there is more genuine musical talent in Gastonia than in any town of its size in his precinct. The concert Monday night will be worth going far to hear. Many of our folks journey to Charlotte and Atlanta to hear concerts of another nature which are not one bit better or more classical than that to be given by local talent.

CHURCH MUSIC.

Occasionally this paper has had something to say about the value of music and singing in the church from the standpoint of congregational worship. The worship neglected by the congregations these latter days of this very essential part of the worship is much to be deplored. Nothing is more inspirational to the preacher than the singing by the entire congregation. We have the choir, of course, but their function ought to be that of leaders.

That this congregation is not at all lacking in regard to a choir is shown by the appearance in The Epiphany Public Ledger a few days ago from the organist, Mrs. M. S. Baker. We quote the closing paragraph:

There is no more to be said among thinking people as to the necessity of music and singing in the church. It is a subject that has been discussed in the Morning Star in common parlance of the church of music and singing. Music which inspires and uplifts the soul, which in music and song is the most powerful means of inspiring the intellect and the soul, and which is the most powerful means of inspiring the intellect and the soul, and which is the most powerful means of inspiring the intellect and the soul.

When the heart of Mark Twain is driving at it, it is not difficult to see how he is trying to impress the truth upon us. Community singing is one of the most phases of Community Service. It is the efforts of Community Service in this town in inspiring more than 100,000 people with the value of community singing, it will have been worth while.

WHY?

American soldiers by the thousands died in France for the very cause for which Debs was convicted of fighting here at home. Thousands more are languishing in hospitals, dying lingering deaths. Other thousands are homeless and destitute and unable to make a living, and a government that promised to take care of them is so tied up in useless red tape and formal inefficiency that it can do nothing for them. Their requests to Washington go through military channels and lie pigeon-holed for weeks, yet Mr. Debs, a prisoner convicted of treasonous utterances against the country these days died for, goes in person to Washington to present his claims.

Why was Debs' visit kept so closely guarded? Why so much secrecy thrown around the occurrence?

AN AID TO LOVERS.

A device that will make the human heart beat multiple hundreds of miles away was demonstrated the other day at the army signal corps laboratory in Washington.

It's a simple contraption and can be used over telephone wires for any distance. An electrical stethoscope is placed over the heart. Presto! Out over the telephone wires go the vibrations from the valves of the heart. These vibrations are repeated by a phonograph at the other end of the line, the sound being magnified thousands of times, so that it's more like the chugging of a steam engine.

By using this device, a physician in New York might make a stethoscopic study of the heart action of a patient in San Francisco.

And, too, brought to its highest utility, might not the lover at work in the office convey to his sweetheart in a far-off summer resort his unending love?

If the pitter-pat of the heart is proof of love and devotion, here's the ideal long distance method of conveying the message. Still, a lover might make the error of holding the stethoscope over his watch. In the interest of harmony, science had better keep out of the love field.

BERGDOLL AND DEBS.

Grover C. Bergdoll rides at liberty in Germany and snaps his fingers at the efforts of America to secure him. Eugene Debs rides to Washington alone and unattended. Bergdoll is a fugitive from justice, a dirty draft evader. Debs is serving sentence for open and brazen exposition of pro-German policies and anti-American ideas. The recent incident in which Mr. Debs was allowed freedom from prison to go to Washington, with the consent of the powers that be, was one of the most brazen travesties upon justice that has occurred in America. It means that Mr. Debs will eventually walk out of the Atlanta prison a free man.

Did we have a war with Germany?

Further substantial recoveries are reported in the New York stock market today. Marked improvement in steel and textile industries is reported. All we need is to sit steady in the boat.

"The present fight," says Dr. Charles Fox, "is to give us a marketing system of, by and for the people and not for the speculators."

According to Dr. C. C. Taylor, of the State College, the tobacco farmer gets 8 cents out of the dollar you spend for tobacco today.

EASTER.

By Mrs. G. F. Hovis: Again it is Easter-tide. The flowers bloom, the birds burst forth, the larks sing, the evidence from the swaying tree tops. The sturdy oak which has stood all winter in its sombre suit has shed its green and nods a continual welcome to the balmy south wind. The modest little violet peeps from under the grass and the snowdrops rear their tiny heads and the vernal life everywhere tells us "It is Spring." And with Spring time comes new inspiration, a taking hold with a firm grasp. And why is it? The mighty hand that laid the babe in the manger and the all seeing eye that foresees the journey to Golgotha's cross, formed with a every brilliant thing of the world a longing to launch out on a new life at the Easter-tide in common faith of the risen Lord and is it not a spiritual system, and can we all say as did the poet:

Under an Eastern sky And a riddle's cry, A man went forth to die.

For me, Then crowned His blessed head, Rowed stained His easy tread, Crossed Helen, on His spell.

For me, Pierced glow His hands and feet, Three hours after Him did beat, Pierced rays of men the heat.

For me, Then in the grave He lay, And rose again on the third day, To rise all men away.

For me, This war that made all mine, Led me to make a woe divine, Great grace and strength Divine, To me.

QUILLEN'S SAYINGS

Flashes of Wit and Humor From the Pen of Great Paragapher.

By ROBERT QUILLEN.

(Copyright 1920, Associate Editors.)

There wouldn't be any eternal triangle if folks were on the square.

The smaller the idea, the greater the need of big words to put it across.

The easiest way to get rich is to manufacture something people don't need.

Still, if the Cabinet pleased everybody it probably wouldn't be worth a darn.

A little depression now and then is a mighty good thing for salaried men.

Greecce is beginning to suspect England and France of an intention to help Turkey gobble.

The most subtle form of flattery can be as plain as a pike post.

Before firing a bank clerk, it might be a good idea to ask his opinion of Judge Lanier.

A surgeon can straighten crooked legs, but only amputation will cure a crooked statesman.

Why should men stoop to common jobs when there is a chance to grab surplus war material?

Christen doesn't like this country. Well, have they stopped selling tickets to England?

For an equal expenditure, Germany might have purchased a very comfortable place in the sun.

The only man who feels insulted when a bill is presented is the one who doesn't intend to pay it.

The charge that the modern youth is a rickling is nonsense. You should see how far he can flip a cigarette stub.

That cherry incident won't praise for the first President, but the others have had to depend on plums.

These chaps who get so drunk they don't know what they are doing never get drunk enough to kick a bull-dog.

When one has to deal with haughty clerks, he reflects that a little deflation of the ego wouldn't come amiss.

It is difficult for a rich man to get into heaven because it is difficult for him to desire anything better than he has now.

"What," asks a paragrapher, "has become of the sick man of Europe?" He has been given a passport and wished on America.

For the sake of his own peace of mind we hope Mr. Harding will refrain from asking advice about the appointment of postmasters.

It must be rather embarrassing for Mr. Ford not to know what his latest opinions are until the first copy of the paper is off the press.

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SOMETHING NEW IN GASTONIA

READ ABOUT IT

Harry-Baber's Three-Way Grocery Store

After many years of actual experience in the retail grocery business in Gastonia and after having made a thorough study of local conditions and the local trade requirements, we have evolved a system which we have decided to denominate the THREE-WAY SYSTEM, which we believe will meet with the approval of the public. It has numerous advantages which we propose to set forth in this advertisement in the hope that the people of Gastonia and surrounding territory will read it carefully. It is our firm conviction that our plan will suit practically everybody. Some one of our three ways of doing business will appeal to every patron of a grocery store.

For the past several years the buying public has been coming rapidly to a realization that groceries can be sold cheaper for cash than on credit; also that they can be sold still more cheaply if the buyer carries his purchases home with him and thus saves the grocer the trouble and expense of delivering. And so the Cash and Carry system of selling groceries has rapidly come into favor all over the country. Food constitutes by far the largest single item of expense in the average American home and it is easy for any of us to understand how the saving of a small percentage of this regular outlay, month by month, can be turned into a saving worth while in the course of a year.

The Three Ways

Our three ways are as follows:

- FIRST: CASH AND CARRY - the cheapest. SECOND: CASH AND DELIVER - not quite so cheap. THIRD: CHARGE AND DELIVER: a little more expensive still.

How They Work

First: Cash and Carry - You come in and select the articles you want to purchase, everything being marked in plain figures, pay for them over the counter and carry them home with you. In doing this at Harry-Baber's you are going to get absolutely the very lowest prices that prevail in Gastonia. You pay nothing for bookkeeping, collecting, delivering or bad accounts. You are simply paying for what you are getting and you are getting it at absolutely rock-bottom prices.

Second: Cash and Deliver: Under this system you come in, select what you want and get it at identically the same price as in the first way, except for the fact that the small amount of 5 per cent is added to cover the actual cost of delivering your groceries.

Third: Charge and Deliver: Under this system you purchase your goods at identically the same price as in the first case with the exception that you pay the five per cent additional for delivery and another three per cent to cover the actual cost of bookkeeping and collecting, making a total of 8 per cent for charging and delivering your groceries.

In order to understand that the whole object of our new system of doing business is to sell you groceries cheaper, bear in mind this fact that even under our Charge and Deliver system you are going to save at least two per cent because heretofore the general system in charge and deliver establishments selling groceries has been to add into the original price of the goods ten per cent to cover bookkeeping, collecting, delivering and bad accounts.

If you use the third way your bill at the end of the month will show what your grocery purchases amounted to at the Cash and Carry price with 3 per cent added for bookkeeping and collecting and five per cent for delivering. In short, your bill will show you exactly to a cent what you could have saved in any particular month by using our Cash and Carry plan, which is, of course, the plan we recommend as being the best for everybody.

When goods are ordered over the phone to be sent C. O. D. and party ordering is not at home or for any reason does not pay for the goods, a charge of three per cent will be made for charging and collecting.

Our Store Re-arranged

In order to take care of the Cash and Carry trade it is our purpose to entirely re-arrange the front part of our store room. To do this will necessitate our closing our store for 3 days. So on Tuesday, Wednesday and Thursday, March 29, 30 and 31, the front of our store will be closed but phone orders will be taken and handled just as usual. Friday morning, April 1st, we will re-open for business and we hereby extend a cordial invitation to everybody to visit our store and investigate our stock and our systems of doing business.

IF YOU WANT TO SAVE MONEY ON GROCERIES. TRY US UNDER OUR NEW SYSTEM

HARRY-BABER COMPANY

Gastonia, N. C.

108 W. Main Avenue

Phones 46 and 446

Secrets of GOOD ADVERTISING

GOOD DESCRIPTIVE MATTER.

Having written the introduction for the advertisement, the writer arrives at the point where he is to tell about the goods he is offering for sale or that he has just received in stock to be offered later.

This part of the advertisement is every bit as important as those which we have already discussed in previous articles. Upon the clearness of description depends very largely the success of the advertisement in creating a desire.

Good descriptive matter is, first of all, free from misleading or false statements. Then, it is written in simple, easily understood language that makes you almost see the merchandise in your mind.

Too frequently the advertiser knows the goods so well that he fails to realize that the reader knows perhaps nothing about them and he omits important details from his description.

The good ad-writer places himself in your position and asks himself questions that you might ask. Then he answers them truthfully and concisely with the result that you can understand clearly the correct nature of the merchandise.