

THE NEWS IN BRIEF SINCE OUR LAST ISSUE

Sugar refineries in San Francisco have cut the price of sugar 75 cents on the 100 pounds.

The Senate has rejected the nomination of Dixon C. Williams, appointed postmaster at Chicago.

Despite the unsettled conditions in Mexico trade between that country and the United States broke all records in the fiscal year ended June 30.

Joseph Burrows Tree, many years superintendent of the division of the Western Union including Virginia and the Carolinas, died in Richmond one day the past week, aged 83. He learned telegraphy on the first Morse line between Washington and Baltimore.

Suit for \$1,000,000 was filed by Henry Ford, the Detroit manufacturer, against the Chicago Tribune in the United States Court at Chicago. Mr. Ford asks for personal damages as compensation for an editorial printed in the Tribune June 23 which it is charged called Ford an "Anarchist."

The Senate adopted the conference report on the revenue bill without a record vote. Following disposition of the bill Senator Hughes of New Jersey, provoked the anger of Senator Penrose and other Republican members who threatened to demand the presence of a quorum, by insisting on reading a speech of the late President McKinley favoring the eight-hour day. Senator Hughes declared that the McKinley attitude was in strange contrast to that of Mr. Hughes Republican Presidential candidate.

Production of the farm crops of the country was forecasted by the Department of Agriculture from their September conditions or at the time of harvest as follows: Spring wheat, 155,000,000 bushels; all wheat, 611,000,000 bushels; corn, 2,710,000,000 bushels. The condition of spring wheat is 48.6; corn, 71.3. Hot and dry weather during August caused a loss of 67,000,000 bushels in the prospective production of the corn crop, 43,000,000 bushels in the spring wheat crop, 43,000,000 bushels in the oats crop and 46,000,000 bushels in potatoes. Tobacco production prospects increased 27,000,000 pounds.

The 15,000 guardsmen returned from the border by the recent order of the War Department have been ordered mustered out of the federal service. The guardsmen remaining on the border stay there for the present. The troops affected are three regiments from New York, two from New Jersey, one from Maryland, two from Illinois, two from Missouri, one from California, one from Oregon, one from Washington and one from Louisiana. The plans for mustering out the various departmental commanders within whose jurisdiction these organizations are placed. In many instances where there is no reason to hold them because of disease infection the mustering out will be done immediately.

Guilford's Good Roads. The people of Guilford County have recently joined in a demonstrative celebration of the opening of the hard-surfaced roadway between Greensboro and High Point. There was a great display of decorated automobiles, a large gathering of people and a considerable amount of happy oratory, and all of it was worth while. One of the speakers of the day—Judge W. P. Bynum—appeared to have been inspired with figures, fact and deduction. It was a fine record of achievement he traced from the time Guilford issued \$200,000 in bonds in 1903 and set to work building good roads. From the beginning of actual constructive work in 1904, Guilford has completed 120 miles of macadam roads, 150 miles of sand-clay roads and 20 miles of concrete-asphalt road, the latter being the highway whose opening was being celebrated. Judge Bynum turned the occasion to advantage in emphasizing the fact that the good road has much more than an industrial value. He attributed Guilford's gain in population since 1903 from 40,000 to 70,000 largely to the advantage growing out of the system of good roads that had been built. Likewise, the good roads were given credit for the increase in taxable values of the county from \$9,955,238 to \$33,629,448. The Judge did not fail to make review of the good roads from another and a more important standpoint, also. This is in their contribution to the comforts and advantages of life in the country. The speakers did not dwell very much on the matter of maintenance of the roads, but that was a superfluous subject in connection with the character of the road whose finishing was being celebrated. It will need but little attention from the road repairer for years to come. It is the character of road that is destined to come into general adoption by North Carolina counties and that will probably be of first extension from High Point to Charlotte. Certainly the Guilford County good roads' celebration was a fine thing. It established a focus from which the infection will extend in more or less degree throughout every county in North Carolina.—Charlotte Observer.

COMMENT.

Yeoman Shield. The lack of decisive battles in the European war is perplexing. While there have been many greater battles than were before fought, measured by loss of life, students of this war are impressed with the fact that neither side has been able to gain a battle that seemed to settle anything, or bring the end nearer. In many wars of the past a single battle has decided the issue. When the French were driven off the field at Waterloo, the Napoleonic wars were ended; when Lee was defeated at Gettysburg, and had to move his army Southward, that was the beginning of the end of the Civil War. The battle of Verdun has lasted twenty weeks. More men have been killed and wounded in this battle than were killed and wounded in our entire four years' Civil War. Yet nothing is decided. The explanation is found in the improved methods of warfare: chiefest among them being the trench and the artillery guns. Up to the time of the British offensive a few weeks ago, it had been practically impossible for either side to take a trench from the day in the early part of the war when the Germans retired from before Paris, and entrenched themselves on the four hundred mile between Switzerland and the North Sea, there has been little advance by either army.

A trench is some six feet deep, ordinarily, and in it the soldiers fight with their bodies protected. Few trenches have been captured by either side. Until the British began their recent drive, it seemed impossible to take a trench except by the hand grenade or gas. When a number of grenade throwers approach close enough to throw their infernal explosives, which have been ignited just before throwing, into the trench, the effect is so deadly that the trench is cleaned. But this does not happen often. When either side sends the deadly fumes of gas into the trenches of the enemy, the trenches are evacuated. A trench could not be taken in any other manner because it was so well defended by a line of artillery guns just behind it. Imagine a trench twenty-five miles long, as at Verdun. This is the line the Germans have been trying to capture for five months. The trench is filled with French soldiers defending, and just behind them are the artillery field guns. Each gun fires two hundred shells without reloading. Each shell is as big around as your arm, and is filled with shrapnel. There is a groove around the nose of the shell, and a fuse around the groove. As the shell leaves the machine gun it is ignited and explodes a few seconds later. The gun is on a swivel, and swings as it shoots. It is aimed about four feet above the ground, and as it swings from one side of the field to the other, it rapidly discharges its two hundred shots. This gun is followed by another, and another. This is called a curtain fire, because in front of the trench where the shells are exploding there is a veritable curtain in the air of shell fire. And it through this hell of shell fire that the German boys have been charging at Verdun for twenty weeks.

A German soldier who was wounded at Verdun, had been sent home to Berlin and was convalescing, told the writer the thrilling story of a battle at Dead Man's Hill. The German artillery fire had been directed at the first French trench for half a day. Suddenly the artillery fire stopped, and the Germans charged right up to the edge of the trench. They were mowed down by the curtain fire of the French, and practically every one of them killed or wounded. So strong had been the German artillery fire that it had partly filled up the first French trench. The explosives would strike in front, break down the wall, and partly fill the trench with earth. Ordinarily the trench is six feet deep and the bodies of the defenders are protected, but at this particular trench filled with earth, the French boys had to climb on top of the earth as it was battered into the bottom of their trench, until finally about half of their bodies were exposed. The Germans were making ready for another charge, when the French soldiers gathered the dead bodies of the German boys that were lying in front of their trench, and riddled the trench with them in order that they might be better protected. This gives an idea of the state of mind to which war reduces men. Men, indeed, must be worse than the savage beasts to attack or defend such a human breastwork. Undaunted the German soldiers charged again, and again were literally mowed down by the French artillery. The third battalion of Germans were brought up, and ordered to charge. The boy who told us this story belonged to this battalion. When the order to charge was given, not a soldier moved. Again the order was given, and not a soldier moved. The officer demanded an explanation when one of the soldiers stepped out, saluted, and said: "You know that we are not cowards. We are ready to charge into the curtain fire, although it means certain death. Our courage has often been tested before, and you know it has never failed. But we refuse now to charge over the dead and wounded bodies of our comrades who lie in front of the French trench." And they did not charge. The boy

declared that there had been no consultation among the soldiers. There had been no agreement not to charge. Some sort of psychological influence controlled every man. Every soldier had doggedly determined that he would not desecrate his dead and wounded comrades by trampling over their dead bodies. It was not fear of death—it was respect for the dead and dying. It was heroic.

Four weeks ago, with their three million fresh troops that had never yet seen the battle line, England commenced the offensive against the German trenches just Northwest of Verdun. England brought a new artillery gun to the line. At Verdun the Germans had been unable to destroy the French trench with their field guns, but the new mortar gun used by England literally tore up the German trenches, and battered down all obstacles, including breastworks, barriers and barb wire entanglements. The great field guns were aimed directly against the first German trench. By signals from the air the aviators would give the gunners the proper distance. After a day's bombardment along several miles of the first trench, suddenly the guns would be elevated and directed against the second German trench. Immediately the British soldiers would charge the first trench, underneath the shell from the artillery guns which were bombarding the second trench. The British soldiers would clean out and capture the Germans who remained in the first trench. Later the British guns would be again elevated to reach the third German trench. Then again, underneath the shells of the artillery guns, the British soldiers would charge the second trench. Then railway tracks would be laid across the torn up trenches, upon which the huge guns would be moved forward, and the same process would be repeated. This has enabled the British to drive the Germans back some fifteen or twenty miles in a month's fight. Should they be able to keep this up, however, it will take many months for them to drive the Germans back seventy miles across France and then entirely across Belgium before they reach the German frontier.

INCREASE BUSINESS BY ADVERTISING.

Some local merchants wonder why it is that the mail order business is constantly increasing, when to the mind of a man who knows the first principles of advertising it is perfectly plain. If local merchants, especially furniture and dry goods dealers, would profit by the experience of the mail order houses, who have built up their business solely from the proper kind of advertising, they would have hauled away from their stores the car loads of furniture that come to the freight offices every month from mail order houses.

The housewife is the one who generally selects the furniture for the home and if she can pick up a mail order catalogue and in a few minutes select what she wants, it is a settled fact that she is not going to walk to the furniture store, or if she lives in the country hitch up and drive in, to look over the local man's stock to see if he has what she wants. Instead she is going to write out an order for the article she wants and have it delivered to the freight depot and all the trouble there is to it will be to have a team stop and get it sometime when in town.

If the local man would advertise properly the new articles that he receives and constantly keep the public informed as to what he carries in stock all the trouble it would be to the housewife when she wanted an article would be to call the merchant over the telephone and tell him to load the article wanted on the wagon when it came to town. The way the majority of local merchants carry on their business the public will never know what they have in stock.

The time is coming when a man who won't advertise will be considered out of the game, or rather will have to get out and make room for progressive men who are building up their business by advertising.

The above facts are true in every line of the mercantile business and it is encouraging to the newspaper to know that the majority of the merchants are waking up on this question. However, there are those who are beyond redemption and they will be buried so deep they will never be able to see light of prosperity that will come to those who are taking advantage of proper advertising methods.—Exchange.

Livestock Raising in North Carolina North Carolina, with its 22,000,000 acres of uncultivated land, offers unrivalled opportunities for the raising of cattle on an extensive scale, because of the mild winters, plentiful supply of pure fresh water, winter pastures, peanuts, soy beans, potatoes and corn. Pork can be produced in this State at any time at a third less per hundred than in the middle West. Developed and undeveloped lands adapted to live stock may be purchased at attractive prices and will pay handsome returns on the investment.

Considering the country as a whole, the prevalence of infantile paralysis has begun to diminish, according to the weekly bulletin of the United States Public Health Service.

Advertisement for 'Saved Girl's Life' featuring 'Theford's Black-Draught' medicine. Includes a testimonial from Mrs. Sylvania Woods and a list of ailments treated.

Advertisement for 'Pinnix's Warehouse' in Reidsville, N.C., targeting tobacco farmers. Includes a photograph of the warehouse and a testimonial from Jack Pinnix.

Large advertisement for 'Prince Albert' tobacco. Features a detailed illustration of a man smoking a pipe and a pack of Prince Albert cigarettes. Includes the slogan 'Such tobacco enjoyment' and 'the national joy smoke'.