



EAST-WEST SQUARED OFF FOR BATTLE

Pasadena, Calif., Jan. 2.—(AP)—A powerful and unbeaten University of Pittsburgh football team...

It was to be a battle of many contests rolled into one. Pupil opponent teacher; East arrayed itself against West...

The third attempt of Stanford to win a tournament game found many opinions prevalent...

Gridiron experts, the coaches of the southland, were almost overwhelmingly for Stanford...

WHIRLWIND OFFENSE CARRIES PITT TO NEW FAME ON COURT



Five explanations for the University of Pittsburgh's sensational sweep of college basketball courts...

Pittsburgh, Pa.—(AP)—Good coaching and a whirlwind attack by the University of Pittsburgh...

While the Panther football team which shared Eastern championship recognition with Yale was turning toward Pasadena Cal. for the Tournament of Roses battle with Stanford...

It is this that gave the Panthers the "Big Ten" and Eastern championships...

For years in Charlie Haytt and Lester Cohen, who played on the University of Pittsburgh...

Even bigger than Cohen is "Red" McMahon, center for three seasons...

This high-powered squad has been welded into a deadly scoring machine by H. C. (Red) Carlson...

Company were more than a million dollars when it was adjudicated bankruptcy...

Mr. Horne has applied for a discharge from bankruptcy and a meeting of the creditors and lawyers here on February may decide whether or not his request will be granted...

SMITH WINS TOURNAMENT

Los Angeles, Jan. 2.—(AP)—Averaging even par, MacDonald Smith of Great Neck, Long Island...

The eastern style took a 74 in the initial round Friday, cranked par by three strokes with a 69 Saturday and yesterday poured the evening course in 71 and 73...

Bobby Cruikshank, of New York, who will defend his Los Angeles open title starting January 6...

Norse Sailors Enter Olympics Oslo, Norway, (AP)—Norway is the latest entrant in the Yacht Races...

Texan Champion



K. C. Watkins of Plains, Texas, first-class freeman almost the U. S. S. California...

Punch and Judy Entertainer To Come Here Soon

Season tickets for the winter and spring series of entertainments offered by the Carolina Teachers College will be placed on sale January 3...

Five similar craft are under construction in Finland...

The Norwegian yacht is to be built by Johan Anker who is well known in American yachting circles...

Hears Missing Plane



Raymond H. Black, radio operator of the steam trawler Tide, reported at Boston...

Former Harvard Sprinter Hurt

Cambridge, Mass., Jan. 2.—(AP)—Al Miller, former Harvard sprinter who is training for the Olympic trials...

Golf Tournament Opens at Miami

Miami, Fla., Jan. 2.—(AP)—The first of the "big time" golf tournaments for the southern winter season opened here today...

Australia Expects Boom

Sydney, (AP)—Australia is looking for a boom in New South Wales with the completion of the new railway running 690 miles...

Typist Abandons Attempt to Swim Gibraltar Straits

Tangier, Morocco, Jan. 2.—(AP)—Miss Mercedes Gliez, London typist, who set out on her second attempt to swim the Straits of Gibraltar...

242 Petitions In Bankruptcy In District

Raleigh, Jan. 2.—(AP)—A total of 242 voluntary and involuntary petitions in bankruptcy were filed in the Eastern North Carolina Federal District during 1927...

Couldn't Wag Tail

Holland, O. (AP)—Telephone operators get odd requests...

Want Ads Pay

Paris, (AP)—The nearest thing to a jockey's costume that has invaded French drawing rooms is the Jeanne Lanvin model of black satin...

Lawyer Proposes Jockey Dresses

Paris, (AP)—The nearest thing to a jockey's costume that has invaded French drawing rooms is the Jeanne Lanvin model of black satin...

Drinking Parties Cause Four Deaths In Chicago Sunday

Pittsburgh, Jan. 2.—(AP)—Four dead and one dying today was the toll of New Year's drinking parties here...

Fireworks A Plenty When These Boxers Mix It Up



Bob Taylor (left) the Terre Haute, Ind., punching Square Garden. This was the "rubber game" of the series...

BEWARE THE COUGH OR COLD THAT HANGS ON

Persistent coughs and colds lead to serious trouble. You can stop them now with Creomulsion...

KEYS KILPAIN Tablets and Powders For Headache, Toothache, Etc. Manufactured by J. Key Brown, Druggist

GREENVILLE ELECTRIC CO. Everything Electrical Fourth St. Phone 730

To Cure a Cold in One Day Take Laxative Bromo Quinine tablets. The tonic and laxative effect of Laxative Bromo Quinine Tablets will fortify the system against Grip, Influenza and other serious ill results resulting from a Cold. Price 25c.

12 Pct. INVESTMENT Fire Room Bungalow Water, Lights, bath, Garage, "West End." \$750 Cash. Balance easy. L. J. SMITH Real Estate—Insurance 107 East 4th St. Phone 303

Winter is near and your out-of-door heating plants may need some repairs. Call J. J. Aman for service and quality at the lowest price possible. Phone Rex. 42-1W Office 734 J. D. AMAN Contractor for Sanitary Plumbing and Heating 417 Cotman Street

best known here because of his play "The Servant in the House" and his wife, Edith Wynne Matthison...

NEW YORK HARBOR BLANKETED IN FOG

New York, Dec. 31.—(AP)—New York harbor was blanketed in fog today...

Our Daily Special 4 PIECE BEDROOM SUITE Consisting of Vanity Dressing, High Base Dresser, Chest of Drawers, Toward Bedstead. \$67.75 Home Furniture Co. The Right Price Furniture Store Corner 8th St. & Dickinson Ave. Phone 79

Become better acquainted with CALCIUM NITRATE (Nitrate of Lime) 15% Nitrogen 18.25% Ammonia 28% Lime (56% limestone equivalent) You will find it well adapted to your conditions. It contains both calcium and nitrogen—food elements necessary to the growth of plants and animals.

Synthetic Nitrogen Products Increase Your Profit with Nitrogen

HAPPY NEW YEAR 1928 We wish you and your family a Happy New Year with the blessings of Prosperity overflowing. We thank you many times for your support and patronage during the past year—and to say this store will save you on your purchases many dollars during the year, 1928, as our big buying power enables us to buy at the lowest prices, and best merchandise. And during our "Happy Buyers' Sale" we ask you to keep your eyes on these great bargains which are overflowing our large two-story building. Thank you. Your Friends, TAFT & VANDYKE



DAILY REFLECTOR

Established 1882. Every Afternoon Except Sunday. DAVID J. WHICHARD, Jr., Owner and Publisher. Telephone 88.

Entered at the Post Office at Greenville, N. C., as second class mail matter.

SUBSCRIPTION RATES: One year \$5.00, Six months \$3.00, Three months \$1.75, One month .50, One week (by carrier) .20, One week .15.

Monday January 2, 1928

ABOUT TOWN

Naturally, the writer of this column wishes to perpetuate an old custom—that of wishing our readers the happiest returns of the day. New Year, in our opinion has always been one of the most solemn occasions of the 365 days that go to constitute an entire year...

"I do not expect 1928 to be any boom year, but I do believe it will be everything the thrifty, far-sighted business man desires it to be," declared W. H. Woolard, vice president of the Greenville Banking & Trust Company...

"Business conditions in virtually all sections of the country seem to be fairly sound. Some localities are in better shape than others, however. Pitt county happens to be in fine shape, and with due application of our own efforts, we should be able to make 1928 as great if not greater than any previous year."

"The New Year seems to hold forth exceptionally fine opportunities for Greenville and Pitt county," Curtis Perkins, of the local clothing establishment bearing his name, told the writer of this column today.

"The only way we have of judging of the future is by the past. Patrick Henry uttered these words during one of the most stormy periods in the history of the country. They are as applicable today as they were then."

"Greenville and Pitt county have an enviable record to look back upon. That they will continue to carry on in the future as in the past, I have not the slightest doubt. Faith in ourselves and our great possibilities will do much towards making the New Year the greatest the locality has ever known."

"The New Year looks exceptionally good for bankers, business men and bachelors," W. L. Whedbee, junior member of the law firm of Skinner, Cooper and Whedbee, said this morning.

"Greenville has had a splendid crop of bachelors for several years, and as the New Year ushers in proverbial 'leap year,' the chance for them finding a lifetime companion was never better."

"All permanent bachelors not receiving a proposition during the year might as well count themselves as hopeless. I know of two or three around town that have been regular landmarks as far back as memory serves me. Unless they get 'tied' up this year it is my opinion that the government should enact a law similar to that in one of the foreign countries whereby every unmarried man over a certain age is compelled to support one old maid."

"As to the business outlook, I honestly believe conditions right at this time were never brighter for this immediate territory. With Greenville and Pitt county taking front rank among tobacco producing sections, there is ever reason to be optimistic as to the outcome of 1928."

"When bankers talk everybody expects them to talk about financial matters," Fred Forbes, cashier of the National Bank of Greenville, said today.

"But just to show that this opinion is wrong I am going to talk about something near the heart of the majority of people of this great town and county—agriculture."

"Of course I am not well versed in farming, but coming in contact with thousands of farmers annually and hearing them talk of conditions prevailing in their particular localities has given me a pretty good idea of how things are going."

"Pitt county farmers make millions of dollars every year. They spend the most of their earnings, forgetting the proverbial 'rainy day' that eventually comes in the life of every man."

"They could make agriculture a far greater industry if they would avoid debt and save as much as possible. Adoption of late methods of farming will mean little if principles of thrift do not accompany them."

"Make 1928 the greatest agricultural year in history by saving some of the money derived from our fertile soil."

Sears Arrested in New York. Raleigh, Jan. 2.—(AP)—After dodging the law for three months, Hilton Sears, 29, Johnston county, today was back in state prison here to finish serving a term for slaying his foster-mother.

Sears, convicted when 17, was arrested in New York and returned here by Sheriff Tom Talton of Johnston county.

Mountain Club Grets New Year With Rockets at Crest of Pikes Peak



A handful of mountaineers who call their group the AdAmAn club climb Pike's Peak in Colorado each new year at midnight with flares and rockets. Above are members on their hazardous way to the top; at the lower right is a view of the peak during the celebration and at the right is one of the group with some of the rocket, used in the novel watch party.

Colorado Spring, Colo. (AP)—At midnight on New Year's Eve the snow capped summit of Pike's Peak annually blazes forth a greeting to the surrounding world.

Giant rockets pencil colorful lines across the background of stars and powerful flares, concentrating a brilliance of a million candle power to signal to the entire Pike's Peak region the passing of the old year and the advent of the new. The pyrotechnic display is visible over a radius of 75 miles when the weather is clear.

The novel watch party is conducted by the AdAmAn club, an organization of mountaineers. For six years these men, laden with hundreds of pounds of fireworks, have tolled up the trails obliterated by snow, braving the fury of blizzards and Arctic temperatures to reach their meeting place 14,109 feet above sea level. The members are virtually the only persons who

scale the ice bound peak between the months of October and June. Each year the club adds one member. This year are new members George H. Harvey of Denver, president of the Colorado Mountain club.

This year \$1,100 went into fireworks for the celebration. One of the pieces, a giant pinwheel 40 feet wide, was constructed earlier and transported to the summit. The climbers always carry with them the powder for the wheel, rockets and flares.

The club consists of Fred Morath, president; H. L. Standley, Fred Barr, the Rev. George McDonald, John W. Garrett and Willis Magee of Colorado Springs; Carl Blaurock, William P. Ervin and George Harvey of Denver and Ed Morath of San Diego, Calif. Capt. Ronald Amundsen, the polar explorer, is an honorary member.

Here's a Man Who Makes His Home In a Cemetery



SEXTON J. W. IVEY, of Milledgeville, Ga., probably has the most unique home in the world. It's located right in the cemetery of that Southern town. And, at the first glance, you'd think it was one of the vaults, but a little closer inspection will show that it isn't a tomb, it's a cottage!

Fire Department Has Hectic Night On False Alarms

The Greenville fire department has responded to three false alarms and one near false alarm within the past thirty-six hours, according to announcement made this morning by George Clark, chief of the department.

Three of the alarms last night came from different parts of the city and are believed to have been sent in my pranking new year celebrations. One of the alarms, however was turned in with perfectly good intentions by someone who happened to mistake smoke from the furnace of Evans Street school building for a fire in that locality.

When the firemen arrived at the school, it was discovered that the janitor had merely fired up the

boilers of the heating system getting ready to have the school warm and comfortable for re-opening tomorrow. The janitor himself was comfortably situated, the fire chief explained. He had his girl with him and they were making merry as the fire roared in the boilers and smoke literally hung in a dense fog over the school grounds.

Mr. Clark said they were making an effort to apprehend those responsible for the false alarms. Pranks of this kind with the thermometer registering near zero are sure to be appreciated, and are punishable by law.

Stockholders Meeting. The annual meeting of the stockholders of The National Bank of Greenville, will be held in the Mayor's office on Tuesday, Jan. 10, 1928, at 11 o'clock.

E. J. FORBES, Cashier Dec 30-1927



See the New Chevrolet now on display!

Today, Chevrolet presents the crowning triumph of 16 years' continuous progress—a great new automobile so impressive in appearance, performance and staunchness that it marks the opening of a new era of luxurious transportation at low cost!

Built on a 107" wheelbase—4" longer than before—the Bigger and Better Chevrolet is impressively large, low and racy. Fashionable new colors in genuine Duco, rich new upholstery and handsome appointments lend an air of notable distinction; while a type of big car performance once thought impossible in a low-priced car has been achieved by numerous engineering advancements.

Table listing car models and prices: The Roadster \$495, The Sport Cabriolet \$665, The Touring \$495, The Imperial Landau \$715, The Coach \$585, Light Delivery \$375, The Coupe \$595, Utility Truck \$495, The Four-Door Sedan \$675.

- Features of advanced design and the completeness of detail demanded in the finest cars now offered in the New Chevrolet! Improved valve-in-head motor. Stronger frame 4" longer wheelbase 107". Thermostat control cooling system. New alloy "invar strut" pistons. New instrument panel, indirectly lighted. New ball bearing worm and gear steering. Semi-elliptic shock absorber springs; 84 per cent of wheelbase. Safety gasoline tank at rear. Larger balloon tires 30" x 4.50". New streamline bodies by Fisher. New Duco colors. Theft-proof steering and ignition lock. AC oil filter. AC air cleaner. Single-plate dry disc-clutch. New crankcase breathing system. New two-port exhaust. Alemite pressure gun lubrication. Heavy one-piece full-crown fenders. Vacuum tank fuel supply.



PITT CHEVROLET CO. INC.

GREENVILLE, N. C. ASSOCIATED DEALER L. P. ELLIS MOTOR COMPANY Ayden, N. C.

QUALITY AT LOW COST



