

# NOTE LYNCHBURG SHOE INTERESTS

Its Unique Advertising Campaign Demonstrates Its Faith In The Business

Government Statistics Show That It Does a Business in Shoes of More Than Eleven Million Dollars Yearly.

About fifteen years ago Lynchburg inaugurated her first general publicity campaign of advertising, which was so bold, so unique and aggressive that it both surprised and startled the merchants and manufacturers in other Southern cities. While Lynchburg had been doing some jobbing business for several years, she was little known as a distributing point outside of a limited and restricted territory, but her merchants and manufacturers followed up this campaign by sending their salesmen into new territories, and soon Lynchburg was recognized as one of the largest distributing points in the South.

This advertising campaign was the result of a getting together movement. Manufacturers and jobbers in all lines got together and contributed to this general fund, which was used in advertising Lynchburg as a great distributing point, and the results of this campaign were immediate and in some respects phenomenal, and now the shoe industry of Lynchburg has commenced a similar but larger and more effective advertising campaign.

The growth of the shoe industry of Lynchburg has been so marvelous that the mere statement of facts concerning this industry makes these advertisements extremely interesting to the merchants of the South, who, of course, knew of Lynchburg as a shoe market, but who have not kept up with its wonderful progress and growth in this line. For example, few people in the South realize that Lynchburg, known principally heretofore as a tobacco market, distributes more shoes than Baltimore, Philadelphia, New York and many other cities of twenty times its population, and the Southern people especially will be surprised to learn that Lynchburg distributes more shoes than a hundred and fifty cities in this country with more than twice its population.

To those of us who imagined that Lynchburg was dependent upon tobacco, the statement in these advertisements that one out of five persons, men, women and children, in Lynchburg are dependent upon the shoe industry will come as a surprise. We could hardly believe that in the manufacture of men's fine shoes Lynchburg has shown an increase of over 2,000 per cent from 1899 to 1909 had these figures not been quoted in these advertisements as coming from the Government Census Report, and had some Lynchburger made the statement that the wholesale shoe business which was begun in Lynchburg in 1878 with one concern and only amounted to half a million dollars in 1888 had in ten years grown to two and a half million, and in twenty-three years to more than eleven million dollars, you might not believe it, but when this statement is quoted as coming from the National Shoe Wholesalers' Association Monthly Bulletin, it leaves no room for doubt.

These advertisements prove that facts are stranger and more startling than fiction. Twenty-three years ago Lynchburg had one wholesale shoe house with three salesmen, while the latter part of last year more than two hundred shoe salesmen left Lynchburg with twenty carloads of shoe samples. These salesmen took away from Lynchburg a thousand sample trunks containing more than 200,000 samples of Lynchburg shoes. While, of course, a great many of the merchants of the South know that Lynchburg is quite a large shoe market, who would have thought that its shipments of shoes for a single month were sufficient to tax the capacity of a freight train three miles long? These are some of the facts set forth in these unique, attractive and striking advertisements, and the merchants and manufacturers in all of our Southern cities should learn a lesson from this advertising campaign. If these statements strike you as interesting and in some respects startling, if they open your eyes and impress upon you Lynchburg's wonderful growth in this particular industry, doesn't it occur to you that Raleigh and other Southern cities have some industry which should be exploited in the same manner? This co-operative general publicity shoe campaign should be an object lesson to merchants and manufacturers of every Southern city.

In Chicago.

It is risky, however, to be out late with only a cheap watch and 19 cents in money in your possession. The baffled hold-up men will beat you up, brother.—The Chicago Tribune.

## THE WIFE AND DAUGHTER OF NEW YORK CITY'S NEW MAYOR



Mrs. Adolph L. Kline (left) and Mrs. Edward J. Schell.

This is a new picture of the wife of the present acting mayor of New York, Adolph L. Kline. She is shown with her daughter, Mrs. Edward J. Schell, and the latter's dog "Bully." Mrs. Schell is the only child of Mayor Kline, and has been married about ten months.

## EDUCATION PLANS OF FARMERS' UNION

Approval Given By Acting  
President Graham

Replies To Letter From Farmers' Union and Says Plans Are Being Matured On The Lines Which Are Advocated.

(By S. R. WINTERS.)

Chapel Hill, Sept. 20.—In response to a letter received from the Education committee of the State Farmers' Union relative to the University's attitude to certain educational policies of the State Farmers' Union, acting President Edward K. Graham has made several announcements of more than usual interest. The letter in full follows:

"Your letter outlining certain educational policies of the Farmer's Union for the advancement of North Carolina, has been received and read with keen interest. All of the proposals contained therein should win not only the intellectual approval of the people of the State, but their active interest in putting them into immediate effect. The University will give you its aggressive support in every detail of this work.

"We are just maturing plans that bear directly on phases of education with which you are concerned. In addition to our main business of providing an education of the highest quality for all of those sons of the State whose ambition leads to the University; and in addition to supplying adequately teachers, we purpose to reach directly as many as possible of the people who cannot come here.

"Briefly, our tentative plans that touch your immediate interests include: First, the work of our department of rural education, of which your letter speaks with approval; second, lecture courses by members of the faculty under organized directions; third, correspondence courses—including a course in rural economics, a course in rural school work, a course in general reading; fourth, the organization of the students—ninety-five per cent of them from North Carolina, and a great majority of these from rural North Carolina—into county clubs for the purpose of studying county problems and cooperating

with the home people in solving these problems. (This county club is directly in line with your fourth suggestion.)

"During the coming year, the discussion of the constitutional amendments and particularly the paramount question of taxation, makes it essential that the legislators and the people have at hand all of the information possible and in the most convenient form. To meet this need we will maintain at the University a Bureau of Taxation and Legislation. Persons who can come to Chapel Hill will find abundant material for study readily at their command; those who cannot come will be served as far as possible. This bureau will be under the direction of Dr. C. L. Raper and Dr. J. G. R. Hamilton, both of whom have been actively interested for years in the questions at issue.

All of this work will be under the general direction of a committee headed by Dr. L. R. Wilson, whose efficient work in leading the movement for traveling libraries is well known to the Farmers' Union.

"More detailed statements will soon be made of the various features of this work. In the meantime we should value highly criticisms and suggestions from individual members of your committee or from the committee of the resources of the University may achieve maximum service to the people of the State.

### TRIAL OF WEST FOR MURDER PROMISES A SENSATION

Defendant Charged With Killing Doctor W. J. Clontz Last Month.

(Special to The News and Observer.)  
Asheville, Sept. 20.—A venire of two hundred names were drawn in the Superior court this afternoon from which a jury which is to try A. M. West, the rural mail carrier for killing Dr. W. J. Clontz, at Alexander, will be drawn. The trial is set for next Saturday and it is expected to develop a big sensation. West has been in jail since the killing occurred early last month. A dozen lawyers have been employed to prosecute and defend the case, and the trial will be a long drawn out one.

### NEGRO DROPS DEAD.

Was Driving a Dray on South Manly Street.

While driving along South Manly street late yesterday afternoon, Walter Green, a negro drayman who worked for J. G. Connel and company, died suddenly in the dray he was driving.

Green was about 30 years old and was suffering from tuberculosis. He was an industrious negro and his employers speak well of him.

### Distinguished Lineage.

It was in 1950.  
"What makes Mrs. Wombat so proud about her ancestors?"  
"She is a descendant of a member of the original Floredora sextet."  
—The Pittsburgh Post.

## WANT HIGHWAYS THROUGH HAYWOOD

Paving the Way for Passage of  
Auto. Party On Their Way  
to The Coast.

(Special to The News and Observer.)  
Waynesville, Sept. 20.—The people of Waynesville and Haywood county are fully awake to the benefits to be derived from having the Southern National and State highway to come through Haywood. Superintendent Thomas Medford of roads with his convict force of thirty men, are now in Cataloochee township which joins Tennessee, making a good grade over the Cataloochee mountains over which the automobile party from the west will pass on their way to the coast, in the interest of the national highway. Within a short while Superintendent Medford's force of convicts will be aided with free road labor from other townships which the highway will pass. The Waynesville board of trade will donate \$150 dollars to purchase tools and dynamite to aid the work between the Tennessee line and Waynesville, a 35-mile stretch of road lies in this county, being the extreme western section of the Central Highway. This thirty-five mile stretch is to be put in first-class shape by the time the auto parties of the west reaches it, hence strenuous efforts are being made to put Haywood roads in excellent shape.

A party of good road advocates of Waynesville and Haywood will meet the auto party from the west at the State line and conduct it through Haywood, the most picturesque county of the west, whose scenery some travelers have said equaled if not surpassed those of the Alps, and have aptly called her scenery the Switzerland of America. Crossing the Smokies, the road highway will enter Haywood at Mount Sterling, a little hamlet at the foot of Sterling Mountain. This highway is to come by the Southern Methodist Assembly ground and the beautiful Lake Junaluska to Waynesville, thence on to Clyde, Canton and Turnpike, where the Buncombe county line will be entered. From Tennessee information comes that a party of Tennesseans will conduct the automobiling party from the west to the hamlet of Mount Sterling in this county, which lies hard by the State line.

### HUFFMAN PRINCIPAL CLERK.

Mr. Cobb's Illness Prevents His Return Here.

The illness of Mr. T. G. Cobb, principal clerk of the lower house, has caused Mr. R. L. Huffman, of Morganton, to be named in his place.

Mr. Cobb is in the hospital and will not be allowed to leave his bed. The new clerk during the twenty-day session, will be here tomorrow. R. O. Self, principal clerk of the Senate, is here and ready for his work.

## \$3.50 Recipe Free, For Weak Men.

Send Name and Address Today—You Can Have it Free and Be Strong and Vigorous.

We have in our possession a prescription for nervous debility, lack of vigor, weakened manhood, failing memory and lame back brought on by excess, unnatural drains, or the follies of youth, that has cured so many worn and nervous men right in their own homes—without any additional help or medicine—that we think every man who wishes to regain his manly power and virility, quickly and quietly, should have a copy. So we have determined to send a copy of the prescription free of charge, in a plain, ordinary sealed envelope to any man who will write us for it.

This prescription comes from a physician who has made a special study of men and we are convinced it is the surest acting combination for the cure of deficient manhood and vigor failure ever put together.

We think we owe it to our fellow men to send them a copy in confidence so that any man anywhere who is weak and discouraged with repeated failures may stop dragging himself with harmful patent medicines, secure what we believe is the quickest acting restorative, upbuilding, SPOT-TOUCHING remedy ever devised, and so cure himself at home quietly and quickly. Just drop us a line like this: Interstate Remedy Co., 4845 Luck Building, Detroit, Mich., and we will send you a copy of this splendid recipe in a plain ordinary envelope free of charge. A great many doctors would charge \$5.00 to \$50.00 merely writing out a prescription like this—but we send it entirely free. —Adv.