The True Story Of Woodrow Wilson By DAVID LAWRENCE (Copyright 1924 by the Groce H. Doran Company in the United States, Canada, South America. World publication rights reserved by Current News Features, Inc.)

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sacred place and perform your pranks elsewhere." Not long afterwards Dr. Wilson, as he was then called, proposed that this mild form of hazing or "horse-ing" freshman (a name derived from "horse-play") should cease. It did not. Student opinion brought about some modifications, but not until af-ter Dr. Wilson had resigned was the custom abolished altogether. It was during Woodrow Wilson's days as a student ferty-five years ago that Greek-letter societies were for-bidden at Princeton. Dining clubs in luxurious buildings came as a sub-stitute but only members of the two upper classes were eligible. Wood

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pursuing him collided head-on with the University President just as he was crossing in front of Marquard Chapel. "I should think," he burst forth angrily, "that you would respect this sacred place and perform your pranks elsewhere." Not long affrequence to the Board of Trustees had oc-casion more the Board of the special committee of the Board of Trustees that the problem of plann-ing a greater Graduate School. Woodrow Wilson as presiding offi-casion more the Board of trustees had oc-casion more the port of the board of trustees had oc-casion more the port of the board of trustees had oc-casion more the port of the board of trustees had oc-casion more the port of the board of trustees had oc-casion more the port of the board of trustees had oc-

Lincoln Wore These Clothes



The suit of clothes worn by Abraham Lincoln when he was shot-torn and stained with blood-is shown here held by the man who will auction them off in Philadelphia to the highest bidder.

PRESBYTERIANS SEND OUT CALL

Presbyterian church is 428,292, ac-cording to statistics submitted to the general assembly of the church of 1923. It is safe to estimate the total income of the members of this church during 1923 at not less than \$300,000,000. The tithe of this income is \$30,000,000, and this tithe alone is more than six times the amount that is being asked of this church for next year in support of

the benevolent causes of the general assembly — foreign missions, home missions, Christian education and ministerial relief, publication and Sabbath school work, the general assembly's training school at Rich-mond, Va., and the American Bible Society.

Appeal to Every Member to Become a Tither and Thus Make Funds Adequate for Progressive Program. The membership of the Southern Presbyterian church is 428,292, ac ording to statistics submitted to

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people in the home mission territory, and if the salaries of all of the pastors of the church should be made what are recognized as living salaries, the annual budget of the church would amount probably to not more than \$12,000,000, which is but little more than one third of the tithe of the income of the members of the church for one year. The progressive program of the church directed by the stewardship committee of the General Assembly, is calling upon the church for \$4,750,000 for benevolences for the coming year, less than one sixtled above; less than one sixtled to the total income of the member of the income for the work of the Lord, in keeping with the scriptural injunction ir this connection, and to recognize that giving upon the gart of the individual does not her in until this has been done. Re-gin until this has been done. to recognize that giving upon the part of the individual does not be-gin until this has been done. Re-ports from all of the synods of the general assembly show that the num-ber of tithers is increasing rapidly, and due to this fact the financial ob-ligations of the church will be the more casily met.

HIDE PRICES ADVANCING

Fort Worth, Feb. 26.-Advancing prices for hides are affording Texas

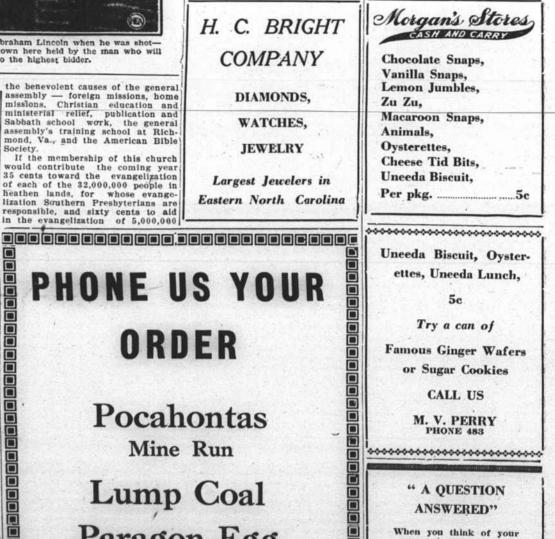
stock men a market at a profit. In the last ten weeks prices on steer hides have increased five to ten cents a pound and calf skins even

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up the "main tent." He gave no quarter after that. He drew away from those who opposed him. Fac-tions developed not only in the fa-cuty but in the alumni associations of Princeton throughout the coun-try.

of Princeton throughout the coun-try. In and around New York City lived a large number of influential alumni who had contributed by gift quite liberally to the support of Princeton University. Dr. Wilson ac-cused them of "proprietory inclina-tions" and of wanting to impair the natural democracy of Princeton. He saw what in politics might have been called "vested interests" crush-ing out those who would invade ex-clusiveness. Enmities developed which to his dying day were not for-

Court and legal documents photographed by ZOELLER'S STUDIO Over First & Citizens Nat'l Bank

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TIME TO BUILD STRONG

It has come to be understood by most manufacturers and distributors that a large volume of business at any period of time is of itself no proof that the business is built on a sure foundation. The volume may be due to a variety of conditions, and those conditions may be temporary, and may be entirely out of the control of those who enjoy them.

The only sure foundation upon which a big business can be successfully built is an undisputed consumer preference. Let that be present and it matters not how quickly a business grows, or how big it grows, you have the assur-ance that it is solidly built and that it will not topple over when the first wind blows.

Advertising is the corner stone of the structure of consumer preference. No conspicuous example exists where there is a steady and sure consumer demand for any product that is not properly advertised. Every instance that can be cited of a consumer demand that is strong enough to offset changing market conditions may also be cited as an example of the effective use of advertising.

The present business condition is a challenge to every business that is built on the uncertain foundation of a demand due to a favorable state of the market. Assuming that the strong demand of the past few years, prior to 1920, was a permanent thing, many manufacturers made provisions to supply the demand and reap a harvest of profits; but they overlooked the importance of insuring their share of the demand.

Now the great lesson has been learned-at a prodigious cost. The disposition today is to build strong, to make sure of the foundations before rearing a great superstructure. In the long run it will mean that all business will be on a more solid basis, and less likely to be upset by changing conditions. This will be the great compensation for the stress of the present period.