

HALF MILLION CAMPAIGN

We have determined to make July 1916 the biggest month's business we have ever done. To do this we MUST write \$500,000 insurance during the month. That's a great big pile but we are going to it. Just GOT to do it.

And having decided to write this amount, why it will be no trouble for us to succeed. The popularity of our contracts, the wonderful features which modern life insurance has adopted for the benefit, convenience and safety of policy holders are found PAR EXCELLENCE in Philadelphia Life policies.

This makes them go wherever our hustling representatives have the opportunity of showing them. This is why we are going to write to that HALF MILLION in July.

Get in the band wagon by securing one of the best life insurance policies in all America. Our feature policy for the July campaign has a special disability clause which pays itself up automatically in case you become totally disabled, and the face of the policy is paid to you in annual installments during YOUR OWN LIFETIME—into your OWN HANDS.

Ask us about this policy.

Gordon Insurance & Investm't Co.
STATE AGENTS FOR
Philadelphia Life Insurance Co.

Young Ladies, Win a Pretty Dinner Set

The Journal has secured a number of pretty "BLUE BIRD" Dinner Sets. This is beautiful hand-painted china, 31 pieces to the set. While they last we will give one to any young lady who secures only FIVE new subscriptions to The Journal for one year each. It is no trouble to get five new subscriptions among your neighbors for The Journal at one dollar per year.

Work quick, there are only a few sets

Always Looking Out for Our Customers.

This store is the general trading place for large numbers of people and it is our aim to supply all the needs of the home and farm.

We are adding a full line of staple dry goods and will be able to supply all your wants.

We also have a big job lot of shoes for men and women. All sizes and for both work and dress.

In due time we will add a full line of all kinds of farm seeds.

Don't fail to come to see us when you are in Monroe.

CO-OPERATIVE MERCANTILE CO.

Same Stand.

Roland Williams, Manager.

"Onyx" Hosiery

You Get GOOD Value at ANY Price—Silk, Lisle or Cotton
25c to \$5.00 per pair

Emery-Beers Company, Inc.

WHOLESALE

153-161 EAST 24th ST.

NEW YORK

THE MACHINE GUNS ARE DOING THE WORK

German Operators Die in Their Tracks After Inflicting Terrible Loss on the British—Lads Taken Prisoners—Dugouts Beneath Dugouts.

British Headquarters in France, 3rd. When the full story of the earlier stages of the great battle of the Somme comes to be written, its outstanding feature will almost certainly be the machine gun.

The small, light machine gun that can be carried, mounted and operated by one man has been the principal—save for hand grenades—almost the only reliance of the German defense and has been responsible for most of the allies' losses. Conversely, the British machine guns, carried forward with the storming lines and set up instantly in the captured positions, have been the chief reliance in holding them against counter attack until the defense can be organized.

The Germans are fighting with desperate tenacity, valor and resourcefulness, this last quality being displayed in the devices which have been invented and put in play to prevent or delay the allied advance. It is wonderful how well the Germans have protected their machine guns from the devastating effects of the preliminary bombardment.

Safe From Shell Fire.

They have stowed them away in deep dugouts, into which no shell fire could penetrate, have dragged them again into the light to place them on the parapets, and have wrought fell work against the British troops advancing to the assault. There is not an officer nor a soldier I have seen emerging from the thick of the fighting who does not agree that the modern machine gun is the bugbear of any advance against an enemy position.

The German machine gunman dies but never surrenders. He is content to remain behind all his comrades in order to pour a deadly hail of bullets into an advancing line, and he never throws up his hands. How much damage a few men of this stamp may inflict on their foemen was shown in the advance of the Gordon Highlanders against Mametz yesterday.

Only 120 yards separated them from the German trench line, but the moment the British barrier fire ceased the Germans trained machine guns on the advancing Highlanders and swept them with a terrific fire, yet the regiment won through. It had the singular ill-luck to strike one machine gun section at Mametz which was ready to turn on the tap at the instant they were leaving the trenches. They were relieved largely by North Country battalions, who held on to the Germans with grim determination and drove them back with severe losses.

Game of Hide and Seek.

The Germans have also used their deep dugouts as rallying points, although frequently they have been dangerous ones, as once fairly caught inside, they have had their choice between surrendering and being blown up by bombs thrown into the doorway.

One young officer of the West Yorks with five men bombarded a number of Germans out of an important sector of a communication trench. Suddenly they were surrounded by a fresh party of the Germans and took refuge in their turn in one of the dugouts. By playing a game of hide and seek they kept the Germans at bay until a platoon of the Somersets came to the rescue and killed or captured every German who had not been able to make good his escape.

Thanks to the remarkable efficiency of the new British mortars—invented by a young British civil engineer in the Egyptian service—there has been very little complaint of a nature common in earlier British attacks, that the barbed wire was not properly cut. Nearly everywhere, during the present attack, the entanglements have been swept completely out of existence.

At Fricourt, as everywhere else, the British have had to search the German dugouts with the utmost care to prevent an eruption of German machine gun fire in their rear after they had supposed a position was completely in their hands. They have found dugouts beneath dugouts. At the bottom of snuggeries thirty feet deep the British investigators have found trapdoors giving access to yet deeper dwellings, in several instances well stored with beer.

Moving Big Guns Up.

The British gunners, although they have kept up an incessant fire for a week, are now working harder than ever, moving their guns forward to new positions for the next stage in the attack. So weary are the men that as soon as a battery is allowed to cease firing for a moment, its gun crews stretch themselves out and fall peacefully asleep in the midst of the thunder of the other guns all around them.

At army headquarters the completeness of the advance preparations is shown by the unemotional manner in which the day's routine goes forward, without any noticeable difference from the quiet, businesslike methods which have become the rule. Not only have the British losses been lighter than was to have been expected, but it is declared the percentage of killed and seriously wounded to the total casualties is unusually low, and most of the men knocked over will be back in line ere long.

Never before have British aviators done such daring work as they have shown during this battle. The story is told of one man in a fast monoplane who swooped down above the very battle-line to within 500 feet of the point where the British and German infantry were at death-grips. He was able to distinguish clearly between the British khaki and German field-gray, and to signal back a message to headquarters telling the exact position of the contending lines—information of immense value to the British artillery. He returned with no more serious harm than a few score bullet-holes in his wings.

Some Prisoners Mere Boys.

Some of the German prisoners are

fine big fellows, but there is a fair number of middle-aged and also some very youthful soldiers among them. A Sergeant in the Manchesters said: "I brought in two lads who did not look more than fifteen. Upon my word, I was ashamed to do it, but they were very nice boys, and they cut the buttons off their tunics and handed them to us as keepsakes."

The British have captured very few guns, which is taken here as a sign that the Germans have been very busy moving their artillery further back, while the British artillery has been brought forward.

It must be emphasized that the references in the official bulletins to the "German first line" do not refer merely to the first German trench, but to the whole system of first-position defenses, from half a mile to a mile deep, with labyrinths of trenches, concrete machine gun positions and armored turrets at flanking points. Behind these positions, now in the hands of the allies, are second and third lines equally strong, and the mistake made last fall, in attacking the second line before the artillery had blasted the way, is not being made this time.

WHY THE BRITISH HAD NOT BEEN HELPING FRENCH

Were Told to Sit Steady in the Boat, Accumulate Supplies and Wait For the Signal For the Grand Offensive, Which Has Now Begun on All Fronts.

London Dispatch, July 4.

"Only German soldiers in open field formation now stand between the French and the river Somme," said Major General Maurice today, referring to the part of the river which flows northward to the east of the sector along which the French have made their greatest gains.

"The last of the enemy's defensive works in that sector have been captured by our allies."

In giving the Associated Press a summary of the results attained by the entente allied offensive on the western front Major General Maurice, who is director of military operations of the imperial general staff, continued:

"Much undeserved obloquy has been heaped upon the British army by English, French and American people because we apparently did nothing to assist the French in the desperate fighting on the Verdun front. But all this time we were doing the part requested by General Joffre.

Awaiting the Signal.

"According to this plan, we conserved our troops, accumulated supplies and waited the word for the grand offensive in which were to play our part with the Russians and Italians as well as the French. Naturally, during these anxious weeks we could give out no exciting news, because our deliberate preparations were not good copy. For certain tactical and moral reasons, which need not be dilated on, it was necessary that the French should not lose the east bank of the Meuse and General Joffre informed us that he could hold the positions which command that part of the river until the end of June so we knew we were going to strike at the beginning of July.

"The blow planned by the allied general staffs included offensives by the Russians and Italians which I do not need to tell you, already have begun. We are not disappointed with our own advance which we expected to be slow, and we are enormously pleased with the wonderful progress made by the French who, with comparatively light losses, are sweeping forward to the Somme.

Germans Surprised.

"It is quite evident the Germans were surprised by the strength of the French offensive. They evidently believed our allies would be kept too busy before Verdun to participate seriously in the western offensive which they knew was coming. Consequently, they made extensive preparations before our front piling up reinforcements there while comparatively neglecting the southern sector, dominated by the French. The Germans, anticipating our move, brought up great forces, much of which consisted of independent units called Mousqueton battalions, armed only with light machine guns. It was these battalions which inflicted the heaviest losses on us.

"Our enemy is brave and resourceful, and put up a desperate defense, especially in the region from Gommecourt to Fricourt, where he evidently expected our main attack. In this region the fighting was especially severe. The chalk formation gave the Germans a splendid chance to make use of their miners, who constructed dugouts and other defensive works which our heaviest shells could not destroy. From these works Mousqueton battalions put up a most determined resistance.

Losses Not Unexpected.

"Physical features made the capture of Fricourt peculiarly difficult and our severe losses were not unexpected. Montauban was one of the strongest positions occupied by the Germans but our advance there was brilliant and rapid without the losses suffered between Gommecourt and Fricourt.

"On the whole, we are well satisfied with our advance. We will continue our artillery preparation as we have no intention of butting our heads against a stone wall. The human factor presents some unexpected problems on the German side, since after all the enemy has something to say about the progress of any offensive. We are meeting strenuous opposition. Our progress most certainly will be deliberate. Many places like Fricourt will be taken only after overcoming desperate opposition.

Now Getting Brunt of Battle.

"That our gallant allies should advance faster with smaller losses than we is not only the fortune of war, but may be called poetic justice, since they lost so heavily during the long weeks while we were getting ready to take our share in the great offensive. However, it must be clear now, even to laymen, that the blame heaped on us for not going to the aid of the French before Verdun was quite undeserved as we are doing exactly what General Joffre requested. And when he gave the word we sprang to the attack, in which we

have suffered grievously but which leads to no regret beyond sorrow for the fallen; for it now is our time to stand the brunt of battle.

"South of the Somme the Germans were completely surprised, and our allies will get through to the river without much loss. In that region you may look for immediate developments as the fighting there now is in open field formation, the last of the enemy's works having been captured. A glance at the map will show you that our allies are clear across the network of trenches.

"Further north you will note that while our line now is behind the first series of German defenses, we are in immediate contact with strongly fortified places.

"We are well content to do our share in the great general allied of-

fensive which already has proven that the initiative so long in their hands, now is lost by the armies of the central powers."

Good Example.

A little girl in Jersey who had a bantam, was disappointed at the smallness of the first egg laid by the bird.

Her ideal egg was that of the ostrich, a specimen of which lay on the table in the parlor.

One day the ostrich egg was missing from its accustomed place. After a prolonged search it was found near the bantam's nest, and on it was stuck a piece of paper with the words:

"Something like this, please. Keep on trying."—New York Herald.

Wesley Chapel High School.

This school now offers a course in Mathematics, Languages, Science, History, English, Music, and Agriculture that will thoroughly prepare its pupils for business life or for college.

There are no charges for tuition in the High School Department.

Music, \$3.00 per month, or two from same family, \$5.00 per month.

Board in dormitories at actual cost.

Summer term opens July 17.

For further information address the Principal,

E. P. MENDENHALL, Monroe, N. C., R. F. D. 5.

Your Money Draws Interest

When it is in the Savings Department of this Bank. It earns nothing when carried around in your pocket.

The Savings, Loan and Trust Co.

R. B. REDWINE, President.

H. B. CLARK, Cashier.

Look Here, Girls!

Betty Bright and Kitty-Kats.



Betty Bright is a handsome, big, fat, chubby, lovable darling of a doll. She is twenty-two inches tall, so she is as big as a real live baby. She has yellow curls, a big bright red hair ribbon, red ribbons in her under-bodice and fancy socks, with cute little slippers. She comes to you all ready to cut out with plain directions, so simple that any child may follow them.

Besides that, there are two Kitty-Kats, which come with Betty Bright. They are each six inches tall,—one, kitten is yellow and white, and the other kitten is black and white. Each have red ribbons and a bell about their necks. They are made of very serviceable cloth, so that they will wear for a great length of time. All you have to do is to follow the simple directions, cut them out, and stuff them, and you have a great big life-sized doll, also two cute Kitty-Kats. Children invariably love a cloth doll in preference to a breakable doll.

There is also considerable pleasure and amusement to be derived when cutting them out, and making them at home. Every little girl will love Betty Bright and the two Kitty-Kats.

Our Offer: Cut out this advertisement and bring it to our store with 25 cents and we will give you Betty Bright and two Kitty-Kats. Be sure to bring the ad. with you.

Austin & Clontz 5 and 10c. Store.

Insure Your Teeth



Better than the dentifrice you are using now.

USE VIVAUDOU'S Peroxide Tooth Paste

At all good stores 25c

For a generous trial tube of this exceptional tooth paste, send 5c in stamps and your dealer's name to Vivaudou, Dept. 5, Times Building, New York, N. Y.

A SKIN LIKE VELVET, smooth, clear, free of wrinkles.



CRÈME ELCAYA

Use the exquisitely fragrant cream of the beauty flower of India and be complimented on your complexion. Your dealer has Elcaya or will get it.