NEWS NEWS OF YESTERDAY by E. J. Edwards

Danced With Queen Victoria meet her I was told that the queen had beheld and liked my dancing, and

Her Majesty Selected Richard Vaux, Then Secretary of Legation, as Her Partner, and Praised His Skill and Grace.

It was in the autumn of 1879, at a reception given in Philadelphia to Samuel J. Randall, then speaker of the national house of representatives. that I first met Richard Vaux, who. for many years before his death, which occurred in 1895, when he was in his eightieth year, was regarded as one of the Quaker City's most distinguished citizens and one of the world's best known penologists. As he appeared at that reception, Mr. Vaux was a typical dandy in dress, despite the fact that he then had sixty-three years to his credit. His clothes had the artistic touch that only the most fashionable and expert of tailors can give. His feet were immaculately shod. It took only a glance to tell that he was proud of his profusion of curly hair. Yet, in the presence of his genial smile, the humorous twinkle in his eye, and his sincere and charming manner one behind the mask of faultless-almost toppish-dress.

Mr. Vaux, and in doing so remarked that the latter had once been prominent in the diplomatic service of the

Mr. Vaux, when Mr. Randall had departed. "I was only secretary of the legations at London and Brussels, and ways regarded a secretary of legation as nothing more than a high grade clerk. But-" and Mr. Vaux smiled fascinatingly-"there was one experience I had as secretary of legation of which I have always been proud, and I am sure I have every reason to be proud of it. I will tell you about it.

"When I was secretary of the American legation at the court of St. James, Queen Victoria was having the most brilliant court and social experience of her reign, for the prince consort was then living and she had not given up her love of gayety to go in life-long mourning in memory of him. At that time the queen was noted for being especially fond of danc- "that the majority of fortunes are the

ing, and before I had been in London but very dignified bow, and permitted long I was told on all sides by her me to lead her out upon the floor. admiring subjects that she was espe- As I went through the first half of cially graceful in the square or coun- the dance with her I was in a maze try dances, something rather difficult of terpsichorean delight. I believe I for a woman so short and stout.

ball, an especially brilliant function. or responsive partner. Ah, all too have been organized since that time, It was generally known that the queen intended to take part in some of the dances, and so, when I was 'commanded,' as they have it over there, to attend this court ball, I was very happy. Today, even, I can hold my own in gave me a few words of commendathe Virginia reel or in the lancers, tion that I have never forgotten. but in those days it was said of me that I was an exceptionally graceful dancer. Whether that was true or not, I don't know, but I do know that my pleasure in dancing made me most impatient for the night of the great of praise are among the most grati- executive committee. The principal court ball to arrive.

"How carefully I dressed for the event,-and in those days, sir, I pridof me that I was the best dressed atwatched the queen dance, to discover thought of only the true gentleman for myself that her reputation as an or dead, who ever did dance with exceedingly graceful dancer was not her." a whit exaggerated. And then, sud-Speaker Randall introduced me to denly, in an intermission, how surprised and supremely happy I was made when I was informed that the queen herself had 'commanded' me to dance with her in the next square "Not exactly prominent," amended dance. And as I went forward to

so had sent for me.

"She received me with a cordial, never danced better in my life, and year it has more than doubled. Forty-"Well, there was to be a great court I doubt if I ever had a more graceful five counties were organized; 20 more soon the delightful experience was over. For, as was her custom, the queen changed partners the latter half of the dance; but as she parted from me she smiled graciously and 'You dance very well, Mr. Vaux,' she said."

with a glow of happy reminiscence. Union; W. H. Moore, Pitt; I. M. Cog-"That experience and those words fying incidents of my career," he continued, "and I think I am safe in saying that I am the only living ed myself on dressing with scrupulous | American who has ever had the high neatness and care, and it was said privilege of dancing with Queen Victoria." Then, after a moment's tache in London. How eagerly I pause, he added: "In fact, I never heard of any other American, living

"Not even James Buchanan when he was our minister to Great Britain?" I asked. "No, Mr. Buchanan never danced.

He couldn't," Mr. Vaux replied with mock solemnity. (Copyright, 1910, by E. J. Edwards. All Rights Reserved.)

in a great many respects I have al- Fortune Was Born of Luck

John Franklin Miller's Story of the Way in Which He Chanced to Embark in the Sealskin

Business.

"Don't tell me that luck-pure luck -doesn't play an important role in the affairs of men. I know better." The speaker was John Franklin Miller, who, a year or two before, in 1881, had been elected to the United

States senate from California "I presume," continued the senator, who made a fortune out of sealskins,

New Version of Old Anecdote

James D. Layng, Who Was Present at the Famous Interview, Asserted Vanderbilt Didn't Use the Oft-Quoted Phrase.

Every once in a while, when the question of the relations of the corporations to the public is under discussion, some one rises and retells the story in which William H. Vanderbilt, successor of his father, the Commodore, was made to say, "Oh, the Public be damned!" And playing upon this alleged saying of a prominent Public utility man of his day-perhaps the most famous of his timeone of the public utility corporations of New York city and New Jersey has taken for its motto, "The public be pleased." Yet, according to the story once told me by a fellow traveler of Mr. Vanderbilt at the very time when he was said to have consigned the public to the realms of the damned, no such remark, or anything like it, was made either by Mr. Vanderbilt or by any other member of the party. My informant was the late James D. Layng, for many years a leading railroad operator in the Midde West, holding high positions with the Big Four system, of which he was vice-president, the Pennsylvania lines west of Pittsburg, and other Prominent railway corporations. Here Mr. Layng's version of the incident, Now told for the first time in print.

"Some eight years after the death of the commodore, his father, Willam H. Vanderbilt and a few railroad men who were associated with himerbilt lines west of Chicago. At that lie.'me the people of Illinois, and espeof Chicago, were greatly intersted in certain railroad matters in which the Vanderbilts had a hand, and when it was announced through regular newspaper channels that Vanderbilt, with a party of flends, was on his way from New. ork to Chicago, where he expected stop a few days before making a our of inspection over the Chicago Northwestern railway, at least one Chicago's newspapers conceived de idea of intercepting Mr. Vander-It for an interview somewhere along route. I remember perfectly well at a reporter boarded our train den we were still perhaps two hours. of Chicago and sent in the card

⁰ Mr. Vanderbilt. 'I'll see him,' said Mr. Vanderbilt, and in a few moments the young man occupied chiefly in asking Mr. anderbilt questions relating to the allroad matters which happened to eely than I had ever known him to sion of her children.

talk before; he was in good spirits, and, besides, he seemed to take quite for my support. a liking to the newspaper man.

"How many questions the reporter had asked and had answered for him I don't know, except to say that they were many, when he put this question: "But how will the public take this proposition, Mr. Vanderbilt?' Mr. Vanderbilt smiled tolerantly; I could see plainly that he thought the matter under discussion was so unimportant as hardly to merit attention. Then he replied, still smiling, and in a genial off-hand manner: 'How will it | take it? Why, I don't believe the public cares the first damned thing about the matter. I don't believe it interests the public in the slightest.' Then the interview drifted on to some other subject, only to come to an end a little later, with Mr. Vanderbilt bid- to London; then, when I come back,

one I have repeated to you, for I heard | share in the sealskins I will get on my his conversation with the reporter next trip.' from beginning to end. Therefore, you | "I asked him where he had got the said in response to the question, 'But would tell me was, that he knew how will the public take this proposi- where there were millions of the best tion, Mr. Vanderbilt?' 'Oh, the public seals to be found anywhere in the be damned!' At once I was for cor- world, and he alone knew where. Did recting the statement, and I made I want to come in with him? such a suggestion to Mr. Vanderbilt, misrepresented him. But, Mr. Van- don't know why to this day—and I per- sportsmen in this and other States. derbilt shook his head determinedly.

"So I have kept silent until now," added Mr. Layng, "and I am only re- sealskins, and my share of the profits lating the incident now because, just was several thousand dollars. Then this morning, I saw the 'public-be- he told us where lay the island on damned' story shifted by a public which he had discovered the seals speaker to the shoulders of Commo- in such great quantities, and immeeight years when the remark that is secured from the government the exthe basis of the whole story was sup- clusive right of conducting sealing opposed to have been made."

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Charitable to Him. "Where is your husband?" "Well, I don't want to knock, and hate to tell a lie-"

"What do you mean?" "Hadn't you heard that he is dead?"

Not What He Had Hoped For.

"What's the matter, old man? You seem downhearted." "I have reason to be. The court Interesting Chicago most at the has just decided that the lady I've oment. Mr. Vanderbilt talked more arranged to marry may retain posses-

convinced that luck often plays as important a part in creating wealth as ability and hard work.

"Take my own case. Before I entered the Union army as an Indiana volunteer, I was succeeding very well as a young business man. I was cautious without being timid; I was industrious; I was optimistic and enthusiastic, and I tell you, enthusiasm counts for everything in the way of making a fortune under ordinary conditions. But, curiously enough, though I applied all these characterlstics to business after the war was over, everything I attempted went wrong, and when I finally received my appointment as collector of the port of San Francisco, I was delighted, for I was absolutely dependent upon the salary that the position brought me

"Well, one day there came into the office of the collector about the queerest looking sea-faring man I ever saw. But he had a clear and honest eye, and a very soft and mellow voice, and was immediately impressed.

"'I want you to come down and see what I have on my ship,' he said. tion, I accompanied him to his ves-There he showed me a great heap of sealskins, salted down.

"'I am going to take these said. 'I wont you and some of your friends to victual my ship, guarantee the wages of the crew and furnish me ding the reporter a cordial good day. I want you to victual my ship and "I would take my oath that Mr. Van- guarantee the crew's wages once more, scholarship in Lenoir College—at the derbilt made no other reply than the and for doing this I will give you a

can imagine what our astonishment skins then on board and where he inwas when, on getting the newspapers, tended to get the others, but he rewe discovered that Mr. Vanderbilt fused to tell. I must rely on his good was quoted in one of them as having faith in the matter, he said; all he

suaded two of my friends to join me "'No,' he said, 'it would be of no in doing what the captain wished. And something more than a year later that old fellow put into port with his erations on the island in question.

"That was the beginning of the famous Alaska Commercial Fur company. It brought me a fortune, and it was a case of pure luck. And curiously enough, from that time on to this day, I have been almost invariably successful in every business undertaking in which I have had a part, although to many of these ventures I that I gave to those earlier ventures of mine which turned out so disastrously that I had to look to Uncle Sam for a job. When that queer old sea captain came into my office and persuaded me to look at his sealskins, my luck changed for good."

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TAR HEEL PUBLIC TALK

rent County Events and Condensed in a Column.

FARMERS' U MEETING.

Annual Session at Greensboro-Membership Increasing.

Greensboro.-The North Carolina Farmers' Union met in annual session here. When the session of last December was held there were only 935 locals in the State; now there are more than 1,500. The membership a year ago was 20,000; during the last Last year there was \$3,631.04 in the treasury, while today there is more than \$10,000.

The following officers were elected: H. Q. Alexander, Mecklenburg, president; J. M. Templeton, Wake, vice president; E. C. Faires, King's Mountain, secretary-treasurer; J. Z. Green, general organizer; A. C. Shuford, Ca-Mr. Vaux's countenance was lighted tawba, chairman; P. R. W. Plyler, gins, Chatham; Dr. J. H. Smith, Surry, business discussion was education along agricultural lines in high schools. A petition was adopted memorializing the Legislature to provide for the teaching of agriculture in the rural schools and to provide better and larger facilities for higher educational institutions.

Agricultural education was the chief topic of the session. The union believes that the best way to improve agricultural methods and to uplift the farmer and his sons and daughters is to provide training for them along literary lines and also train him for farming; to make of farming a profession, instead of making its followers men engaged in drudgery. The prinfertilizers, rotation of crops, selection | 85,000! The entire advertising in one of seeds and improved methods of year was only \$1,800 and the business farm life.

The union is working with a view result of hard work, great foresight to having the State in the near future and sagacity. But I am absolutely make adequate provision for the teaching of branches in agriculture in one or more of State high schools in each county, and thus have something in the nature of county schools for teaching agriculture.

Baptist Mission Board Meets.

The North Carolina Baptist State board of mission in session at Raleigh made apportionments for the various Baptist mission fields af the State on the basis of expending \$50,000 in this work for the year following the lead of the recent State convention. This is something like 25 per cent more than last year. The largest apportionments for missions is in the Neuse-Atlantic Association, which comprises ten of the extreme eastern and coastal counties. The board of missions which is composed of prominent Baptist ministers and laymen in all parts of the State, re-elected John E. Ray as president.

Work of a Catawba Boy. A Catawba boy, Ernest Starnes, a resident of Hickory, won the boys'

corn club prize in the 1910 contest, "I asked him why, but he would over 263 contestants. The prize was say no more, so, after a little hesita- a week's trip to Washington, all expenses paid, and \$25 for spending money, and either one carload of lime, or one ton of fertilizer. The to winning corn, which yielded 146.28 London to be dyed, but first I have bushels to the acre, will bring the a proposition to make to you, he fortunate grower \$2 a bushel for seed corn. This corn, grown by Ernest Starnes on his father's farm in Hickory's northwest suburbs, cost \$14.18 with a little money so that I can get to produce. It is worthy of note that young Mr. Starnes, only 16 years old, won the boy faremr's premium-a

Will Have a Race Track.

Catawba county fair, in 1909.

A charter has been secured by the Wilmington Driving Association and the organization expects to get busy at once on a race track and have a grand stand, bleachers, stables for the horses and houses for attendants

It is the intention of the promoters "Now, wouldn't you say that was a not only to have contests for local who, I have always believed, never most reckless proposition for me to horses but to have tournaments which felt that the reporter had willfully consider? Yet I did consider it - I will be open to horses owned by

A Family Hog.

Mr. J. W. Watson, Jr., of Kenly, vessel loaded down with a new lot of says that one day this week Mr. H. R. Hinnant, of Spring Hill township, Wilson county, killed a hog which netted. when killed, seven hundred and nineteen pounds, and thinks the porker andore Vanderbilt, who had been dead diately we organized a company that other year would have tipped the scales at one hundred pounds. The hog was not as fat as he might have been; was two years, three months and twelve days old.

Big Day at Winston-Salem.

More than 5,000 visitors were attracted to Winston-Salem to formally celebrate the completion of the South bound railway, running from Winston-Salem to Wadesboro, a distance have not begun to give the thought of 83 miles. Col, Frank H. Fries, rep resenting Gov. Kitchin, delivered the address of welcome, Mayor R. G. Rhett of Charleston responding. Editor J. Daniels of the Raleigh News and Observer was among the other speakers. The exercises were brought to a close with a banquet, at which over 300 covers were laid.

Advertising Talks

William Commence of the Commen

A DRUGGIST AND AN AD MAN

How 7,000 People in a Town of 85,000 Were Induced to Visit Former's Store in One Day.

There is a druggist in Schenectady named Quinn. He opened up there a year ago. He believed in newspaper advertising in a modest way and figured on doing about \$400 worth of it. There is also in Schenectady a newspaper called the Schenectady Ga-

ing. His name is Awer. When Mr. Quinn, the druggist, began advertising he became an object of special interest to Mr. Awer, the

zette. It has an advertising manager

who reads, thinks and writes advertis-

advertising man. Now, in the equipment of the Gazette is a weekly cut service; on the advertising manager's table are the leading advertisements of the country; in the advertising manager's brain there is an unusual fertility of practical ideas.

So Mr. Quinn, the druggist, looked at Mr. Awer's copy, and it was good. He tried it, which was better. He tried, often, and the drug store became the center of interest. Then he forgot the expenditures in attending to business, wisely figuring that if he kept busy the advertising bill would take care of

Three months after he started 7,000 people called and bought at the drug cipal things to be studied are the soil, store in one day! This in a city of is now established and flourishing.

> How was it done? For the first six weeks the copy talked only of a drug store of good service. Every phase of this was given space. Then came a sale of silverware articles, all at a little over cost and well worth the money. More "service" advertisements followed. Then a 60-cent box of candy was given away with every 60-cent purchase or over. This was really the work of a budding genius. Special displays were made of articles selling at or over 60 cents. They were goods carrying enough profit to stand the cost of the candy, or nearly so. They suggested the thing to be purchased and nearly every purchaser bought from the list. Over 7,000 boxes of candy were given away and it actually cost but little over the store expenses of the day!

So Quinn, the druggist, flourishes in his adopted city. Does he believe in advertising? Certainly. He believes In the Schenectady Gazette, too. He says one is as good as the other and each is perfect in kind.

The drug stores are valuable advertisers. There are lots of Quinns waiting and this tells the story of what one Quinn did.

A sale made by buildozing the customer or over-persuading him may result in a small profit today, but it will result in sending that person to another store tomorrow.

The Power of Repetition.

It is not the occasional ad, no mat ter how big it is, that builds up a business and keeps it going and prospering, but repetition. Mr. Arthur Brisbane, the famous editor of the New York Evening Journal, says:

"If a thing happens once or twice that doesn't produce very much effect upon the beholder. But when it happens twice it is four times as powerful in its effect as when it happens once. And when it happens three times it is sixteen times as powerful as when it happens twice-and so

"Repetition reputation" says an able writer on advertising.

Economy in Modern Way.

Two hundred and more years ago the trade of the average man could be drummed through the tongue, but with the coming of a multiplicity of wants; vast numbers of people and the invention of movable printing blocks it was inevitable that man would see the economy of appealing to thousands instead of a few, and so we have modern-day advertising.

But don't misread; advertising may be seen chiseled on the walls of Pompell, and there is no reason to think that it was new in A. D. '79 .- H. T. Morgan in the Springfield (Ill.) News.

The end of a magazine is where the ads begin; the end of a newspaper is the last line on the last page.

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Take a Chance.

Don't let lack of experience frighten you out of attempting new plans. If you never make any experiments you may never make any mistakes. but you will never make any successes either.

THE ELEMENT OF HON-ESTY IN ADVERTISING.

BY GEORGE S. BANTA, B. A. Advertising is now not the unexpected but the expected thing of every legitimate business. We do not believe that a man has a burden of honest convictions about the merit of his goods if he refuses to say anything about them. It simply isn't human nature for a man to act that way.

And the converse of this statement is just as true, namely, that we look with suspicion upon a business operating "on the quiet." We would all suffer a nervous shock to meet with a man foolish enough to advertise a "shell game" because it would violate our instinctive feeling that the man who is seeking the light of publicity with his wares has something good to offer-something that you will want a second time.

I was told the other day by a friend of mine, a local furniture dealer, of a large shoe store in Chicago which does not advertising in the newspapers. It depends upon its lecation, one of the finest in the city, to bring it business. My friend thought that he was citing an example of a store that is making a great success without advertising. Yet, from the way in which he cited the instance, it was clear that in his own mind he recognized this as an exceptional case.

"But," you ask, "why should advertising my business make people look upon it more honorable and worthy of confidence?"

Listen. A man came into your office today whom you had never seen before. You dealt with him at arm's length because he was a stranger to you. A few minutes later a business man you see' every day came in and your attitude toward him was entirely different from that you showed toward the stranger. With one you were acquainted from frequent meetings and intercourse. The other one you knew nothing about.

It is exactly the same with advertising. The first advertisement may not go far toward getting your business into the confidence of your community. But keep on! It won't be long until your honest newspaper messages will tell and will, before you realize it, give you a credit rating in the public mind that you would never think of parting with.

NOT ASHAMED OF HIS GOODS

Why One Business Man Advertised and Prefers Newspapers to Other Mediums.

This is the manner in which a Michigan business man explains why he advertises and why he uses newspapers in preference to any other medium:

"I advertise in the newspapers because I am not ashamed of my goods or my work and to let people know about myself, my store and my stock; because I cater to the intelligent class and they read the papers, and I believe in increasing my business; because I can talk to more people through the newspapers at a greater distance in less time and at a more reasonable price than in any other way; because my newspaper advertising has brought me greater returns for the least expenditure of any advertising I have done; because when I write an ad I am not too stingy to pay for placing it in the best possible medium or to have it inserted so it is attractive; because I know my ad is seen and read by every one in the house where the paper goes."

Successful Advertising.

The secret of successful advertising is in making a business of it, not occasionally, but all the time. It is necessary to have something worth advertising then advertise it right and results will follow. No amount of advertising will sell a thing nobody wants. The things offered must "make good" the advertisement. If you have no bargains to offer, you haven't learned your business. If you have, it is the province of an advertisement to call them to the attention of the buyer. An offer of a bargain, if made right, will attract the attention of the buyer and if the offer is made good, the next offer will be looked for. It is necessary to have the advertisement reach the possible customer. The country merchant has no better medium than a live local paper which goes into the homes in tributary country. Advertising pays if done right and backed up with the "goods."-Exchange.

An Observation.

"Ever notice it?" queried the man who asks questions on the installment "Did I ever notice what?" queried

the innocent bystander. "That the man who shakes hands the hardest is always the hardest to shake?" concluded the other.