

SOUTHERN RY. ISSUES FINANCIAL STATEMENT

Showing Marked Decrease in Income—Large Amount Spent for Improvements.

Washington, May 3.—The results of operation of Southern Railway company, for the months of March, 1915 and 1914, and for the period of nine months this year and last year, exclusive of interest, rentals and other income charges, were announced by Comptroller A. H. Plant today as follows: Gross revenues, March, 1915, \$5,290,249; March, 1914, \$5,064,587; decrease, \$225,662, or 4.46 per cent.

Operating expenses, taxes and uncollectible railway revenue, March, 1915, \$4,036,977; March, 1914, \$4,745,801; decrease, \$708,824, or 14.94 per cent.

Operating income, March, 1915, \$1,253,272; March, 1914, \$1,318,796; decrease, \$65,524, or 4.97 per cent. In addition to the foregoing operating expenses, the company spent during the month for improvements to its roadway and structures, \$743,165.76, as against \$244,599.28, for March, 1914, an increase of \$498,566.47.

Corresponding results for the nine months, are as follows: Gross revenue, this year \$47,326,234; last year \$54,095,612; decrease, \$6,769,378, or 12.51 per cent.

Operating expenses, taxes and uncollectible railway revenue, this year, \$37,703,293; last year, \$40,709,742; decrease, \$3,006,449, or 7.39 per cent.

Operating income, this year, \$9,622,941; last year, \$13,385,870; decrease, \$3,762,929 or 28.11 per cent. In addition to the foregoing operating expenses, the company spent, during the nine months this year, for improvements to its roadway and structures, \$6,951,846.89, as against \$2,092,160.33 during same period last year, an increase of \$4,859,686.56.

Operating income as shown above represents the amount remaining after the payment of only those expenses incurred in the actual operation of railway and of taxes, and takes no account of the charges for hire of equipment, rental or leased lines, terminals, and other facilities, and interest on funded debt (bonds), all of which costs are charged against operating income.

NEW DEPARTURE BY CENSUS BUREAU Will Take Local Census Between Periods at Request and Expense of Cities.

Washington, May 3.—The Census bureau has established a new precedent by enumerating, at local request and expense, the population of a city between census years. This was done last month at Tulsa, Okla., under authority of a presidential order, and as a result the population of that city on April 15, 1915, was officially announced a few days ago as 28,240 exclusive of 1,985 persons living on "Indian lands" located within or adjacent to the city but politically distinct from it.

If Back Hurts Use Salts For Kidneys Eat Less Meat if Kidneys Feel Like Lead or Bladder Bothers.

Most folks forget that the kidneys, like the bowels, get sluggish and clogged and need a flushing occasionally, else we have backache and dull misery in the kidney region, severe headaches, rheumatic twinges, torpid liver, acid stomach, sleeplessness and all sorts of bladder disorders.

You simply must keep your kidneys active and clean, and the moment you feel an ache or pain in the kidney region, get about four ounces of Jad Salts from any good drug store here, take a tablespoonful in a glass of water before breakfast for a few days and your kidneys will then act fine. This famous salt is made from the acid of grapes and lemon juice, combined with lithia, and is harmless to flush clogged kidneys and stimulate them to normal activity. It also neutralizes the acids in the urine so it no longer irritates, thus ending bladder disorders.

Jad Salts is harmless; inexpensive; makes a delightful effervescent lithia water drink which everybody should take now and then to keep their kidneys clean, thus avoiding serious complications.

A well-known local druggist says he sells lots of Jad Salts to folks who believe in overcoming kidney trouble while it is only trouble.

Season Tickets For Our Forthcoming Redpath Chautauqua

In arranging to inaugurate this Chautauqua this year the local committee bought 1,000 \$2.50 season tickets, which will be sold, while they last, by them for \$2.00 each.

When these tickets are exhausted no season tickets thereafter can be had for less than \$2.50 Also, the price of season tickets will not be reduced from the first day to the close of the Chautauqua.

For the single admissions to the respective entertainments see program. Season tickets are non-transferable except within the owner's family.

All season tickets are good for seven week days. There will be no Chautauqua on Sunday.

CHILDREN'S TICKETS Admit children aged six to fourteen years inclusive. All children are admitted to the children's work free.

Chautauqua Week Here May 10th. to 17th.

Harvesting and Packing Southern Strawberry Crop

WASHINGTON, May 3.—The following summary taken from a new farmer's bulletin, No. 6664, of the United States department of agriculture, "Strawberry Growing in the South," shows the importance of careful grading and packing if the grower expects to obtain "quality" prices:

Picking the Fruit. The stage of maturity at which berries should be picked depends upon the distance they are to be shipped. When grown for a local market they should be picked when thoroughly ripe but not soft. If grown for a distant market the berries must be picked before they are thoroughly ripe, but they should be fully grown and about three-fourths ripe. If picked before they are colored the berries will shrink and wither, making them unfit for sale. Strawberries should be picked with a short piece of stem attached (about one-fourth to one-half inch), they should never be slipped from the stem, as that spoils their appearance and injures their shipping and keeping qualities.

Packing. Uniformity in the pack is essential in order to obtain high prices for strawberries, and this can be secured only when the berries have been carefully graded and sorted. Some growers have the berries graded in the field.

A common practice in some sections is to pick the ripe berries of all grades into the same box and when the tray is full to take it to the packing shed, where the berries are sorted and packed. The graders dump the berries on a table and pick out the green, overripe or small berries. The others are placed in the boxes, one of the graders arranging the top layers in such a way that the berries show to best advantage. When berries are packed in this manner, care should be taken not to put the small, inferior berries in the center of the box and the large fine berries on top. The fruit should be uniform throughout the box, with the top layer merely placed to add to the attractiveness of the pack and to hold the fruit in place. Where a fancy pack it put up, the berries should be divided into two grades.

After the berries are picked they should be placed in the shade as soon as possible, for heat injures the fruit in a short time. The pickers should not be allowed to leave the filled boxes along the rows, where the berries will be exposed to the sun. The

shorter the time that elapses after the fruit is picked before it is put into refrigerator cars or refrigerator boxes the better it is for the berries, which will continue to ripen rapidly until they are chilled.

Large Crates Preferable. Many different types of boxes and crates are used for strawberries, but the tendency is toward a standard full-size quart box. In fact, in several States it is illegal to offer for sale a short box; shipments to these markets must be handled to conform with the laws. The boxes now in use are the American or standard quart berry box which holds a full quart; the octagon box, and the square scale-board type of quart and pint boxes. The American type is the one that is most generally used; it is full size, strongly made, and packs well in the crate. The octagon box is objectionable on account of its shape and the raised bottom. A long, narrow box is not satisfactory, because it is inconvenient to pick up without grasping the sides between the thumb and fingers, and when handled in this way the berries are likely to be mashed. Moreover, the sides of boxes with raised bottoms often split off below the bottom, causing the boxes to tip over. The scale-board boxes are cheaper than split-board boxes, but as the latter are more substantial they are preferred in nearly all markets. The type of crate depends on the boxes that are used. Any crate that is substantially built and well ventilated is satisfactory, but cost is an important consideration, as they are not returned to the shipper. The largest crate that can be handled conveniently is the one to use, as the large ones are cheaper in proportion to the quantity of berries they carry. The used, though in some sections the 50 quart crate is employed. Crates with hinged lids have an advantage over others in that they provide for the inspection of the fruit to better advantage. The hinged-lid crate invites inspection and this is a point in its favor.

A large part of the strawberry crop grown in Florida is shipped to northern markets in refrigerator boxes. These boxes, or pony refrigerators, hold 64 or 80 quarts of berries. After the boxes of berries are placed in the refrigerator a metal tray is put in place above the berries and filled with ice. The main advantage in using these refrigerator boxes is in long distance express shipments where refrigeration is necessary.

NEWSPAPERS THE STANDARD FORM OF ADVERTISING

R. J. Reynolds Says They Are the Right Mediums to Reach the People With a Good Article

CITES OWN SUCCESS

Manufacturer of Prince Albert and Camels a Firm Believer in the Power of the Daily Press

BACKS BUSINESS JUDGMENT

Depression or no Depression, R. J. Reynolds Co. Never Hesitates to Advertise, Because Buyers Will Respond—Optimistic Over Trade Conditions.

From boyhood days, as a tobacco factory laborer to president and active director of one of the world's largest tobacco industries, tells the

development of the industry. Tobacco, as an industry, lacked all system when Mr. Reynolds entered the business years ago. The grower was subject to laws of greed and chance, which means he was paid for the tobacco he grew any price speculators chose to fix. With the development of manufacturing came real competition for the leaf, which in turn, developed splendid warehouses for its proper handling and grading that completely uprooted practices of the speculators and gave all an equal chance.

Mr. Reynolds is a modest, unassuming man of unusual size, with indefatigable energy and independent will. Among all the many thousands of employees in the great factories at Winston-Salem, there is no one more approachable, more democratic in character than the founder and president, who watches with the closest scrutiny and directs with extreme foresight every phase of his immense business.

Mr. Reynolds talks so interestingly as he reads the story of his business success. "I started my career in growing and manufacturing tobacco when I was a boy," said the founder, as he chatted to the writer in the big executive building at Winston-Salem a few weeks ago, "serving my time as a laborer in a tobacco factory. At the age of 18 I was promoted to superintendent of this factory. In those days tobacco factories only ran four months in the year and the other eight months I was engaged as a tobacco salesman."

Only to Make a Fair Profit. "The principles that governed my work from the beginning are the foundation of this business. In the early days some of the boys on the road had an idea that the ones who could lie the biggest were the best salesmen. Nearly all of these fellows were glib talkers and their influence was not the best for a boy. My father realizing this, told me the day that I started out to sell tobacco that I should not try to make a big profit, but a fair profit."

"In the section in which I was raised at that time railroads were few and far between. I, therefore, loaded a wagon with tobacco and would drive through the mountains, calling on farmers, selling them their supplies for a year, taking in exchange for this tobacco money or farm products. The experience I had in manufacturing tobacco and

PITHY VIEWS OF A BIG NEWSPAPER ADVERTISER

Extracts from the interview with Mr. R. J. Reynolds: "Newspapers are unquestionably the standard form of advertising."

"Newspapers are good advertising mediums or this company would have found it out before it began investing hundreds of thousands of dollars in their columns annually."

"A manufacturer who has a good product and will tell the truth about it in the daily newspapers will make an unqualified success."

"It would be hard to depreciate the value of the newspaper as an advertising medium."

tion and sincerity and a fine realization of square dealing can produce in success. Principles that governed Mr. Reynolds' work from the very start are the foundation of the present enormous business.

Mr. Reynolds was one of the first men to see the possibilities of the culture and manufacture of tobacco in the world-renowned Piedmont region, and not lacking in courage and boldness, risked everything he had to try it out. The venture has not only blessed personally the labor of his own hands, but likewise the labor of thousands and thousands who depend entirely upon the culture or manufacture of tobacco for their livelihood.

Development of the Industry. Tobacco, as an industry, lacked all system when Mr. Reynolds entered the business years ago. The grower was subject to laws of greed and chance, which means he was paid for the tobacco he grew any price speculators chose to fix. With the development of manufacturing came real competition for the leaf, which in turn, developed splendid warehouses for its proper handling and grading that completely uprooted practices of the speculators and gave all an equal chance.

Mr. Reynolds is a modest, unassuming man of unusual size, with indefatigable energy and independent will. Among all the many thousands of employees in the great factories at Winston-Salem, there is no one more approachable, more democratic in character than the founder and president, who watches with the closest scrutiny and directs with extreme foresight every phase of his immense business.

Mr. Reynolds talks so interestingly as he reads the story of his business success. "I started my career in growing and manufacturing tobacco when I was a boy," said the founder, as he chatted to the writer in the big executive building at Winston-Salem a few weeks ago, "serving my time as a laborer in a tobacco factory. At the age of 18 I was promoted to superintendent of this factory. In those days tobacco factories only ran four months in the year and the other eight months I was engaged as a tobacco salesman."

Only to Make a Fair Profit. "The principles that governed my work from the beginning are the foundation of this business. In the early days some of the boys on the road had an idea that the ones who could lie the biggest were the best salesmen. Nearly all of these fellows were glib talkers and their influence was not the best for a boy. My father realizing this, told me the day that I started out to sell tobacco that I should not try to make a big profit, but a fair profit."

"In the section in which I was raised at that time railroads were few and far between. I, therefore, loaded a wagon with tobacco and would drive through the mountains, calling on farmers, selling them their supplies for a year, taking in exchange for this tobacco money or farm products. The experience I had in manufacturing tobacco and



R. J. REYNOLDS Founder and President of the R. J. Reynolds Tobacco Co.

LANDER COLLEGE

Monday was given over to the fun and frolic of field day. When the day was set the weather man had not been consulted, and it was found to be rather warm. But every one seemed to have a pleasant time and some fine games were played. The tennis trophy cup was won by Miss Oriana Berry, and the Rompers captured the baseball cup.

One day his week at chapel "as girls had the pleasure of hearing Mrs. Motte Martin, a Presbyterian missionary at home from the Belgian Congo. She made a wonderful plea for more workers in the Dark Continent. With Mrs. Martin were her baby son and his nurse Bakuma, who is the daughter of an African chief.

Dr. Wilson was absent several days this week attending district conferences at Marion and at Andrews. Mr. Edwards, of the faculty, represented Lander at the conference at Honea Path.

The weekly talk was made by Mr. D. A. G. Outz who spoke in a most interesting way on fraternal insurance.

Miss Keely, Miss Sara Keely and Miss Brown returned last week from a delightful trip to the Magnolia gardens near Charleston.

Ladies! Secret to Darken Gray Hair

Bring Back Its Color and Lustre With Grandma's Sage Tea Recipe.

Common garden sage brewed into a heavy tea, with sulphur and alcohol added, will turn gray, streaked and faded hair beautifully dark and luxuriant; remove every bit of dandruff; stop scalp itching and falling hair. Mixing the Sage Tea and Sulphur recipe at a home, though, is troublesome. An easier way is to get the ready-to-use tonic, costing about 50 cents a large bottle, at drug stores, known as "Wyeth's Sage and Sulphur Compound," thus avoiding a lot of muss.

While wispy, gray, faded hair is not a sign, we all desire to retain our youthful appearance and attractiveness. By darkening your hair with Wyeth's Sage and Sulphur, no one can tell, because it does it so naturally, so evenly. You just dampen a sponge or soft brush with it and draw this through your hair, taking one small strand at a time; by morning all gray hairs have disappeared. After another application or two your hair becomes beautifully dark, glossy, soft and luxuriant and you appear years younger.

SOLE KIDNEY PILLS FOR BACKACHE, HEADACHE, BLINDNESS, ETC.

You can get the news while it's new in The Morning Daily Intelligencer.

Advertisement for Gold Band Soap Wrappers and Ryan's Naphtha Powdered Soap Coupons, featuring a Gold Band Soap wrapper and a Ryan's Naphtha Soap box.

Peoples New Furniture Co. 117 E. WHITNER ST. ANDERSON. Come in and Get Our Premium List

selling the output of the factory to actual consumers has been and is today, valuable in the conduct of this business.

Experimenting in Advertising. "In 1872 I felt the need of a more thorough business education and gave up this work to take a course at a business college. In 1873 I began the manufacture of tobacco in a log cabin factory 60 miles from a railroad in Patrick county, Virginia, with a capital of \$2,700. The first year I sold 40,000 pounds, the next year 80,000 pounds and then sold my brands and trade marks to my partners, and moved to Winston-Salem for the benefit of railroad facilities, and on account of this town being located in the center of the belt in which the finest tobacco in the world is grown."

"I erected here a plant that cost \$2,400 and began business with a capital of \$7,500, taking in a partner, whom I bought out two years later. We manufactured the first year, 150,000 pounds, which was the capacity of the plant. From then on, about every other year, this factory was built on top, bottom and additions made to each end, until the business was increased to 1,000,000 pounds, having taken 18 years to secure this volume."

"In 1892 the business amounted to 1,085,929 pounds; in 1893 the business amounted to 1,006,101 pounds. Seeing that my business had lost over the previous year and having accumulated more capital than was necessary to run the business, I decided to experiment in advertising. It was really my first experience and I have found it profitable ever since."

Big Returns From Advertising. "I spent about \$4,000 in 1894 and secured an increase to 1,216,323 pounds. Seeing that the profits on the increase I made more than reimbursed me for the money invested, I was influenced to make an appropriation for the next year of \$40,800 and erect a building with a capacity of ten times the business that was being done at that time. The \$40,000 expenditure increased the business that year to 2,123,763 pounds."

"The sixth year this factory was overworked, the output representing 11,339,822 pounds. Since that time the appropriation for advertising has been increased year after year proportionately with the increase in business."

Mr. Reynolds is a firm believer in surrounding himself with able lieutenants. As early as 1888 he effected an arrangement with some of his employees, whereby they would share in the profits of the business. In 1893 a company was formed and incorporated. The percentage of profits that employees were receiving represented the percentage of stock they had in the company. A number of the same employees are engaged in this business today.

Newspapers the Standard. "Newspapers and magazines have constituted the backbone of all our advertising," continued Mr. Reynolds. "I believe that a manufacturer who has a good product with which he can make a popular appeal, and will tell the truth about it in the daily newspapers, backed with a good selling organization, will make an unequalled success. I have had ample experience with this form of advertising to prove, beyond any doubt, that newspapers are, unquestionably, the standard form of advertising."

"This business is international in its scope. We, therefore, have passed the stage on several brands as far as local advertising is concerned. Hence, in connection with newspaper advertising, we use national publications. In establishing brands we cover the country section by section, relying on newspapers for our main advertising support."

"When you consider the number of newspapers that daily go into the millions of home and how dependent we all are upon them for the world's news, it would be hard to depreciate their value as an advertising medium. After all, it's a simple matter of manufacturing a good article—and letting the people know the truth about it. No retrenchment owing to war."

"Yes, newspapers are good advertising mediums, or this company would have found it out before it began investing hundreds of thousands of dollars in their columns annually. "This company thought enough of advertising as a selling medium not to retrench on expenses in this division of the business when the European war broke out. As a matter of fact, more money was apportioned to advertising than we would have otherwise expended. As a result, we are doing the largest business in our history."

"We conduct our business conservatively, having no money to throw away in any direction. But this company never hesitates to back its business judgment, depression or no depression. If we waited for good times to roll around to get business, there would be mighty little incentive for work. The time to work is all the time. And the time to pull that extra spurt that every man has stored away is in slack times. We meet conditions and overcome them."

"As a matter of fact, business throughout the entire land is improving; very much faster than the pessimists dare to admit."

Notable Examples of Success. Returning to the subject of advertising, Mr. Reynolds said: "Probably the best example in this history of advertising is Prince Albert pipe and cigarette tobacco. Six years ago it was a new brand. Real and true tobacco quality behind every printed word has made Prince Albert the largest selling brand of smoking tobacco in every civilized count. "Camel cigarettes is another example. Less than a year ago we introduced Camels to the public, and through advertising, backed by unquestioned quality, are now selling in a national way. This company has several other brands that are by far the largest sellers in their respective markets."

Legal Notices

NOTICE AS TO COMMUTATION ROAD TAX

All persons liable to road tax for 1915 are hereby notified that the time for payment to the county treasurer of said taxes will expire on the 1st day of May, 1915. After that date a penalty will be attached.

J. MACK KING, Supervisor.

For Coughs that "Hang On"

Lingering colds, bronchial coughs, hoarse voices and similar ailments that "hang on" until May are likely to last all summer if not cured. Foley's Honey and Tar Compound will allow inflammation, clear stoppages, relieve distressing discharges, soothe the inflamed throat, loosen the chest and soothe raw nasal and bronchial passages. It is prompt in action, safe and sure. Contains no opiates. E. W. R. Pharmacy.