

PRESIDENT COOLIDGE IN MEMORIAL DAY ADDRESS ARLINGTON CEMETERY

Appeals for "Universal Observance of the Constitution," and Declares America Needs a Better Local Government

Washington, May 30.—The nation's memorial day tribute to the men and women who died in its service centered today in Washington with President Coolidge leading the exercises in Arlington National Cemetery at the tomb of the Unknown Soldier. Touched by the solemnity of the occasion, thousands of Washingtonians and visitors gathered in the Amphitheatre to hear the President's address, broadcasting of which was arranged for by several large radio stations.

Assigned to honor places in the assemblage were survivors of some of the wars that flamed the thousands of battlefields beneath the rows of tombstones dotting the surrounding hillsides, and now colorful with flowers and hunting.

Associations of veterans of the various conflicts arranged to hold services for their own dead before the presidential party arrived at the cemetery. These included eulogies over the graves in the women's section of the burial ground, and a dedication of monuments throughout the capital to the memory of outstanding figures in the country's history.

Washington, May 30.—Appealing for more strict enforcement of laws on the part of states and local governments and for a "universal observance of the Constitution" by the American public, President Coolidge in a Memorial Day address today at Arlington Cemetery declared that "what we need is not more Federal government, but better local government."

"We are not a lawless people," said the President, "but we are too frequently a careless one. The multiplicity of laws, the varied possibilities of appeals, the disposition to technicality in procedure, the delays and consequent expense of litigation which inevitably inure to the advantage of wealth and specialized ability—all these have been recounted as reproaches to us."

"It is strange that such laxities should persist in a time like the present, which is marked by a determined upward movement in behalf of social welfare. But they do exist. They demonstrate a need for better, prompter, less irksome and expensive administration of the laws, for uniformity of procedure, for more accurate delimitation of state and federal authority."

Mr. Coolidge made only passing reference to prohibition, and did not apply his observations directly to any particular situation. Declaring that "when the local government unit evades its responsibility, it is started in the vicious way to disregard of law and laxity of living," he continued:

"The police force which is administered on the assumption that the violation of some laws may be ignored has started toward demoralization in making dangerous concessions. There is no use disguising the fact that as a nation our attitude toward the prevention and punishment of crime needs more serious attention. . . . The conclusion is inescapable that laxity of administration reacts upon public opinion, causing cynicism and loss of confidence in both law and its enforcement and therefore in its observance. The failure of local government has a demoralizing effect in every direction."

There are vital issues, in which the nation greatly needs a revival of interest and concern. It is senseless to boast of our liberty when we find that to so shocking an extent it is merely the liberty to go ill-governed. It is time to take warning that neither the liberties we prize nor the system under which we claim them are safe while such conditions exist."

"We shall not correct admitted and grave defects if we hesitate to recognize them. We must be frank with ourselves. We ought to be our own harshest critics. We can afford to be, for in spite of everything we still have a balance of prosperity, of general welfare, of secure free-

(Continued on page 2)

In Flanders Field

In Flanders fields, the poppies grow
Between the crosses, row on row,
That mark our place; and in the sky
The Larks, still bravely singing fly,
Scarce heard amid the guns below.

In Flanders Fields.

Take up our quarrel with the foe!
To you, from falling hands, we throw
The torch. Be yours to lift it high!
If we break faith with us who die
We shall not sleep, though poppies grow
In Flanders Fields.

America's Answer

In Flanders fields the cannon boom
And faint flashes light the gloom
While up above, like eagles, fly
The fierce destroyers of the sky;
With stain the earth wherein you lie
Is redder than the poppy bloom,
In Flanders Fields.

Sleep on, ye brave. The shrieking
shell,
The quaking trench, the startled yell,
The fury of the battle hell
Shall wake you not, for all is well,
Sleep peacefully, for all is well.

Your flaming torch aloft we bear,
With burning heart an oath we swear
To keep the faith, to fight it through,
To crush the foe or sleep with you
In Flanders Fields.

Rest ye in peace ye Flanders Dead,
The night that ye so bravely led
We've taken up and we will keep
True faith with you who lie asleep
With each a cross to mark his bed
And poppies blowing overhead, where
Once his own life blood ran red,
So let your sleep be sweet and deep
In Flanders Fields.

Fear not that ye have died for naught
The torch ye threw to us we caught
Ten Million hands will hold it high
And Freedom's Light shall never die
We've learned the lesson that ye taught
In Flanders Fields.

DEBT DISCUSSION TURNS BACK TO 1775

Goes Back to France's Loan to America; Borah Declares That Debt Was Paid Including \$250,000 Too Much

Washington, May 30.—The war debt discussion has turned back to 1775, when America borrowed from France to provide one of the two latest developments.

Senator Borah, chairman of the Senate Foreign Relations Committee, in a letter has declared the treasury's official records proved that America not only did not haggle over the amount of France's loan, but paid the debt including \$250,000 too much.

The other development is that Belgium, battle grounds of the world war, is likely to be the next power to find its loan "from the United States."

Senator Borah in a letter to the London Observer made public here, announced a letter by the offering of a biography of Beaumarchais, questioning the Senator's statement that America had overpaid her loan from France, which was negotiated through Beaumarchais.

The senator sighted the records to show that the loan was entered with this notation: "Overpaid by the United States \$1,426,787 livres." Admitting there was a delay in final settlement, Mr. Borah declared, this was due to the failure or inability of Beaumarchais to render an account on which Congress would act. Benjamin Franklin in 1776 and 1782, he asserted, wrote repeatedly to Paris in an effort to get an accounting and added that nowhere was there any evidence that this country has sought

CLOSING EXERCISES OF HIGH SCHOOL TO BEGIN SUNDAY EVE

Rev. Dan Iverson, of Tarboro, to Deliver Annual Sermon, While Hon. Gilbert Stephenson Will Deliver Com- mencement Address

The closing exercises of Greenville High School will begin on tomorrow night when Rev. Dan Iverson, pastor of the Presbyterian Church, Tarboro, N. C., will deliver the annual sermon to the graduating class. Mr. Iverson is well known in Greenville and his many friends will welcome the opportunity to hear him on this occasion as his message will be one of interest not only to the members of the class but to their parents and friends as well.

Special music has been prepared for the evening and the High School Glee Club will give several appropriate selections, among them, "Open the Gates of the Temple," and "O, Turn Ye, Jerusalem." The size of the High School auditorium makes it impossible to take care of all the friends of the graduates so that those who wish good seats are urged to come early. Special reserved seats will be held for the families of the graduates until 8 o'clock and the parents of members of the class are asked to make themselves known to the marshals in order that they may be provided for.

The commencement address will be delivered on Tuesday night in the high school auditorium by the Hon. Gilbert Stephenson of Raleigh, N. C. At that time over forty graduates of the local school will receive their diplomas from the chairman of the school board. Both the annual sermon and the commencement exercises will begin at 8:15.

The marshals for the Senior Class will be representatives of the Junior class and are as follows: Blanche Clarke, Elba McGowan, Harry Waite Perkins, and Jack Tripp.

Four Chinese Students Killed By Officers Today

Shanghai, China, May 30.—Sikh police armed with carbine rifles fired into a mob of 3,000 Chinese students attempting to storm the Louza Police sub-station on the Nanking road today, killing four and injuring six. The demonstration was attempted as a protest against conviction of Chinese strikers who left their employment in Japanese Cotton Mills. The decision which precipitated the disturbance was handed down by a mixed court. The command to fire one volley was given when the students began to rush the gates of the station compound. The disturbance took place in the heart of Shanghai business district.

While the action of the police quieted the disorder temporarily, an uprising is feared tonight. The Shanghai volunteer corps, light artillery and 12 armor cars were ordered out to aid in restoring order. Fifty students have been arrested. The Louza district where the disturbance centered is a thickly populated department store area and the shooting created intense excitement.

Three Chinese Mill Strikers Killed Today

Tsing Tao, China, May 30.—Three Chinese cotton mill strikers were killed and a score injured today when police attempted to clear troublesome strikers from a Japanese mill. Several members of the attacking forces were beaten by the strikers, who made a menacing retreat.

to dispute the amount or repudiate the step.

Belgium's step to the forefront in the debt question was announced by Baron De Cartier, the Ambassador who notified Secretary Mellon that his government soon would be ready to initiate funding negotiations. The ambassador will return to Washington after his visit to Brussels in June, accompanied by a corps of financial experts headed by former Premier Theunis, empowered to arrange the settlement.

Kiwanis Head



VICTOR M. JOHNSON

Victor M. Johnson, of Rockford, Ill., president of Kiwanis International, will make the opening address at the international convention of the order at St. Paul, Minn., June 22. Members throughout the country will hear his speech broadcast by radio.

Program Of Sixteenth Annual Commencement E. C. Teachers College

The sixteenth annual commencement of the East Carolina Teachers College will begin this evening at 8 o'clock with a recital by the students of the Music Department. The commencement will continue through next Tuesday, being brought to a close with an address by Associate Justice L. A. Varsar, of Raleigh and the presentation of diplomas to 126 students. Twelve students will receive the B. A. degree.

Baccalaureate Sermon.
On Sunday morning at 11 o'clock in the auditorium of the College Rev. Frank D. Dean, of Wilmington, N. C., will deliver the sermon to the graduating class. Miss Catherine Grantham will render a soprano solo, "My Redeemer and My Lord."

Rev. Mr. Dean is a splendid speaker and will no doubt bring a most interesting and inspiring message.

Y. W. C. A. Vesper Service.
On Sunday evening at 6:30 o'clock on the west campus, the Y. W. C. A. will conduct a vesper service. During the spring, summer and fall months vesper services are held by the Y. W. C. A. The services are beautiful and impressive and will be quite an innovation from the commencement services held heretofore by the Y. D. C. A.

Alumnae Day.
Monday, June 1 will be featured by a meeting of the board of trustees and the annual meeting of the Alumnae Association.

At 1 o'clock the Alumnae luncheon will be served in the College dining room. The luncheon is always one of the most attractive features of the commencement. The meeting of the various classes and the exchanging of ideas and suggestions always prove helpful and enjoyable. An interesting program has been arranged and a

AYDEN VISITED BY ROBBERS LAST NIGHT

Turnage Bros., Co., Robbed of Clothing Amounting to Nearly \$1200; Hyway Service Station Also Entered

The Men's Clothing Department of Turnage Bros., Co., Store, Ayden, was entered last night by unknown parties and suits, overcoats and caps, amounting to between \$1,000 and \$1200.00 were stolen. The Hyway Service Station was also entered by unknown parties and cash amounting to nearly \$50.00 was stolen. The robbers left no clue as to their identity.

54 VICTIMS OF MINE DISASTER HAVE BEEN FOUND

Officials Estimate That Only Five Bodies Re- main in the Inner Reaches of the Mine

Coal Glen, N. C., May 30.—Fifty-four bodies had been recovered from the Carolina Coal Company Mine today, and officials estimated that there were probably four more in the inner reaches of the second right lateral and a fifth at the end of the main shaft.

The fifth body is supposed to be that of Joe Hudson, a white miner. The others are negroes.

Thus the total number of dead would be 59.

Today's efforts were being exerted under the disadvantages of excessive heat. Soldiers and miners worked to establish a pumping system to free the mine from water.

In the meantime, all rescue work was temporarily suspended. While mine experts possibly would resume working this afternoon, they stated that it might be several days before (Continued on page 2)

R. H. PARKER DELIVERS ADDRESS AT MEMORIAL DAY EXERCISES HERE

On Fame's Eternal Camping Ground

Pitt County Boys Who Gave
Their Lives in the World
War

John T. Cox.
William Z. Edwards.
James T. Edwards.
Preston B. Loftin.
Ira L. Satterfield.
Posey Sumlin.
Leslie R. Venters.
Howard Worthington.
Robert A. Dozier.
Charlie Bryum.
Benjamin J. Corey.
Elihu Edwards.
William R. Gay.
William J. Lowe.
Lewis B. McLawhorn.
Milan G. Pierce.
Lonnie Lester Smith.
Luther R. Smith.
Dennis J. Williams.
William H. Baker.
Wiley J. Brown.
Charles B. Buck.
Jeffries J. Cannon.
Earl Michael Cobb.
Herbert G. Johnson.
Herman L. Lancaster.
Zadack Parker.
Jasper C. Smith.
Joseph F. Tugwell.
James Wilson.
Tammie Moore.
Earl James.
Charlie Barber.

Interesting Program Is Featured by Parade, Address and Lunch- eon; Event Proves Very Enjoyable

Memorial Day was observed here today with interesting and appropriate exercises. The program was featured by a parade, in which Boy Scouts and ex-service men of the late world war, took part, led by the High School band, an address by Hon. R. H. Parker, solicitor of the Third District, Enfield; and luncheon at the Rotary Club.

The parade led by the High School band formed on Dickinson Avenue into Evans street, to the court house. Upon the arrival at the court house the band rendered a splendid program which was followed by the singing of "America." Rev. William P. Watkins, Jr., pastor of Jarvis Memorial Methodist Church, delivered the invocation which was followed by another selection by the band.

Mayor D. M. Clark in his usual charming manner delivered the address of welcome. Truly he conveyed to the large crowd in attendance a most cordial welcome to our city on this memorable event.

Hon. K. A. Pittman, of Ayden, in a few appropriate words introduced the speaker of the day, the Hon. R. H. Parker, of Enfield.

Mr. Parker made a splendid Memorial Day address. He expressed his great pleasure at being in Greenville and of having the opportunity of addressing such an audience on this event which is held most sacred by the American nation. He recounted, most interestingly, the deeds of valor by Americans in all wars dating back from the Revolution. The speaker declared that the American ideal that "right shall be master over might" the undying devotion of Americans for their country, and the principals of the Declaration of Independence are what makes America the greatest of all nations. Mr. Parker warned against forgetting these principles of right and in so doing become as other nations who have sought power through lust for gold and by an iron hand.

The address was followed by the "Star Spangled Banner" by the band. After the roll of honor and taps, Mr. S. O. Worthington, chairman of the Five Million Dollar Endowment Fund drive, explained the purpose of the endowment fund and made an appeal in behalf of same.

The exercises at the court house were followed by a regular meeting of the American Legion at the Rotary Club, at which time the speakers of the event were honor guests at a delightful luncheon.

Welfare Officer Urges Public To Respond 'Block Day'

On about June 10th, the King's Daughters will have "Block Day" to raise funds for carrying on their work here. I take this opportunity to commend the work they are doing in this community, and to urge a ready response to their call for funds on this day. In my work as Welfare officer, cases of people needing hospital attention and emergency relief, come to my attention and are often referred to the King's Daughters for immediate attention. They have given me splendid co-operation and their work is limited only by their ability to finance it.

I know of a number of cases of corrective health work and relieving distress that could not have been done except through the efforts of this agency. I know of their contributions to Jackson Training School, Samaritan, and the Indigent Hospital Fund for Greenville township. So much of their work is of a nature that the community never knows anything about it. I feel any money placed in their hands will go for a very worthy and a humanitarian cause. I therefore urge the public to respond to their call for funds on "Block Day."

Respectfully submitted,
K. T. PUTRELL,
Supt. Public Welfare.

AVIATOR SEIZED WITH HEART ATTACK DIES IN HIS PLANE

Although Unconscious Lieut. De Veeder Brings Machine and Passenger, Richard Barthlemess, to the Ground in Safety

Washington, May 30.—The pluck of Lieutenant De Veeder, National Aviator, bringing his plane and passenger safely to earth yesterday after he had been seized with a heart attack, which rendered him unconscious as the machine came to rest, is regarded as heroic by his flying companions here.

Lieutenant De Veeder collapsed in his seat as the plane, carrying Richard Barthlemess, halted at the end of the flight from Norfolk to Anacostia, near here. He died soon afterward. Barthlemess, a bit shaken up upon realization of the tragedy which might have taken his own life and which produced a greater sensation than any movie thriller of his career, declared De Veeder had given the "finest exhibition of pluck and courage I have ever seen." "I was convinced," he said, "that the pilot was stricken before he landed. Veeder knew that he had a passenger behind him, and that he had to bring the plane in," the actor said. Lieutenant John Stone, who accompanied Veeder in another plane declared his companion "just came in on his nerve, that is all."

As the airplane neared Anacostia, Barthlemess said Veeder waved toward the ground and the machine nosed down. It came to a perfect landing, but the engine continued running. The actor spoke to Veeder, and when there was no response, he touched him.

The pilot's head had fallen back and Barthlemess realized that he was ill. He summoned aid, but the flier died while Naval Hospital physicians were trying to revive him. Death was ascribed to a heart attack, but the aviator's heart continued to beat after he had stopped breathing, doctors said.

gagged her, and tore her clothes to ribbon. The body was lying face downward. On her bare back was a crucifix inscribed with the words "Father forgive them." In some weeds nearby was found a religious metal but the young woman's Rosary and Crucifix chain was missing.

Detective Kane was one of those sent to investigate. His face turned ashen when he looked at the battered form.

"I am afraid this is near home," he said. He looked at the body again. "It is my sister," he said slowly.

A Vigorous Search Continues for Slayer Miss Florence Kane

New York, May 30.—Vigorous search continued today for the slayer of Miss Florence Kane, who was identified by Detective James A. Kane, of Brooklyn, as his sister, when in the course of his duties he had to view the body.

The body was found by a milk man yesterday in a vacant lot near the girl's home. An autopsy revealed that the assailant forced his fingers down her throat in an effort to choke her screams. He battered, bound, and

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WRAPPED IN GLORY

Their shrouds of Old Glory may be mouldered in the graves but in our hearts and our memory their flag flaunts proudly; their deeds glow brightly and their sacrifice spurs us on to nobler things and thoughts.

Surely it is fit that this one day be consecrated to them that our own patriotism may be stirred; that the future generations may profit by their heroism and that we may be reminded that there are greater things in the goal of life than material gain and greed, work and waste, self-interest and self-satisfaction.

AT THE LOCAL CHURCHES

Immanuel Baptist
Sunday School at 9:45 a. m.—Victor Davis, supt.

11 A. M.—The congregation will go to the College.

3:00 P. M.—B. Y. P. U.'s of the county will meet in this church for the purpose of organizing a Pitt County B. Y. P. U. Association. The attention of the B. Y. P. U. members, especially is called to this meeting.

6:45 P. M.—Regular meeting of all three B. Y. P. U.'s.

It is very important that every senior be present at this meeting as something of great importance to the Union will be brought up.

No evening preaching services. The public is cordially invited to attend each of these meetings.

Free Will Baptist Church.

L. E. Ballard, pastor.
Sunday school at 9:45 a. m. Mr. A. G. Walters, supt.

At 11 o'clock we worship at the College.

7 p. m. F. W. B. L. E. D. Griffin, president.

8 o'clock, evening service. Sermon by the pastor, subject: "Salvation of the Church."

Wednesday, night combination prayer and song service. The prayer service commences at 7:45 and closes at 8:30. It is followed by a thirty-minute session of the Community Singing Class, conducted by Rev. D. A. Windham and Mr. E. D. Griffin.

On Friday night the Concert Class from Middlesex Orphanage will give a public concert, under auspices of this church. The Girl's Circle meets Friday evening at 7 o'clock instead of 8.

The public is invited to our service.

Church Services, Pentecostal Holiness

Sunday school at 10:00 a. m. No preaching service at 11.

At 7:45 p. m. Rev. A. H. Butler, of Falcon, N. C., will preach. An invitation is extended to all to attend these services. "Come Thou With Us and we Will Do Thee Good."

Christian Church

9:45 a. m.—Bible School, W. E. Hooker, supt.

There will be no morning or evening services on account of Baccalaureate sermons of College and the High School.

3 p. m.—Jr. C. E. Society.

5:45 p. m.—Int. C. E. Society.

8:45 p. m.—Senior C. E. Society.

On Wednesday evening at 8 o'clock Rev. Albert R. H. Miller will preach. Every member of the church is urged to attend this service, and all friends are invited.

The Missionary Society of the Christian Church will meet Monday afternoon at 4 o'clock with Mrs. W. H. Woodard.

St. Paul's Episcopal Church.

Early morning Communion 7:30 o'clock.

Rev. Frank Dean, of Wilmington, will officiate.

Sunday School and Bible class at 9:45 o'clock.

Young People's meeting at usual

AMUNDSEN IN THE UNKNOWN NORTH

If disaster has overtaken Amundsen's expedition, and if Amundsen still lives, what emotions he must feel as he reflects on his plight! A week ago he was safe in the civilized world, where primeval peril is remote from thought. Six days ago he left this world, riding at ease in a machine which is its perfect symbol, a leaping, powerful thing of shining steel and brass and mahogany, built to take man where he was destined never to go—straight up into the domain of the gods. And now, supposing it has refused to work, what does it look like? Picture it, leaping and powerful no longer, roosting inertly on that frozen waste over which it flew so quickly and so easily. Does it shrivel and shrink as the snow drifts over it, dulling the sheen of the propeller, rusting the shining fittings, covered the great engine with a deadly sheath of ice? How small and grotesque and impotent it must seem, the life gone out of it, with perhaps a bird perched curiously on the tip of one wing, to fly away presently with languid contempt!

If the machine has failed, then Amundsen's world has been turned topsy-turvy. Space and time have elongated like Arctic shadows: what was hours has become weeks and months; what was a touch on a throttle has become weary plodding, back-breaking labor simply to exist. The party that started on the wings of the twentieth century must bow to the grim and sinister sluggishness of the northern clock and calendar, where the days are six months long and the struggle for life is bitter.—N. Y. World.

tween, an adjoining chamber was unharmed and appeared as though there had been no explosion.

The miners of the Carolina Coal Company were said to be paid on the highest coal miners wage scale in the country, while the average paid to coal miners ranges from 40 cents to about one dollar a ton taken out, the local men received \$1.25 a ton. However, conditions at the larger mines is said to make it possible for the men to take out a greater tonnage than local miners were able to move. The average pay earned by miners here ranged from \$3.00 to \$12.00 a day. Though matches were found in pockets of the last three dead miners, removed today, mine experts declared that it was not certain that smoking was the cause of the explosion. Any one of a number of causes may have resulted in the explosion, these experts said, and added that the cause might never be established.

In this opinion, experts of the Federal Bureau of Mine, unofficially concurred.

2 WISCONSIN GIRLS SEEK GOLF TITLE OF COMING SEASON

Milwaukee, Wis.—The major contests for golfing honors among women this season will be played in the middle west. Among the contenders likely to take a leading part in attempting to wrest the national title from the east, where it is now held by Mrs. Dorothy Campbell Hurd, are two Wisconsin golfers.

The younger of this pair, Miss Bernice Wall of Oshkosh, is now champion of Wisconsin for the third time, while the other, Miss Frances Hadfield of Milwaukee, has displayed expert golf at times, having been runner-up once in the western championship, as well as state titleholder. Both are faithful followers of the links, and are planning to participate in all the leading events of the season.

Miss Wall, although a rather slight girl, has a splendid game, playing both wood and iron in good form. She gets good distance from the tee and through the fairway, but her specialty is in the short game. She approaches and puts well when at the top of her form. To those who do not know her prowess on the links, she appears at the starting tee to be one of the adventurous girls who enter tournaments as a lark and giggle while they roll up a score in three figures for 18 holes. But when the well-timed swing, making up for lack of more hardened muscles, allows the Oshkosh girl to send the ball whizzing down the fairway full 200 yards or more, the onlooker amazingly admits that femininity can learn something from femininity, even on the golf links.

Miss Wall has been playing golf since she was a child, and while that is not very long, she has studied so assiduously that she has learned the intricacies of the game. She first attracted attention in her own state by winning the northeastern Wisconsin title in 1920, and she defended the title for two years thereafter. She was a strong contender from that time, taking the state title in 1921 and again in 1923. She still holds the championship by virtue of her third success last summer.

The Wisconsin champion proved her ability in larger fields by winning the medal score competition in the Chicago district in 1922, topping a field made up of the best western woman golfers. Experience and maturity enabled her to reach the antepenultimate round in the national championship last summer, and last winter she was runner-up in the Florida West Coast event at Belleair.

And this attractive young miss has mapped out an extensive campaign for the coming season. She plans to enter the Buffalo Invitational tournament in June, to defend her state title at Kenosha, to renew her attack on the western title at St. Paul, to invade Canada for the championship meet at Ottawa, and to try for the national crown at St. Louis in September.

Mrs. Hadfield attracted attention when only 12 years old by her ability as a sturdy child to drive a golf ball further than many ordinary male golfers. She was runner-up in the western championship several years ago, and besides holding the Wisconsin championship several other regional titles, displayed about the best game of her career in Florida last winter, where she defeated some of the leading players of the country.

She is a more powerful player than Miss Wall, her drive carrying far down the course and her irons reaching the green from distances that would force many players to use a spoon or even a brassie. She expects to compete in most of the leading meets of the year.

While Miss Hadfield has not won any important events outside her home state, she has accounted for many a leading contender, and has seldom been known to fail in the qualifying round or to fall in the early matches of a tournament. And, like Miss Wall, she always has been a good loser.

-Wants-

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tobacco sticks. Place your order now and save money. Phone 139. A. L. Potter, Greenville, N. C. 30 tf

LADIES—60c an hour. DISTRI-
bute samples to every home and office. Send self-addressed stamped envelope, 1363 Denison Bldg., Dayton, Ohio. 30 1t

NOTICE OF SALE OF LAND UN-
DER MORTGAGE DEED N. Under and by virtue of the power of sale contained in a certain mortgage deed dated 25th day of October 1921, executed by Ed Barnes and wife Isabella Barnes to E. T. Dickerson, which is recorded in the office of the register of deeds of Pitt county, North Carolina, in book No. H-14 at page 6, default having been

FOR QUICK SALE

Six room bungalow, lot 60 ft by 150 ft. Double garage, in one of the best communities of Greenville. Nice bath room built-in tub, hardwood floors, beautiful electric light fixtures. Breakfast room, built-in china closet.

This house can be bought for actual cost of building plus cost of lot.

For information apply to The Daily Reflector Office.

ON SUNDAY AT 10:00 AM

FANS

FANS

SMITH ELECTRIC

COMPANY

made in the payment of the indebtedness therein secured, the undersigned will, at twelve o'clock M., on June 22, 1925, at the court house door in Greenville, N. C., sell by public auction, for cash, the lands described in said mortgage deed as follows:

"A certain piece or tract of land lying and being in Farmville township, Pitt county, State of North Carolina, and described and defined as follows, to-wit:

"One house and lot lying and being in the Town of Farmville, and beginning on a stake on Walnut street adjoining I. S. Bennett's home lot and run south 52 feet; thence easterly 210 feet to a ditch lying between R. L. Davis' lot and I. S. Bennett; thence northerly 62 feet with said ditch; thence north west 210 feet to the beginning. It being the same tract or parcel of land deeded the said Ed Barnes by deed dated Jan. 18th 1921 from I. S. Bennett and wife, which said deed is of record in the register's office of Pitt county in Book X-13, page 62, and hereby referred to and made a part of this instrument for a more accurate description."

This 20 day of May, 1925.

E. T. DICKERSON,

21 1tw4w Mortgagee.

R. T. COX
JEFFERSON STANDARD
LIFE INSURANCE CO
District Agent

Are you nervous?

Do you become irritated at trifles, start at sudden noises, lie awake nights?

Your nerves are out of order.

DR. MILES' NERVINE

will help you. Try just one bottle. We'll refund your money if it does not relieve you.

\$1.00 at your Druggist

Whichever Way The Town Grows

Folks always know where to find the best Drug Store Service — Right where they have been getting it since the establishment

Pitt Drug Co.

The Best Drug Store in the Best Town

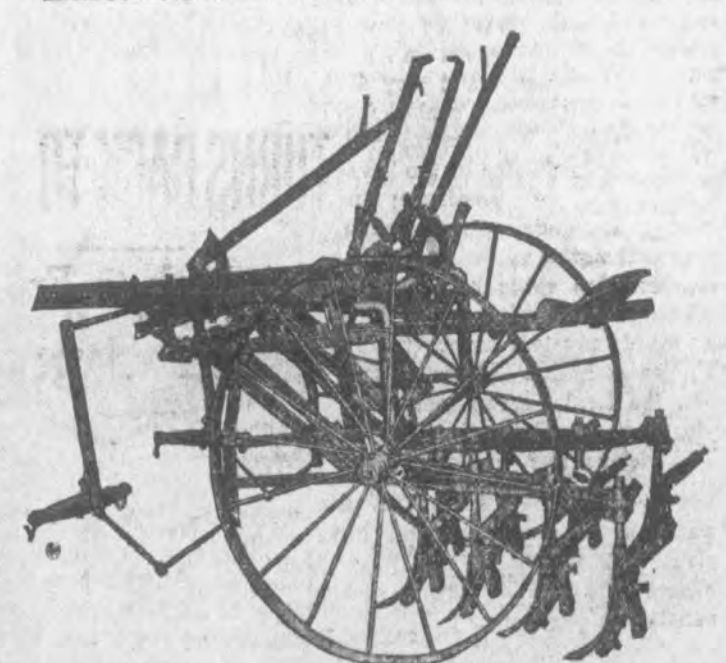
The Store With a Uniform Policy

Hines Ice Cream a Specialty.

CULTIVATORS

Now you have your crops planted it is necessary that you cultivate them often to insure best results.

Call in and see our line of Buckeye and Emerson Cultivators.



TURNAGE - WINSLOW CO., INC.

List Your Taxes Now!

You must list your taxes during the month of May or else be doubled taxed. I can be found in the grand jury room at the court house from 9 a. m. to 5 p. m. daily.

L. H. Bowling

List Taker for Town of Greenville.

LOCALS

Mrs. J. L. Little left this afternoon for Richmond, Va.

Mrs. R. S. Terry, of New York, C. T. Terry, Norfolk, and Misses Lillie Mae and Mildred Parker, of Norfolk, are the week-end guests of Mr. and Mrs. H. D. Carson.

Mr. and Mrs. E. L. Baker have returned from a visit in Windsor.

Hon. Lindsey C. Warren, of Washington, was here today to attend the Memorial Day exercises.

Miss Elizabeth Harrington who has been attending school in Winston-Salem returned home yesterday.

Mr. Herbert Bonner, of Washington, was here today.

Mrs. J. Carlton Barnes who has been spending several weeks with her mother, Mrs. W. M. Carter, left yesterday for her home in Wilmington, Dela.

Miss Julia Harris has returned from a visit in Portsmouth, Va.

Mrs. H. H. Duncan left this morning to attend a reunion of the alumnae of St. Mary's School.

Mr. C. F. Blanchard, of Richmond, is spending the week-end here.

Mr. K. W. Cobb returned this morning from High Point where he has been spending several days on business.

Mrs. Ollen Warren, Jr., Mrs. H. L. Hodges and children returned yesterday from a visit in Weldon.

Mr. B. B. Sugg left this morning for Norfolk, Va.

Miss Carstarphen of Wilson is spending the week-end with Miss Mary White.

Mr. T. W. Whitehurst of Norfolk, Va. is spending several days here.

Mr. and Mrs. R. M. McLawhorn, of Lake Waccamaw, were in the city today en route to Plymouth.

Mrs. J. L. Little, Mrs. E. H. Shelburn and Miss Iva Shelburn went to Kinston yesterday.

MISSIONARY SOCIETY OF IMMANUEL BAPTIST WILL MEET MONDAY

The Woman's Missionary Society of the Immanuel Baptist Church will meet at the church Monday afternoon at 3:30 o'clock. All members are requested to be present.

YOUNG WOMAN'S FEDERATION TO HAVE CHARGE OF SERVICE FOR FEDERATION TONIGHT

Weather permitting, the regular Saturday night meeting of the Men's Federation will be held on the court house steps, the Young Woman's Federation in charge.

The Saturday night meetings have been growing in interest and number since its organization a year ago, and many souls have been led to profess Christ during this time. Tonight the Young Woman's Federation, which was organized immediately after the Ham-Ramsay revival meeting will be in charge of the services. It is hoped that a large crowd will be in attendance.

If the weather is inclement meeting will be held in the Woodmen's hall as usual.

Claude D. Tunstall, Greenville, N. C.,

Dear Sir: Check from the Provident received for \$19.85.

This was to cover two days total and two days partial disability and was paid in four days after filing claim. No trouble at all. Wish to congratulate you on having such a satisfactory company.

Yours truly,

WALTER L. HARRINGTON.

RECEPTION TO PASTOR AND BRIDE

Jarvis Memorial Church has been the scene of many pretty church receptions but none more lovely than the wedding reception tendered the pastor Rev. Wm. P. Watkins, Jr., and his bride, Thursday evening, May twenty eighth.

The reception rooms had been made beautiful with ferns and cut flowers, and a cordial welcome was in the hand shake of Mr. and Mrs. Burt James, and Mr. and Mrs. Fred Forbes who met the guests at the door. The same thought lingered at Mr. June Rose and Miss Helene Higge presented them to the receiving line.

Standing in the receiving line were individuals representing different organizations and departments of the church, from the "old," to the new. It was interesting to see the "old guard" who have borne the "burden and heat of the day" standing with their pastor, it was beautiful to see the young people standing, signifying a willingness to take their places and assume their obligations also. Those composing the line were as follows:

Mr. and Mrs. T. A. Person, Rev. and Mrs. Wm. P. Watkins, Jr., Mr. and Mrs. R. H. Wright, Mr. and Mrs. A. B. Ellington, Mrs. Ada Cherry

and Mrs. Mellie Harris; Mr. George Hadley and Miss Emily Moyer; Mr. Francis Bowen and Miss May Bagley Overton; Mr. James Little and Miss Ada James; Dr. M. B. Massey and Miss Adelaide Taft; Mr. Jake Smith and Miss Dena B. Hackett; Mr. H. L. Macklin and Miss Emma Mallison; Mr. and Mrs. D. L. Mangum.

Leaving the line good fellowship still pervaded the room as Mr. and Mrs. W. E. Hooker and Mr. and Mrs. H. L. Rivers moved about among the visitors making them glad they were there.

As the guests neared the dining room Mr. and Mrs. Ray Tyson directed the way, and they were greeted at the door by Mr. and Mrs. H. E. Austin, and Mr. and Mrs. W. A. Sellers.

In the dining room Mrs. Key Brown and Mrs. J. N. Gorman acted as hostesses, and were assisted in serving by the following young ladies: Miss Effie May Winslow, Miss Elizabeth Austin, Miss Louise Dickinson, Miss Mary Wright, Miss Mildred Mangum, Miss Mamie, Ruth Fleming and Miss Mary S. Keel.

The music by our local orchestra of eight or ten pieces under the able leadership of Prof. Roberson with Mrs. Marvin Blount at the piano added immeasurably to the pleasure of every one present.

Rev. Mr. Watkins has been in Greenville only a short while, but long enough to win for himself a warm secure place in the heart of the people he serves.

Mrs. Watkins who was Miss Ethel Graham of Hamilton, Ga., is a young woman of beauty and rare charm, possessing a personality that can but win for herself the same loyal devotion accorded her husband.

FREE WILL BAPTIST ORPHANAGE TO GIVE CONCERT REEDY BRANCH CHURCH

The singing class of the Free Will Baptist Orphanage of Middlesex, will give a concert next Saturday night, June 6th, at 8 o'clock in Reedy Branch Church, near Winterville. Every one is urged to attend.

MR. AND MRS. PHELPS MOVE TO GREENVILLE

Mr. and Mrs. W. W. Phelps and family, and Mr. Thomas Chevasse, who have been making their home in Kinston for some time, arrived today to make Greenville their home. Mr. and Mrs. Phelps are former Greenville residents and will be given a warm welcome by friends in the city.

RESOLUTION

Whereas, our beloved brother, E. B. Ficklen of the Knights of Pythias, Tar River Lodge No. 93, did on the 11th day of May, 1925, surrender his mortal existence to that grim insatiable tyrant called death, and yielding his soul to immortality accompany the angelic messengers of God to the throne eternal peace and love; and,

Whereas, we, his associates and brother Knights, remembering him in the mortal as a noble and worthy citizen and brother in the prime of manhood, whose personality was a ray of sunshine casting its warmth and glow upon all with whom he came in contact, whose ambition was not only to serve but to scatter cheerfulness and joy among his fellowmen as well, and whose faith was in God and immortality beyond the grave, being grieved at his personal loss to us and to the world, and bemoaning his untimely death, but in faith being submissive to the mandate of our Lord and Creator who does all in infinite wisdom:

Therefore, be it resolved, by Tar River Lodge No. 93 of Knights of Pythias that our heads be bowed in prayer, that our esteem and affection for our departed brother, E. B. Ficklen be this recorded, and that the profound sympathy of this Lodge be tendered to his bereaved loved ones in this the trial of great relief, and

that it is the hope and prayer of each of us that they may be given the strength to bear their loss with fortitude and resignation to the will of the Heavenly Father.

Resolved further, that a copy of these resolutions be sent to the bereaved family, that a copy be sent to the Greenville Reflector for publication, and that a copy be spread upon our minutes, to become a permanent record of this lodge.

GEO. J. WOODARD,
P. L. WATSON,
E. E. RAWL

POLICE COURT

J. M. Hines, Hulda Scott, alias Hulda Smith, prostitution in O'Jony Hotel. Bound over to County Court under \$200 bond each.

J. M. Hines charged with receiving, possessing and transporting intoxicating liquors for the purpose of sale. Bound over to County Court under \$200 bond.

Arthur Tyson, speeding, \$10 and cost.

Jack Brown, violating parking ordinance, paid the cost.

C. R. Athey, Jno. Blafos, Chris Vialus, charged with mutual assault. Blafos and Vialus not guilty, Athey forfeited \$25.00 bond.

NOTES ON TARHEELIA

"Cotton is grown in North Carolina as a cash crop, and in many instances all the supplies for the farm and tenant are brought from town," says a publication issued by the State Department of Agriculture. "With low prices for the crop, this practice has brought disaster," it adds.

The area in which gold deposits are known to occur in North Carolina is a broad one and embraces from 8,000 to 10,000 square miles of the middle and western counties. The first gold mining in the State was confined to the placer deposits, which are alluvial beds carrying free gold, from dust to nuggets that weigh 10 to 15 pounds.

Of the economic minerals that occur in commercial quantity in North Carolina, the most important are: Mica, feldspar, kaolin, coal, talo, quartz, barite, corundum, garnet, zircon, rutile and monazite.

USE OUR WANT ADS

NEW MONTANA LAW PERMITS KILLING OF WILD RANGE HORSES

Helena, Mont.—Wild horse round-ups, planned under much the same system as is used by some western states for jackrabbit drives, are being organized in several sections of Montana under a law passed by the last legislature.

The law, which was hard fought on sentimental grounds by old-time stock men and ranchers in the legislature is designed to rid sections of the state of the small, wild range horses, commonly designated as sayuses, which are considered by stockmen as utterly worthless.

Farmers complain that bands of these horses, when range feed gets poor, sweep down upon the unfenced pasture lands in the agricultural districts, break down fences and damage growing crops. The livestock department estimates that there are 400,000 head of these wild horses on the Montana ranges.

Under the law county commissioners, upon sufficient petition, may designate a roundup foreman, who organizes the drive, imprisons the horses gathered, records their brands, if any, and causes the publication of a notice under which owners may redeem such stock as they wish by payment of a small fee. The remainder are destroyed.

There is a market for about 8,000 head of these horses annually. They are bought by an eastern concern to be slaughtered and the choice pieces of the meat prepared for export. Fertilizer and dog food are by-products. It has been reliably stated that the amount of food consumed by Montana's worthless sayuses would sustain 2,000,000 head of sheep and 800,000 head of cattle annually.

JAMES EDWARDS ILL.

Master James Edwards son of Mr. and Mrs. J. M. Edwards is quite ill with pneumonia. His many friends wish for him a speedy recovery.

PUBLIC LAND SALE.

Under and by virtue of power of sale contained in that certain deed of trust executed by Walter F. Harding and wife, Sallie P. Harding, to the Chickamauga Trust Co., trustee, on April 14, 1920, and recorded in Pitt County Registry in Book Q-13, page 459, and default having been made in the payment of the indebtedness therein secured, the undersigned trustee will on

Monday, June 22, 1925 at 12 O'clock, Noon,

before the court house door in Green-

ville, N. C., sell at public sale for cash, the following described lands: Beginning at a point on the Greenville and New Bern road sometimes called the road from Greenville to Centerville, known as the Perry and Pittman corner, and runs thence north 58 deg. west 210 feet; thence south 35 deg. 52 min. west 208 feet to S. B. Kilpatrick's line; thence with the S. B. Kilpatrick line north 54 deg. 8 min. west 1676 feet to an iron pin; thence north 19 deg. 23 min. west 2231 feet to a stake; thence south 88 deg. 53 min. east 1419 feet to an iron axle; Harding and Rice corner; thence south 11 deg. 7 min. west 90 feet; thence south 53 deg. east 580 feet with the lead ditch; thence continuing with said lead ditch south 49 deg. east 350 feet; thence south 24 deg. east 420 feet; thence south 85 deg. east 203 ft. to the road at the point where the said road crosses said lead ditch; thence south 19 deg. 45 min. west 1494 feet with the said road to a stake, now Harding and Mannings corner; thence south 55 deg. 23 min. east 645 feet to the Greenville and New Bern road; sometimes called the road from Greenville to Centerville; thence with said road south 35 deg. 30 min. west 211 feet to the beginning, and containing

97.75 acres, more or less, as shown by map of survey of the W. F. Harding lands as made by N. R. Kinney, C. E. in April, 1919.

This May 20th, 1925.

CHICKAMAUGA TRUST CO., Inc.
Trustee.
W. A. Darden, Atty. 21 1tw4w

CARD OF THANKS.

We wish to express to all our friends our deepest appreciation for their kindness, love and sympathy to us in our recent bereavement.

MRS. J. L. CARPER.
MARY MOYE CARPER.



The Scales Favor Your Own Home

Have you ever weighed the advantages of owning your home against renting a place to live from someone else?

As far as actual money outlay is concerned there is no question that the Home Owner profits in the long run. As far as correct living there, too, is no doubt that the benefits you reap are much greater.

We've made an intensive study of this problem and are ready to offer you any one of several interesting plans whereby a small down payment and small monthly installments will make the home you want a reality.

Home Building & Loan Ass'n

Phone 49 Est'd. 1895 405 Evans St.

ICE CREAM

THAT IS

Utterly Delicious

ONE LARGE HELPING ONLY WHETS YOUR APPETITE FOR MORE.

—WE SELL—

Hines Cream

Try DENTON'S First

"A Good Drug Store"

Phone 57



Special Monday

Rack of Dresses, as high as \$28.50, now \$9.98

New Arrivals in beautiful flowered Voile and lovely Georgette.

Also the newest thing in Polka Dot Broad Cloths.

McKay - Washington & Company

"The Ladies' Store"

Today White' Theatre Today

Owen Moore in — "EAST OF BROADWAY" Adm. 10 - 25c

MONDAY — Richard Dix in "MANHATTAN" 10, 25 and 35c

WEDNESDAY and THURSDAY

Florence & Company, Circus Novelties present "THE BARLOWS"

Acrobatic Equilibristic and Contortion Marvels. Also Six Wonderful Trained Dogs. Admission 25, 35 and 50c

SPORTS

STANDING OF CLUBS

Club	W	L	Pct.
Durham	21	10	.687
Greensboro	18	12	.590
Raleigh	18	15	.550
Winston-Salem	18	10	.640
High Point	12	18	.400
Salisbury	12	19	.387

Club	W	L	Pct.
Portsmouth	20	12	.625
Richmond	22	13	.625
Kinston	17	20	.458
Wilson	18	10	.640
Norfolk	14	22	.388
Rocky Mount	12	21	.364

Club	W	L	Pct.
Macon	22	12	.647
Charlotte	21	13	.619
Greenville	21	14	.600
Spartanburg	16	18	.471
Augusta	16	18	.471
Asheville	16	18	.471
Columbia	16	19	.457
Knoxville	18	21	.382

Club	W	L	Pct.
Pinetops	0	1,000	
Bailey	2	0	.000
Nashville	3	3	.500
Kenly	3	3	.500
Enfield	3	3	.500
Stantonsburg	4	4	.500

Club	W	L	Pct.
Philadelphia	36	10	.722
Washington	24	13	.640
Cleveland	20	16	.556
Chicago	21	17	.553
St. Louis	20	21	.488
Detroit	16	23	.410
New York	14	23	.378
Boston	12	26	.310

Club	W	L	Pct.
New York	25	11	.694
Brooklyn	22	15	.595
Pittsburgh	16	16	.500
Philadelphia	17	17	.500
Cincinnati	17	18	.486
Boston	16	20	.444
Chicago	15	23	.396

Club	W	L	Pct.
Atlanta	25	20	.556
New Orleans	23	10	.698
Nashville	23	10	.698
Birmingham	23	21	.523
Memphis	24	22	.522
Mobile	24	24	.500
Chattanooga	21	24	.467
Little Rock	17	28	.378

Where They Play

PIEDMONT LEAGUE
Salisbury at Greensboro.
Winston-Salem at High Point.
Durham at Raleigh.

VIRGINIA LEAGUE
Kinston at Richmond.
Wilson at Rocky Mount.
Portsmouth at Norfolk.

SOUTH ATLANTIC LEAGUE
Knoxville at Greenville.
Macon at Columbia.
Asheville at Spartanburg.
Augusta at Charlotte.

AMERICAN LEAGUE
St. Louis at Chicago.
Cleveland at Detroit.
New York at Philadelphia.
Boston at Washington.

NATIONAL LEAGUE
St. Louis at Pittsburgh.
Chicago at Cincinnati.
Philadelphia at New York.
Brooklyn at Boston.

Yesterday's Results

PIEDMONT LEAGUE
Winston-Salem 4; High Point 8.
Raleigh 0; Durham 4.
Salisbury 4; Greensboro 11.

VIRGINIA LEAGUE
Norfolk 8; Portsmouth 4.
Richmond 18; Kinston 11.
Rocky Mount 4; Wilson 2.

CENTRAL CAROLINA LEAGUE
Nashville 8; Kenly 3.
Pinetops 8; Stantonsburg 5 (11 innings).

SOUTH ATLANTIC LEAGUE
Enfield 9; Bailey 7.
Greenville 10; Knoxville 6.
Charlotte 9; Augusta 2.

Spartanburg 5; Asheville 12.
Columbia 8; Macon 3.

SOUTHERN ASSOCIATION
Chattanooga 13; New Orleans 21.
Little Rock 4; Atlanta 3.
Nashville 15; Mobile 3.

AMERICAN LEAGUE
Cleveland 4; St. Louis 7.
Detroit 13; Chicago 9.
New York 4; Philadelphia 6.

NATIONAL LEAGUE
St. Louis 5; Pittsburgh 6.
Chicago 10; Cincinnati 6.
Brooklyn 11; Boston 5.

Philadelphia-New York, rain.
Philadelphia 11; Boston 5.

INTERNATIONAL LEAGUE
Syracuse 9; Buffalo 5.
Providence 6; Reading 3.
Rochester 1; Toronto 1 (tie, called end 18th).

Baltimore-Jersey City, rain.

Nathan Crandall Paroled By Governor

Raleigh, May 30.—Governor McLean has paroled Nathan Crandall, who was convicted at the January, 1925 term of the Superior Court of Pitt County of the larceny of tobacco.

judge said:

"Since his trial, Jesse Pilgreen, at the April term of the Pitt County Superior Court entered a plea of guilty to the charge of murder and after the murder case was disposed of told me that he was the person who in fact stole the tobacco."

Governor McLean has declined to extend executive clemency in the following cases:

J. J. Christy, Rowan county, serving from two to four years in the state prison on the charge of larceny.

ceny.

Monroe Johnson, Guilford county, sentenced to be electrocuted, later commuted to life imprisonment and later still commuted to 24 years as a minimum and 30 years as a maximum.

Oscar Wright, New Hanover county, serving two years of the roads on the charge of violating the prohibition law.

Paul Kirkman, Rockingham county, serving six years in the state prison on the charge of breaking and entering and larceny.

ADMINISTRATRIX NOTICE.

The undersigned having qualified as administratrix of the estate of J. W. Smith, deceased, this is to notify all persons having claims against the said estate to file same with the undersigned on or before 22nd day of May 1926 or this notice will be pleaded in bar of recovery. All persons indebted to the estate will kindly make immediate payment to the undersigned.

This May 22nd, 1925.

MRS. MARY E. SMITH,
25, 1st 4th Adminstratrix.

DISSOLUTION NOTICE.

This is to notify the public that the partnership existing between C. T. Bullock and Jehu Gurganus, trading as the Greenville Grocery Company, located on Dickinson Avenue has been dissolved, with C. T. Bullock selling his interest to Jehu Gurganus. Mr. Gurganus will assume all obligations and collect all accounts.

C. T. BULLOCK,
H. G. Gurganus.

23 1st 4th.

Colored Property For Sale

Two nice new houses on Reade Street, electric lights and water, desirable location, two minutes' walk from Post Office. Large lot suitable for garden or chickens. Easy weekly terms.

P. O. Box 116, City

WE MANUFACTURE—

Store, Office and Bank Fixtures, Columns, Mantels, French Doors, Cabinets, Screens, Transoms, Frames, Counters, Ice Boxes, Desks, furnish the highest grade of material and workmanship and our prices are cheaper.

W. M. CARTER
Evans Street.

TAX LISTING TIME.

You must list your taxes during the month of May or else be double taxed. I can be found in the grand jury room at the court house from 9 a. m. until 5 p. m. daily.

All farmers must come prepared to list the number of acres of each kind of crops including fruit trees and truck.

H. S. RAGSDALE,
List Taker for Greenville Township.
5 till May 30.

HEDGPETH & CO.

BROKERS

2nd Floor Noble Bldg., Phone 130
Cotton, Grain, Stocks, Bonds, Cotton Seed Oil.

MEMBERS

New York Stock Exchange
New York Cotton Exchange
New Orleans Cotton Exchange
New York Produce Exchange
Chicago Board of Trade
Private wire connections to
Fenner & Beane
New York New Orleans

C. B. ROWLETT

Insurance

Life, Health, Accident.
With The Travelers
Insurance Co.

USE OUR WANT ADS

GOOD PLUMBING IS
THE VERY THING —
TO MAKE YOU
HAPPIER
THIS
SPRING

PLUMBING

Congleton's
Little Plumber

In the springtime everybody and his brother and his cousin Bill are looking for happiness. One way to make certain that you're going to enjoy this season of the year is to install some good, dependable plumbing. If you're going to build this spring it would pay you to talk over the specifications with us.

L. G. CONGLETON

117 Cotanch St. Phone 550

Next to Exide Battery Service Co.

AT INSTANT

COMMAND!

Gallons of hot water gush forth quick-as-a-wink! It will make your bath a delight and your wife's kitchen work easier.

The Humphrey water heater gives you this labor-saver and comfort, economically. See it in our store.

S. T. HICKS

Plumbing and Heating
Phone 60, 523 Dickinson Ave.

FOR SALE

2 Story 8 Room House. Practically new. (Not completed.) Garage. Real bargain. West A. C. L. R.

L. J. SMITH

Insurance and Real Estate.
No 806 Evans St., Phone 308.

The American Silk Journal
Established 1883

October 27, 1924

Miller & Rhoads, Inc.
Broad & Sixth Sts.
Richmond, Va.

Att.: Mr. W. R. Scott,
Silk Department.

Gentlemen:

You may not know it but the travelling man covering your territory seem to think that you are considerably in advance over your contemporaries in your method of showing and merchandising silks.

Would it be possible for you to tell us the particular plan of operation that has given you the best results, and if it is largely a matter of display, would you give us a photograph of your department?

Yours very truly,
THE AMERICAN SILK JOURNAL
By G. F. Arnold

What one of America's great Silk Journals thinks of Miller & Rhoads' Silk Department

At the left is reproduced a letter from The American Silk Journal, one of the leading publications of the silk trade. Below is an editorial article which appeared in a recent issue of the paper, based on Miller & Rhoads' reply to their letter.

Protection Against Imperfect Merchandise



View of a section of Miller & Rhoads' Silk Department

THE most complete stocks; the very latest weaves; the newest colors; the best values. Prompt and intelligent service whether one visits the store in person, or orders by mail.

54-inch Bordered Crepes
50-inch Bordered Pongees
54-inch Black Satin
Bengaline Silk Coatings

Bayadere Striped Coatings
Satin Crepes
Flat Crepes
Satin Canton Crepes

Crepe de Chines
Crepe Niobe
Satin Duchesse
Printed Foulards

Printed Crepes
Novelty Silks
Taffeta Silks
Printed Crepe de Chines

Japanese Habuti
Japanese Pongees
Shantung Pongees
Solid Colored Silk Broadcloths

Striped Silk Broadcloths
Striped Wash Silk Crepes
Darbrook Wash Silks
Baroda Wash Silk Crepes

Orkeda Silks
Satin Charmeuse
Suede Silk Crepes
Faillie Francaise

Faillie Modesta
Black Gros Grain Silk
Black Japanese Waterproof Silks
Radium Silks

Sport Satins
Brocade Velvet Chiffons
Brocade Velvet Georgettes
Brocade Metallic Silks

Crepe Roma
Crepe Chiffon
Crepe Georgettes
Ombre Georgettes

Printed Georgettes
Printed Chiffons
Printed Broche Crepe

FOR the last year or two there has been a fairly considerable complaint among buyers about the quality of silks on the market. For his own purposes, at least, Waverly R. Scott, buyer for Miller & Rhoads, Inc., Richmond, Va., has found the answer to the problem.

"We have every piece of silk examined before offering it for sale," he says. "This costs us both time and money, but we have found it to be very important, in fact absolutely necessary if we wish to offer only worthy silks to our patrons."

Important as this policy plainly is, it involves others that are of equal significance. The buyer who adopts this practice is evidently a careful buyer, whose chief concern is quality rather than price. He is the kind of buyer that every reputable silk manufacturer is looking for. These manufacturers say quite frankly, when they hear remarks about imperfect merchandise, that if buyers were less diligent bargain hunters and were willing to pay for good quality, there would be fewer complaints about the character of the silks on their counters.

Miller & Rhoads' policy is to buy the best value to be had. "In order to do this," Mr. Scott says, "we have to search the silk market thoroughly and con-

tinuously, which means, 'eternal vigilance'. We do not buy silks chiefly because they are cheap, or priced low, though we buy some low-priced silks, but only those that have merit and such as we can recommend to our customers. We buy and show the new things first."

Mr. Scott follows other basic merchandising principles that are interesting and serve to explain why the Miller-Rhoads' silk department has such a fine reputation in Virginia. He understands that fabrics have to be sold as well as bought and that one way of promoting sales is to display them to good advantage.

As a competent sales force is of an inestimable value to a department Mr. Scott gives his assistants training not only in display methods and color harmonies and contrasts, but also in selling. He trains them not simply to be courteous and sell silks, but to sell the kind of silk best suited for the purpose for which it is to be used and in such a manner that the customer will feel that she has bought the silk, rather than that the salesman has sold it to her.

"In other words," says Mr. Scott, "how a sale is made is just as important to us as to know the sale is made."

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