

Sells Fear Of The Law And Hopes Solve Crime Problem By Advertising

Barron G. Collier, Millionaire Advertising Man and Police Department Enthusiast, Fools the Bills

"YOU CAN'T WIN"

Points Out Futility of Anti-Social Lives and Endeavors to Combat Admiration for "Master Minds"

By ROWLAND WOOD
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New York, Sept. 24.—New York's newest experiment in "selling" fear of the law to criminals by a luridly executed advertising campaign is to be extended throughout the nation as one man's contribution to the nationwide drive against crime.

The one man is Barron G. Collier, millionaire advertising man and police department enthusiast who has served under Police Commissioner Enright of New York several years as special deputy commissioner in charge of the public safety bureau.

Undismayed by the columns of editorial joshing that greeted inauguration of the ads-for-crooks campaign in this city, Mr. Collier insists that his idea is practicable, and obviously he has found many followers, for requests for permission to adapt the campaign have poured in on him from police officials of more than a score of the larger cities.

Chicago and Memphis already have launched the Collier "You Can't Win" campaign and the other cities which have applied for permission to use the material will be supplied with it as fast as it can be revised to suit their needs.

Commissioner Collier conceived the idea of "selling" criminals, and more especially potential criminals, on the futility of anti-social lives about the time the "master minds" Leopold and Loeb, and the "super bandit" Gerald Chapman, were gripping the imagination of the youth of the nation. Publicity, he reasoned, had built up a vast following of admirers for these three outlaws. Why not use publicity to strip crime of some of its glamour? Accordingly, he set methodically about an analysis of "his market," just as he would have done had he been planning a campaign to sell any more tangible commodity, from lollipops to locomotives.

"The one great deterrent to crime," says Commissioner Collier, "is fear."

"Every crook and every potential crook fears the law—that power stronger than himself which constantly dog his heels; unmercifully tracks him down; eternally overshadows him."

"And yet this fear alone is insufficient to crime. The criminal is a criminal because of two things:

"First, he believes the world owes him a better livelihood than he can get through honest labor."

"Second, he is innately a gambler, believing that he can beat the game. His fear of the law is not lessened one trifle, but his gambling instinct drives him on in the face of it; drives him on in his belief that in the long run he will win."

"Our campaign is based on these facts. In color and illustration we personify this fear. We show the crook always in the shadow of the law. In copy, we speak as emphatically as we can, 'You can't win.'"

"If Mr. Collier has analyzed his market right, it would seem that the lesson he has been hammering home in his New York advertisements ought to produce some results. The series of illustrations, nine in number, paint most terrifically about shadowy crooks, showing up with a huge automatic at 'ready' just in time to foil every imaginable sort of crime. And the last of the series depicts in silhouette a terrible march through the gloom toward the death chair at Sing Sing.

In order that little children and law-abiding folk who see the ads may not have continued nightmares about shadowy cops, a series of ads run simultaneously depicting the handsome members of the force performing such friendly acts as guiding school children across the street and performing feats of rescue at the water's brink and at fires.

"There is no way of proving that the campaign is having any results," Mr. Collier conceded to the writer today. "We can't check up on it as we could on sales of canned soup. It may not produce any immediate results, but in the long run, advertising always pays."

At any rate, the experiment won't prove any great loss to anybody else. For Mr. Collier is paying the freight."

NEW ALL-PULLMAN
Atlanta, Sept. 24.—The Southern Railway will put on a new all-pullman train from Atlanta to Tampa City to care for increased tourist travel to the Southeast on the Middle-West.

MERCHANTS HIT BY NEW SCHEME IN ADVERTISING

Several Elizabeth City Business Men Fall Victims of Stranger With Locks and Key Proposition

SKIPPED WITH CASH

Visitor With Car Bearing Texas License Leaves Town Without Having Lived Up to Promises

Again several Elizabeth City merchants apparently have fallen victims to a clever advertising scheme promoted by a stranger in town. According to police, a visitor driving a Buick Light Six with a Texas license, and giving his name as W. J. Simpson, breezed in with a proposition to put across a novel publicity stunt collected \$6 each from at least two local merchants—and breezed out.

Simpson claimed to represent the Merchants' Contract Amusement Advertisement Company. He offered the prospective advertiser 300 keys for \$6, and promised to advertise each business at the Alkrama Theater. In addition he was to place a board in front of the theater bearing several locks. The keys were to be distributed by the merchant among his customers. Anyone whose key fitted one of the locks would receive five gallons of gasoline free, provided he bought a ticket to the movies.

So far as can be learned, the only merchants who "fell" for the proposition were D. F. Webster and Jesse Carter. They received their 300 keys each—and that was all. According to Shelby Burgess, of the Alkrama management, the stranger opened negotiations with him for theater advertising, but failed to complete them. His present whereabouts are unknown here.

The experience of Messrs Carter and Webster is reminiscent of that which befell a number of Elizabeth City business men who invested in a clock advertising venture several months ago. Then, a merchant signed promissory notes under the impression that they were contracts. The promoters of the scheme failed to fulfill their part of the agreement, but that didn't affect the validity of the notes, and about a dozen local merchants are paying \$13 a month apiece yet, though the clock quit functioning some time ago. They are very eager to learn the forwarding addresses of the pair who talked them into the proposition.

ROANOKE ISLAND SEEKS NEW ROAD

State Highway Commission Asked to Build Extension to West Shore

A petition asking that the State highway through Roanoke Island, from Manteo to Fort Raleigh, be extended to the western shore of the island has been forwarded to Highway Commissioner Hart, of the First District, bearing the endorsement of a number of representative citizens. It is set forth that the road, as at present constructed, is far to the east of the island, and thus leaves a large area on the west without improved highway facilities.

The petition was forwarded through the Elizabeth City Chamber of Commerce, and requests the State Highway Commission to give consideration to the proposal at once. The present road has two branches connecting Manteo with Wachese and Mill Landing, at the south end of the island, and the signers of the petition set forth that the west and central portions are entitled to similar consideration.

The proposed extension also would serve people living at Manns Harbor and other points across Croatan Sound from Roanoke Island. It is explained, since it would terminate at a point on the shore almost directly opposite Manns Harbor.

Armistead Jones Dead

Raleigh, Sept. 24.—Armistead Jones, 79, a leading attorney of Raleigh, died here today of pneumonia.

PEACE MOVE FAILS

Sydney, Australia, Sept. 24.—A conference between representatives of ship owners and seamen, with a view to ending the strike against the recent wage reduction, has broken down today.

WINS ON FOUL

New York, Sept. 24.—Jack De Mave, New York heavyweight, won on foul from Sully Montgomery, former Centre College football star, in the ninth round of a 10-round main bout at the Queensboro Athletic Club last night. Montgomery was leading throughout the match. De Mave weighed 184-1-2 pounds, Montgomery, 210.

Refrigerator Cases Here; Marketmen Still Kicking

Increase in Retail Price of Meats Looms as Disquieting Prospect As Result of Raised Rentals Soon Effective in City Market

The new refrigerator cases for the city market have arrived, with the grille-grating machine and other equipment to be used in installing the cases. The machine and motor to operate it have been installed already, and it is anticipated that the work of putting in the new cases will begin in the next few days.

Meat dealers occupying stalls in the City Market protested strenuously over the type of cases purchased by the City Council, and threatened legal proceedings to block the deal. They are still kicking over the cases, but apparently have dropped the idea of carrying their objections into court.

Though their complaints did not block the purchase of the cases by the Council, the butchers declare that the controversy had at least one valuable result. They say that the cases shipped here for installation are much better in design and workmanship than the sample case originally sent here by the company when the contract was about to be let.

The new cases, they declare, have a much wider shelf, or bundle space at the rear of the display compartments, and in general are built more substantially than the sample. They still maintain, however, that another type of case, with large bunkers at the corners for refrigerating coils, would have suited their needs far better. One of their main objections to the cases bought is that they cannot leave fresh meats in them overnight without danger of damage.

The cases were bought from Ottenheimer Bros., of Baltimore, at a total cost of approximately \$12,000. In all, eleven cases were purchased. Rentals in the market have been increased uniformly \$10 a month per stall for butchers' stalls, effective the day the new cases are ready for use, in order to pay for them.

There is a strong intimation that the butchers will raise the retail price of meats when the increased rentals become effective. They say the public will have to pay for the cases, and the inference from this is that a price boost is in the offing.

DRUSE TRIBESMEN FLEE FROM FRANCE

Damascus, Syria, Sept. 24.—A French column has entered Saida, relieving the garrison besieged for nearly two months by revolting Druse Tribesmen. The tribesmen fled after an eight hour battle.

PEACE COMMISSION IN FINAL MEETING

Atlantic City, Sept. 24.—Peace commission of the Presbyterian Church entered upon its final labors behind closed doors again today with promise of making public a presentation regarding its activities since Tuesday.

BOAT LINE WINS ONE SUIT, LOSES ANOTHER

A verdict against the plaintiffs, Herman and H. D. Newbern, was brought by the jury yesterday afternoon at 4 o'clock in a case in which the Newberns were suing the North River Line for alleged non-delivery of a consignment of potatoes. The jury found that the evidence did not support the plaintiffs' claim that a shortage existed, as alleged.

The case of the North River Line against T. C. Mann, in which the plaintiffs sought to set aside a judgment allowed Mr. Mann, was not suited at the opening of Superior Court this morning.

The first case taken up afterward was an action of the Virginia-Carolina Rubber Co. against the Auto & Gas Engine Works. Arguments by attorneys in this case were completed at the hour of adjournment for dinner, and in dictations were that it would reach the jury early after the reconvening of court in the afternoon.

HINDENBURG ACCEPTS ALLIED INVITATION

Berlin, Sept. 24.—Cabinet council under the chairmanship of President Von Hindenburg today accepted the allies invitation to the security pact conference on the assumption that the German note of July 20 will be adopted as a basis of negotiations. The German note maintained her right to strive for revision of peace treaties to meet changed circumstances.

GRAPHIC RECORD OF SHENANDOAH WRECK

Lakehurst, Sept. 24.—A graphic record showing exactly how the line aqual caught the airship Shenandoah over Ohio was prepared today for presentation to the Naval Court of Inquiry sitting here.

COLORED HIGH DOES 3 YEARS STANDARD WORK

Letter Just Received From State Department Education Gives School Rating from Last Year's Work

HOPE MAKE FOUR

Will Eventually Eliminate High School from State Normal and Develop Four Year High Schools

"The Elizabeth City Colored High School has been given the rating of a three-year standard high school," announces the principal, L. S. Burford. "A letter from the State supervisor of high schools leaves no doubt as to the rating of the school."

To date 23 students have passed from the third year at the Colored High School to the fourth year class at the State Normal School. Eight of these students graduated from the State Normal School last May and 15 entered at the beginning of the present school year. There are 25 members in the present third year class and more are expected to enter later.

"The faculty and students are very grateful to the school board, parents and citizens for their cooperation and donations." The following letter to Principal Burford from W. A. Robinson of the State Department of Education gives the rating of the school:

"I am writing to inform you that on the basis of your annual report your school has been rated as a high school in Group 3, Class B. This places it as a standard three-year high school. This classification means that students in your school are doing standard work according to the North Carolina requirements and may receive year for year credit in any other standard high school."

"I trust that the time will not be long when you may add a fourth year of high school work and have a full four-year accredited high school."

"There is no doubt that the high school department of the State Normal Schools will before very long be eliminated and good four-year high schools must be developed before that time or our colored children will lack the advantages which they should have at public expense."

"I congratulate you on the progress made and wish for you continued success."

ALL ABOARD FOR THE ALKRAMA—GO STRAIGHT

"If you are a movie fan you have longed to see Hollywood, its fascinating studios, its stars at work before the camera," says Manager Burgess of the Alkrama. "And now, although you are many miles from that picturesque spot, all you have to do is to go to the Alkrama Theater today and you will see the famous film workshops with such celebrities as Anita Stewart, Larry Semon and Donald Keith taking orders from their directors. The feature in which you will have an opportunity to enjoy a real trip to Hollywood is 'Go Straight,' one of the most novel screen treats the Alkrama Theater has offered this season."

FLUE FIRE PUT OUT

The fire department was called out Wednesday night at 6:25 o'clock to extinguish a flue fire at the home of Mrs. L. W. Perry, on South Road street. Truck No. 1 responded. There was no damage.

Chief Flora reminds the public that now is the time to clean out chimneys, instead of waiting for the firemen to do the job. He promises to clean out the flues at his own home next week.

NEW CLERK SOUTHERN

Maurice Gaskins who has been with the Alben Pharmacy for the last three years has accepted the position as day clerk at the Southern Hotel and will begin his new work Monday, September 28.

INSPECTING FRUIT

Jacksonville, Sept. 24.—Fruit inspectors have been sent into the orchards by state officials upon notification that growers were ready with their first pick. The standards are more strict this year but the crop is heavier than in 1924.

COMPLETE BIG WELL

Houston, Sept. 24.—Daily production of crude oil in the coastal and Southwest Texas field last week was 179,095 barrels, a gain of 1,075. This was due to the completion of a big well at Lockport, Louisiana.

IRISH FINGER PRINT BABIES

Dublin, Sept. 24.—An increase in the number of deserted babies prompted the Union Commission to order that finger prints be taken of babies under three months of age who are discharged from the maternity hospitals of Peltetstown. The action was inspired by a letter from Miss Dugan, a woman barrister, who pointed out that such a scheme would facilitate the police in discovering the mother or foster mother of a deserted child.

Tigress Did This!



This picture attests to the fury of a mother tigress. Shortly after she jumped across her cage during a circus performance at Ardmore, Okla., and savagely attacked Robert McPherson, trainer. McPherson's head, face, arms and chest were lacerated by the claws of the mother. He is shown holding one of the cubs.

WELFARE WORK GOES FORWARD

Lieutenant Will Tell of Work Among Negroes When Speaks Here

Raleigh, Sept. 24.—Welfare work among the negroes in the various counties of the State is going forward rapidly, and in many instances is being undertaken by the negro citizens themselves, the State Board of Charities and Public Welfare reports.

Illustrative of the statement, the board calls attention to instances of welfare work among the negroes in the State. In Alamance County, for example, a large mass meeting was recently held with representatives from every community in Alamance County and a definite plan of caring for negro welfare work in the county was adopted. The meeting was held in Burlington.

The meeting was in charge of Dr. P. H. Fleming, superintendent of public welfare in the county, and J. F. Gunn, the principal of the Burlington negro schools. One feature of the meeting was the singing by the various choirs of the negro churches. After the various problems of welfare work had been presented by Dr. Fleming, Lieutenant Lawrence Oxley, head of the Bureau of Work Among the Negroes, discussed the subject.

A resolution was adopted favoring a definite program, and Dr. Fleming was asked to appoint a committee of five negroes to serve as an advisory committee to deal with problems of negro welfare work. The meeting also went on record as being ready to subscribe \$1,000 toward the salary of a negro worker, and the board expressed that the county commissioners would supplement this amount.

A similar meeting is to be held in Brunswick county in October, and another in Pasquotank on September 27. Lieut. Oxley will be the principal speaker at both meetings. The meeting in Pasquotank County will be held at Mt. Lebanon Church at 3 o'clock Sunday afternoon.

The Bishop Tuttle Training School for negro welfare workers will open October 15. It is announced. The school is to be maintained in connection with St. Augustine's School in Raleigh. The Board of Charities and Public Welfare believes that such a school will fill very real need—that of training negro workers in their own state about their own problems.

Lieutenant Oxley, the Board announces, will address the 37th annual meeting of church workers among negroes in the Tuttle School. The meeting will be a national one.

SHENANDOAH FOUGHT FOR HALF AN HOUR

Lakehurst, Sept. 24.—The Shenandoah fought a line squall in Ohio on September 2 for at least half an hour before she broke up, the barograph instrument record introduced before the board of inquiry today shows.

CONTRACTS LET FOR EXTENSIVE SEWER WORK

City Council and Utilities Commission Accepts Bids for Projects in Zones 1 and 3

TO BUILD WATER TANK

Figure on Tidal Dam for Knobbs Creek Regarded As Too High, and Is Finally Rejected

Contracts for much of the material and work of installation incident to carrying to completion Elizabeth City's new water and sewer system were let Wednesday afternoon at a joint session of the City Council and the Utilities Commission, attended by City Engineer Olsen, who was present in an advisory capacity.

Mr. Olsen expressed the opinion that the only bid offered on construction of a tidal dam across Knobbs Creek, above what is regarded as the head of navigation, was too high, and recommended that it be rejected, as well as another on about ten and one-half miles of sewer pipes. His recommendations in both instances were followed, and as a result much of the work to be done is held in abeyance temporarily.

Contract was let for a tank of half a million gallons capacity to be erected at the rear of fire headquarters on Matthews street, at \$23,350 to the Chicago Bridge & Iron Works. There were two other bidders, the next lowest being in excess of \$24,000. The tank is to be 120 feet high, and 93 feet above the level of the street, the elevation giving sufficient pressure for fighting any ordinary fire in the residential district. In the event of a serious fire in the business section, the fire department will find it necessary to use pumps, according to J. L. Betts, resident engineer.

The only bidder on the tidal dam across Knobbs Creek was the firm of Carpenter & Petrie, Inc., of Norfolk. The bid was \$26,827, which City Engineer Olsen regards as excessive. The dam is to be about 120 feet long, with a maximum depth of 18 feet, and is to have flood gates permitting free outward flow of water. It is not to be above the present water level, and is designed only as a means of shutting out salt water, which now has a tendency to "back up" the creek at low tide, rendering the city water brackish.

Contract for storm drains at the new high school, 24-inch sewer pipes to run about 1,150 feet from the vicinity of the school to the river, were let at \$158 per linear foot. This entire job will cost about \$13,900. Mr. Betts estimates, and involves the piling of the present drainage canal, the building of cradles, installation of piping, and eventually the laying of a street over the line.

The city has agreed to lay the piping in manholes, and eventually construct a street, whereas the Utilities Commission will install the piling and cradles for the pipes. W. L. Jones has been awarded contract for this latter work.

Pumps for Zones 1 and 3, of the same type already adopted for Zone 2, were purchased yesterday from Yeomans Brothers of Chicago, for \$7,195. One other bidder was \$15 lower, but the latter's offer was accepted, the Utilities Commission deciding that the difference was too small to warrant changing the type. With uniform pump installation in all three zones, upkeep and repairs are expected to prove less costly and bothersome than if different types were used.

Resident Engineer Betts states that the work in Zone 2, begun several months ago, now is 60 per cent complete, and the job should be finished by January 1, under normal conditions. He says that about three and one-half miles of pipe have been laid, the pumps have arrived, and work is now under way on a pumping station to house them. This is being erected near the Suffolk & Carolina Railroad crossing on South Road street.

Several earls of pipe for the installation of the city's new water mains arrived this week, Mr. Betts says, and the first main to be laid will connect the present ten-inch main on Burgess street with the new line to be installed on Main street. This latter main will be 12 inches in diameter, replacing a four-inch line and having approximately nine times its capacity.