



"Your dinner
is a winner,
When it starts with such
a zest.
And the menu
Then will gain you
Many a captivating guest."

Quality First

Yes, it makes the whole meal "go" better.

You couldn't choose a better "starter" for your formal dinner or ladies' luncheon than

Campbell's Tomato Soup

Its spicy flavor imparts a stimulating zest that affects the entire meal and makes it not only more enjoyable, but also more nourishing and easier to digest.

And it is just as delightful and wholesome for the regular meals every day as it is for any formal occasion. If you haven't it handy on the pantry shelf, you'd better order a dozen and have it for the family meal tonight.

Your money back if not satisfied.

21 kinds 10c a can



Campbell's SOUPS

LOOK FOR THE RED-AND-WHITE LABEL

GRAND OPERA Auditorium ALL THIS WEEK

Metropolitan Opera Co. of New York

GILIO GATTI-CASAZZA, F. C. COPPIUS, JOHN BROWN, General Manager, Representative Atlanta Season.

Program Friday evening, "Amico die Tre Re," in Italian. Saturday matinee, "Die Zauberflöte," in German. Saturday evening, "Mme. Saint-Georges," in Italian.

Full Orchestra Corps de Ballet Original Scenarios

HARDMAN PIANO Used Exclusively.

BRANNON'S DRUG STORE

Opposite Grady Monument
Corner Marietta and Forsyth Streets

CASH

SPECIALS FOR SATURDAY

51c Wine of	25c	5c	10c
51c Vegetable Blood	59c	25c	15c
Purifier	59c	25c	15c
14c Campbells' Cod	59c	25c	15c
Liver Oil	59c	25c	15c
5c Sage and Sulfur	59c	25c	15c
Hall. Tonic	59c	25c	15c
10c Aspirin	32c	15c	10c
Tablets	15c	10c	10c
2c Castor	15c	10c	10c
2c Oil	15c	10c	10c
2c Etoile	15c	10c	10c
Turpentine	15c	10c	10c
2c Balsam, Doulton's	15c	10c	10c
Liver Tonic	15c	10c	10c
2c Balsam	15c	10c	10c
2c Mountain Syrups	15c	10c	10c
(2 quarts)	49c	25c	15c
1c Mountain Syrups	49c	25c	15c
(2 quarts)	79c	3c	3c
5c Wine of	59c	25c	15c
5c Vegetable Blood	59c	25c	15c
Purifier	59c	25c	15c
14c Campbells' Cod	59c	25c	15c
Liver Oil	59c	25c	15c
5c Sage and Sulfur	59c	25c	15c
Hall. Tonic	59c	25c	15c
10c Aspirin	32c	15c	10c
Tablets	15c	10c	10c
2c Castor	15c	10c	10c
2c Oil	15c	10c	10c
2c Etoile	15c	10c	10c
Turpentine	15c	10c	10c
2c Balsam, Doulton's	15c	10c	10c
Liver Tonic	15c	10c	10c
2c Balsam	15c	10c	10c
2c Mountain Syrups	15c	10c	10c
(2 quarts)	49c	25c	15c
1c Mountain Syrups	49c	25c	15c
(2 quarts)	79c	3c	3c

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History
of the
World

COUPON

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Binding

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Beautiful
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Coupon like this one and present or mail, together with our special price of \$1.98 to the office of

The Atlanta Journal

4 coupons and \$1.98 secures the 5 volumes of this great set. Beautifully bound in gold style; gold lettering; feur-de-lis design; rich half-cell effect. Marbled sides in gold and colors. Full size of volumes. 1000 wonderful illustrations in colors and half-tones.

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Until further notice a big War Map FREE with each set.

BRITISH SEVER TURK LINES ON GALLIPOLI: TAKE TOWN, REPORT

(Continued from First Page.)

dust. The second shell burst in the midst of the gunners.

ARMENIAN WRECK BATTERY.—Nevertheless the Turks stood by their guns and managed to fire three ineffective shots before seven successive bombs dropped by airships wiped them out.

A fierce artillery duel took place at 7:30 a.m. between the British and Turks on the heights beyond Eske Hissarli. A great British battery came in close to shore to silence the Turkish guns, and the British and Turks posted on the heights beyond Eske Hissarli. A great British battery came in close to shore to silence the Turkish guns, and the British

and Turks posted on the heights beyond Eske Hissarli. A great British

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OUR CHILDREN
WIN ESSAY MEDALS

JUDGE SWEAT TO
SUCCEED MR. PERHAM

Former State Senator Judge A. L. Sweat, of Waycross, was on Thursday appointed a member of the board of trustees of the Confederate Soldiers' Home by Governor Shulen. He succeeds the late Mr. A. P. Perham, of Waycross.

DON'T tell a man what
you think of
him, until you've
thought it over
with the help of
a pipeful.



Yes, a pipeful of VELVET. The Smoothest Smoking Tobacco, Kentucky's *Barley de Luxe*, mellowed by long aging. The thoughts inspired by that pipeful will be kind, wise thoughts. 10c tins and 5c metal-lined bags.

Velvet Joe

Jack and Bob say:

One Hundred Dozen Shirts
Received This Morning

PRICES REDUCED 25%

This is our mid-summer shipment of soisette and madras. They are very light and cool—all soft cuffs. The shirts are unusually attractive, fast colors in stripes and geometric combinations—perfect in every detail of workmanship and finish.

\$2.00 SHIRTS \$1.50
\$1.50 SHIRTS \$1.15

MEN'S NECKWEAR
33 1/3% OFF

Exquisite light weight textures in a wide variety of designs, bright colors and soft shades.

HS AND CREPES—Three 50c Ties for \$1.00
ASHABLE MADRAS—Box, Six 50c Ties for \$2.00

HATS
25 PER CENT OFF

Legion, Milans and Senates. Latest styles. All colors, colors and shades. Wardrobe maker only.

We are retiring from the Gents' Furnishing line so we devote our entire time and attention exclusively to clothing! \$35.00 suits.

All Gents' Furnishings Reduced 25%

CASH ONLY
9 Peachtree

Fayes Bros. Inc.

NIGHT AT FIVE POINTS

16 Marietta Street

ADLER'S

Collegian Clothes

Are the best possible value in Suits for Men and Young Men.

We impose rigid specifications upon the makers who supply us.

We demand absolutely all-wool fabrics, good workmanship and styles of the season.

We recommend these clothes sincerely and guarantee them absolutely.

In buying them you get more than your money's worth.

Stocks, Hale & Morgan

Distinctive Clothiers and Furnishers

16 Marietta Street



**Bori, Botta and Amato
All Love Their Roles
In "The Three Kings"**

Lucrezia Bori sat in the sunshades on the broad veranda of the Georgian Terrace. She was clad in white, from hat to slippers, and she was the prettiest picture that had ever surprised it. She smiled as an admirer, just now summoned a bit of Filipino Spanish to praise her singing in "Tales of Hoffmann," and answered him in English, which was all the prettier for its bit of accent. She had never uttered a great deal since she sang *Mancini* two years ago. She has gained in voice and in weight, and has learned much new English, and apparently has even achieved the impossible and grown.

Lucia Botta, the new Italian tenor who sang the Duke's role in *Rigoletto* Thursday night, was chattering with her, and Pasquale Amato, the young baritone, joined the group. Miss Bori sang a bit of *Laurel and Hardy* from "The Love of Three Kings," and he responded with a bit of "Manfredo's" all the while. When they fell to discussing the music of the new Montenegrin opera, billed for Friday night, Lucia said all she could. "It is beautiful," said Miss Bori. "It is a pleasure to sing it."

Lucrezia Botta was his only remark upon his liking for his part, but it was expressive enough. Botta was smiling, and Lucia was smiling. He has never sung the role of *Avito* in America, but has given it several times in Brazil, and in the other cities of other South American cities. Botta's voice is highly praised for the beauty of its tone, and many critics compare *Laurel and Hardy* to *The Love of Three Kings*, will be one of the really fine works of the season.

Andrew P. Thompson was his only remark upon his liking for his part, but it was expressive enough. Botta was smiling, and Lucia was smiling.

Physicians Entertain Slight Hope for Recovery of Prominent Atlanta

The physicians attending Andrew P. Thompson, the well-known Atlanta citizen, and son of his son, Harry B. Thompson, on Peachtree Street, entertain slight hope for his recovery.

Mr. Thompson, although seventy-four years of age, had enjoyed vigorous health until ten days ago when he was stricken with internal complications, and his condition is now critical.

Among the out-of-town members of his family who arrived in the city Thursday to aid at his bedside are Mrs. Harry H. Miller of New York, Mrs. John and Clark Thompson of Memphis, and Percy W. Thompson, of New York, his son.

After serving in the Confederate army through the Civil War Mr. Thompson located in Atlanta. For many years he was a partner in the firm of Thomas M. Clarke, and later formed the Fittman-Thompson Hardware company, which became the late Harvey Anderson in the Anderson Hardware company.

Some years ago, on account of Mr. Anderson's death and his advanced age, Mr. Thompson retired from active business.

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**FERTILIZER SALES FOR
YEAR SHOW DECREASE**

Shortage Is 4,741,965 Tons
According to Figures of
State Officials

Official figures compiled by Commissioner of Agriculture J. D. Price Thursday show that during the present season, ending April 30, 1914, to April 28, 1915, there has been 4,741,965 tons less of commercial fertilizers marketed in Georgia than for the same period last year.

Mr. Price ascertained this fact from the number of fertilizer bills filed by the department. From January 1 to April 28 this year fertilizers sold in this state aggregated 1,765,140 tons, as against 6,514,105 tons for the same period last year. This was 50.47 per cent of the 1914 record.

During the month of April there has been exceptionally heavy shipments of fertilizers. Up to Wednesday, the 23rd, 1,700,000 tons of fertilizer had been shipped, as compared to 134,213 tons last year, an increase in favor of April this year of 53,454 tons.

JOHN IS ELIGIBLE
TO EDUCATION BOARD

A man is not ineligible to appointment to the military or naval service if education simply because he happened to be a member of the grand jury which recommended him to the governor for the place.

This was held in an opinion rendered Thursday by Attorney General Grice, John R. Jones, of Atlanta. It was recommended by the grand jury of Candler county for appointment to a vacant seat on the trial court of that county.

Before Governor Simon could make the appointment the question of the eligibility was raised and the governor referred the matter to the attorney general.

MOTHER THINKS DAUGHTER
RAN AWAY WITH STUDENT

Atlanta detectives Thursday searched the city for the girl, and after finding Miss Mamie McGee, a seventeen-year-old, of Athens, whose mother was a student at the Atlanta branch of the University of Georgia. No trace of the young woman was found, however.

Mrs. McGee, the girl's mother, came to Atlanta Thursday and invoked the aid of Chief Beavers in the search for her missing daughter.

PENSIONS PAID TO
FULTON VETERANS

Arnold Boyles, acting ordinary of Fulton county, began Friday to pay the pensions of Confederate veterans in Fulton county. Saturday he will begin paying the pensions of widows of veterans.

YOUTH LAUGHS AT JAIL

ATLANTA, Ga., April 30.—A revival meeting will begin at the Trinity Methodist church next Sunday, May 2, and the Rev. J. M. Jones, of Gainesville, Ga., will be assisted by the Rev. J. M. Jones, of Gainesville, Ga. Mr. Jones, while blind, is said to be one of the most gifted ministers and musicians in the state.

Revival Meeting

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STORE OPEN UNTIL 10:30 SATURDAY NIGHT

**G Bass Dry Goods Co.'s BIG S BARGAIN
GREAT MAY SALE**

Our WONDERFUL Annual MAY SALE begins SATURDAY at 8 O'CLOCK. Every day during May. You'll find grand bargains every day here. Come Saturday—we'll make it PAY YOU.

NEW WAISTS

NEW SUITS

Every suit is a new style reproduced from the creations of the world's best designers.

The Materials:

Gabardines Silk Poplins
Wool Poplins Crepe Cloths
Fine Serges Shepherd Plaids

The Colors:

Black Navy Blue Shepherd Checks Sand

The Styles:

The very newest spring styles, including the new Prince Chap and belted Norfolk models with plain and plaited skirts.



69c

98c CREPE DE CHINE BLOUSES 98c

Handsome crepe de chine blouses, both in solid and striped silk waist, a special at 98c.

Spring House Dresses 69c & 98c

Women's new spring house dresses, made of fine gingham, madras, percales, etc. Two wonderful garments Saturday at 69c and 98c.

Muslin UNDERWEAR

Corset Covers & Drawers 19c

Women's muslin corset covers and drawers, extra good quality; beautifully trimmmed.

Gowns & Underskirts 39c

Women's Muslin Gowns and Underskirts, neatly trimmmed and worth \$1 garment.

Combination Suits, Etc. 98c

Muslin Underskirts and Gowns and Combination Suits, worth up to \$2.50 garment.



Dresses 69c

Children's dresses at 69c, made of fine gingham, madras, percales, etc.

Boys' Suits 69c

Boys' two-piece Oliver Twist wash suits, extra good ones, at 69c.

Dresses 98c

Kimonos 69c

Women's long Crepelette kimonos, a Saturday special at 69c each.

The best \$2.00 child's dress in Atlanta; a special at 98c each.

New Hat Shapes 98c

We have delivered

two hundred untrrimmed hats from our choicest stocks,

where they have been selling from \$8.00 up to \$6.00 and marked them 98c for one day only.

98c

We have delivered

two hundred untrrimmed hats from our choicest stocks,

where they have been selling from \$8.00 up to \$6.00 and marked them 98c for one day only.

98c

Dress Linens 7c

Full yard wide, Brown Dress Linens; limit ten yards to a customer at 7c each.

New Percales 5c

Dress Percales in good, pretty patterns; full yard wide; limit ten yards at 5c each.

Taffetas at 69c

Chiffon Taffetas in all colors, Charmaise and Messaline in all colors and black. Four yards, 6c; all yard wide, at 69c yard.

Spool Silk at 4c

Fall one hundred yard spools of silk Thread in black and all colors, at 4c spool.

Corsets at 49c

New R. & G. make Corsets in the season's best styles, all sizes; limit four pairs, at 49c.

Silk Hose at 19c

Twelve pairs, full size, 25c and 30c Ladies' Black Silk Hose, all sizes; limit four pairs, at 19c.

\$1 Ratine at 25c

Fall 40-inch, \$1.00 Ratine in Plain and Brocaded; a good assortment of colors, at 25c yard.

New SILK DRESSES

We have just received over

three hundred pretty new

spring dresses. The materials are

Crepe de Chine

Crepe Meteors

Silk Poplins

Silk Taffetas

Chiffon Satin

Fancy Silks

In the newest styles including

the new suspender dress.

Many are made with the new chif

for sleeves with plain and

plaided skirt effects. In every

new color.

\$5.25 \$9.75

5 and 9

New Skirts

METAL BEDS

Two-inch Continuous Post--Chillies

This large, two-inch continuous

post, Chilled Bed with fourteen

large Pillars, in White Enamel or

Vernie Martin "Gold" Finish is a

good \$10. value, at

69c.

\$3.95

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THE INVENTOR--HE IS THE VICTIM OF AN UNFORTUNATE OCCURRENCE

Copyright, 1915, W. Werner.



A LONG FELT WANT.



The Doctor--What's the idea I'm making these new suffragette laws? I'm getting fed up with it!
The Inventor--That's so the women can sharpen 'em and still have enough left to write with.

THE DOCTOR PRESCRIBES.



Mrs. Easter--Look at my new gown. It's a dream.
Mr. Easter--My dear, you must quit eating those indigestible late suppers!

APPLYING THE ADAGE.



Gottit--All right. I spent that five I lent you; go ahead and spend it again!

PROUD.



WILLING TO OBLIGE.



CHARITY ORGANIZATION.



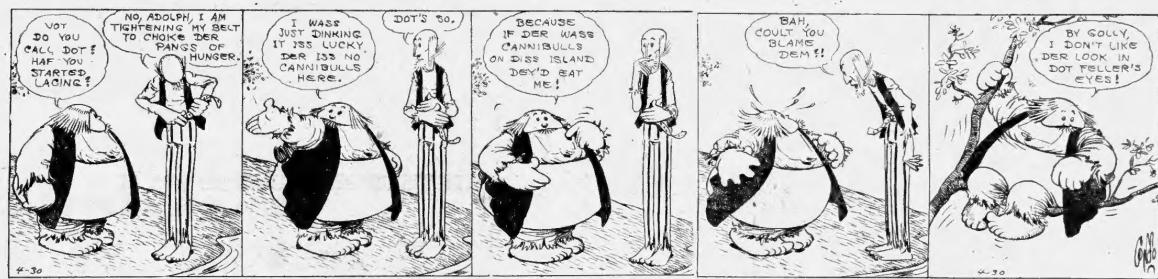
KEEPING UP WITH THE JONESES--WHY DIDN'T HE?

--BY POP



OSCAR AND ADOLPH (FAMINE MAKES MEN FEAR EACH OTHER)

AT THEIR GAY PRANKS



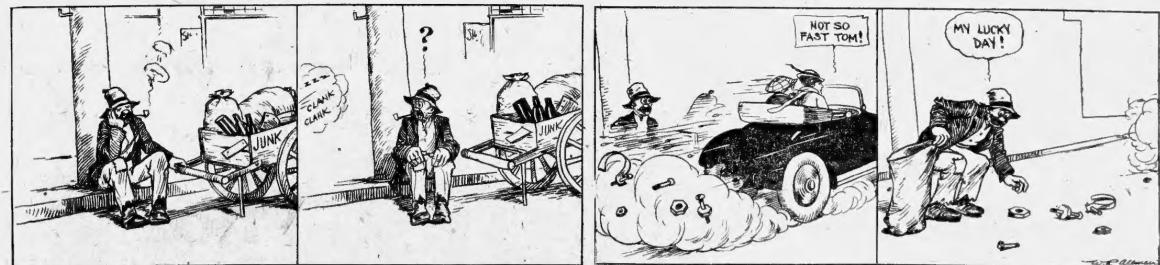
DICKY DIPPY'S DIARY

--FRIDAY



GUESS IF THEY'RE MARRIED

--BY ALLMAN



Advertising in The Journal Sells the Goods

**KAISER'S FLEET IS
REPORTED AT LARGE
OFF BELGIAN COAST**

(Continued from Page 1)

warya and Augustow, Russian charges

told."

Germans on Offensive Along

Entire Prussian Frontier

PETROGRAD, April 30 (V.A.W.).

London, April 30 (V.A.W.).

The German offensive, which is

under way along the entire Prussian

border from Tilsit to the Vistula.

The German advance, which is

entirely in the Baltic provinces,

which are rich in crops and other food

supplies.

For months the military operations

on the Prussian border had been limited

to scouting parties, isolated artillery

duels and sporadic skirmishes.

From Pomerania in the Baltic province

of Courland, it was reported today

that an increased number of German

troops had crossed the frontier and

had advanced of the land forces.

Thus far the German offensive move-

ments have been limited to small

military fits at intervals along the whole

front and rapid cavalry advances with

out much resistance.

On the Carpathian front nothing has

happened in the last two days to alter

the situation, but the Germans

are still directing an offensive

against Uzook and the Austrians at

attempting a movement toward Stras-

burg. The temporary parleys, after

abandoning their attacks at other points are

being concentrated in an effort to

break through and get to the Polish city of

Lwow (Lemberg) as the ultimate Aus-

trian objective.

The increasing Russian menace on

these lines, however, Russian military

observers say, has brought this move-

ment to a standstill.

The Russian operations on the eastern

front, however, the operations of the

Austrian right wing, deprived of most

important support, would automatically

collapse.

German Fleet Attacks

Reported in North Sea

PARIS, April 30 (V.A.W.).—German

warships have been seen off the

Belgian coast, according to an official

statement given out in Paris today.

There have been several skirmishes in

the North Sea, but the German

warships were as large in the North sea,

evidently having evaded the British

men-of-war. The German men-of-war

have been patrolling off the coast of

France, the German naval bases on the east-

ern coast.

The latest report along that line was

brought in by Captain Scott of a Swedish

ship which had been in the North sea

and had seen a German fleet of 88

vessels of all classes. The officer did

not say whether the German fleet had

been sighted, but the inference was that

it was within a week.

Doubtless the northern coast of

France, within a few miles of the Bel-

gian frontier. It is at the northern en-

trance of the English channel, east of

Dover, and west of Ostend.

There have been four engagements of

importance since the beginning of the

war, the first being the battle of

the Helgoland, late in August, in

which a British fleet sent four German

warships to the bottom.

The German destroyers were sunk in

an engagement off the Dutch coast. On De-

cember 16, a German submarine

raided the east coast of England, bom-

barding Scarborough and the Humber.

On January 16, a German submarine

intercepted a German squadron at

sea, was crossing the North sea, made

a sharp turn and sank the German

cruiser Blucher.

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Doubtless the northern coast of

France, within a few miles of the Bel-

gian frontier. It is at the northern en-

headquarters has issued this official re-

port.

"During the night of April 28-29 our

troops repulsed with success a German

attack from Steenstrate.

"The enemy has fallen back on the

defensive," says the correspondent, "and

is attempting to defend the small ter-

ritory gained.

"Pulled in the attempt to cross the

canal, the enemy made an equally vain

attempt to cross the canal, about which

little has been heard recently, says the

Post. In pushing a force of 1,000 men

across the canal, the Germans were

destroyed pontoon bridges as soon as

they were in position, and the gallant

Belgian army still holds its lines intact."

Turks Again Advancing

Toward the Suez Canal

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STARS AND SCENES IN MOZART'S "THE MAGIC FLUTE"



Coogler Changes System

Following a court order by Reverend Robinson, it declares it illegal for the husband to force his wife not under bond to receive money from unkind husbands for the support of their families. According to Rev. S. C. Coogler, he changes the system so that his hands are required to deposit with him a receipt signed by the wife or the wife's children, showing that the money has been delivered to the proper parties.

Comparison proves quality!

Our faith in the *quality* and in the *blend* of choice Turkish and choice Domestic tobaccos in Camel Cigarettes is so firm we invite the severest comparison with any cigarette in the world! Camels are cleverer to the taste and more delightful than either kind of tobaccos smoked straight.

Camel Cigarettes

Turkish and Domestic Blend

We ask every cigarette user to smoke a package of Camels and compare them, puff by puff, with the brand he *thinks* he likes best! Smoke Camels liberally without tongue-bite or throat-parch, and they leave no unpleasant cigarette after-taste.

You test your taste on Camels. Buy some today and prove to yourself what we say about them is absolutely true. They meet the fondest fancy of most exacting cigarette smokers!

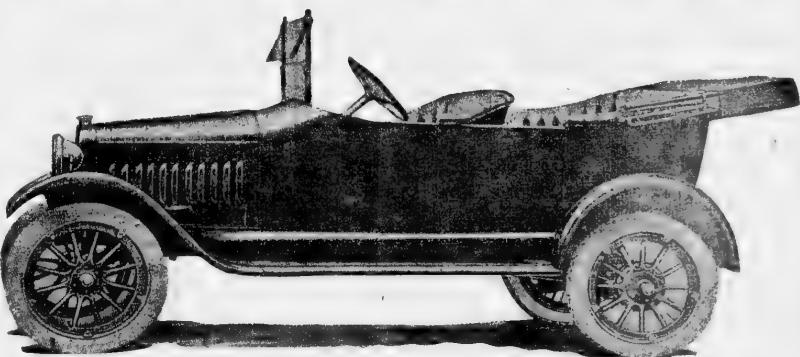
Neither coupons nor premiums are packed with Camels. Cost of the choice tobaccos prohibits their use.

Camel Cigarettes sell 20 for 10c. If your dealer can't supply you, send 10c for one package and \$1.00 for a carton of ten packages (200 cigarettes), sent postage prepaid. If, after smoking one package, you are not delighted with Camels, return the other nine packages and we will refund your dollar and postage.



R. J. REYNOLDS TOBACCO CO.
Winston-Salem, N. C.

Saxon "Six" \$785



Long stroke, high speed, 30-35 h. p. motor. Gray & Davis electric starter and lights; 112-in. wheelbase; 5-passenger streamline body; 32x3½-in. tires; demountable rims; standard or 56-inch tread. Price \$785, fully equipped, f. o. b. Detroit.

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Daily, Sunday, Semi-weekly.

JAMES R. GHAY,
President and Editor.

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-change—Main 2000.

Vote early but not often.

Fine weather for the opera and likewise for election day.

Among the new generals created by the war may be named General Advance, General Retreat, General Slaughter and a few others more or less notorious.

Increasing Traffic.

The fact that the earnings of the Central of Georgia railroads for the week ended April the twenty-sixth last were greater than those of the corresponding week of 1914 is a particularly cheering sign of business improvement. Increased traffic means not only that better times are coming, but that they are actually here. It means that industries are rekindling, that markets are opening, that commercial travelers are in the field, that goods are being bought and sold. When the blood flows strong and free the heart is sound; and when railroads, the arteries of trade, become active after months of depression, the heart of business is beating normally again.

Few interests, if any, felt the numbing effects of the war more acutely than did the railroads. Their revenue for the last five months of 1914 showed decline of from fifteen to forty per cent as compared with the same period of the preceding year, this being due, of course, to the misfortunes of cotton. It is especially significant, therefore, that the Central of Georgia has experienced a week of earnings greater than those of the same week last year when there was no handicap of war conditions. This record is in keeping with that of Atlanta's bank clearings and postal receipts. It chimed with the announcement that cotton mills are running again on full time, and with the reports from competent observers everywhere that business is moving steadily forward.

It is noteworthy in this connection that several of the large railway systems of the East are placing orders for millions of dollars worth of new equipment. The carriers are preparing for a season of expansion and activity. Their credit has been restored, their affairs are on a sounder basis than they have been for years, in common with all industry, they face a time of abounding prosperity.

Nothing succeeds like grand opera.

One must remember that the war must continue for the sake of the movies.

You must admit that Secretary Bryan was instrumental in putting three kings and the mayor of Chicago on the water wagon.

Springtime and Purse.

Apropos the increase in railway traffic, this bit of comment from the Athens Herald is interesting. A passenger leaving Athens last Thursday reports that the train was crowded with shoppers, and that bundles were piled high on the seats and in the laps of the passengers. It did not look much like hard times. It looked like old times, the good old summer time when passengers would fill the train with bundles which they had purchased in Athens and were taking home.

Every shopping center in Georgia is enjoying a measure of this trade revival. Springtime is reaching into the people's purse. "Ritchee take unto themselves wings, and fly." But it all depends on which way they fly. Just now, it seems, they are flying back and forth between buyers and sellers, and that is what money is for.

Atlanta was beaten by a score of twelve to one, but think of what it would have been in a ten-inning game.

Grand opera may come and go, but there are those in our midst who like best of all—and are not ashamed to admit it—the male quartet and the concert solo.

Cultivation, Harvesting
And--Marketing.

The occupation of farming comprises three distinct departments, namely cultivation, harvesting, and marketing. Much thought and attention have been given in the past to the first two. But it is only within very recent times that the last one has received an attention at all.

It is now being discovered that in importance it leads perhaps the others. There has long been a cry for diversified crops in the South. Little attention was paid to it at first but conditions with the past year brought the farmers to a real desire to break away from the one-crop system. They were confronted immediately with the problem of marketing their products—a problem that has confronted and oftentimes confounded and discouraged every man in the past who has attempted to get out of the rut of raising cotton and corn only. It was no trouble for such a man to raise abundance of other crops but he frequently saw them spilt on his hands after they had been harvested through his inability to sell them. This inability may have grown out of ignorance of how best to pack his products so that they would keep and be attractive to the city con-

sumer or it may have been through want of knowledge of the best centers in which to dispose of the fruits of his fields.

It is gratifying, however, to note the efforts that are now being put forth to assist the farmers in the marketing problem. The Federal government has begun upon it, state governments are formulating many plans of help, chambers of commerce and other industrial organizations are studying methods and wholesale and retail grocers in all large cities are making it their special duty to cooperate with farmers in showing them ways of packing and preparing country products, if the articles are to find ready sale in city stores.

With all these agencies at work, it will undoubtedly be brought about within the next few years that farmers will be as familiar with all the intricacies of marketing as they are now familiar with furrows, harrows and harvesters.

"Zeppelins raid English towns." "Allies continue drive." War news is one repetition of history—and modern history at that—after another.

A Waning Sport.

"Dollar chasing in this country is not the sport to be," observes former President Taft, his idea being that Americans have, found, or are finding paths better worth their while than the quest of vast fortunes. Few Americans, it is true, have succeeded in finding even a blind trail to vast fortunes; the rank and file of them have been sufficiently occupied in keeping step on the broad and dusty highway. But our country has been peculiarly marked by kings of wealth. Its captains of industry and finance have set new records of achievement and money-making has been at least one of our national ideals.

That was only to be expected of a land which was mostly a wilderness two centuries ago and where opportunities hitherto undreamed of awaited the man of energy and ambition. The same spirit that felled the forest and built railways across a wild continent found renewed and appropriate expression later on in turning natural resources and industrial appliances to wonderful account. So, too, the age of "commercialism" in America was a natural outcome of earlier forces and of preceding development. But "commercialism," despite its grip on popular thought and on government itself, was dethroned as the pioneers before it.

Human interests and human values count for more and more in the United States. We shall measure our prosperity not by the amount of wealth which a score or a hundred of exceptionally gifted or exceptionally lucky men have accumulated, but by the economic and social attainment of the people as a whole. Business will not lose its importance; business success will not cease to be admired; but we shall be more and more concerned with what men are rather than with what they have. Education and culture will weigh more than dollars and cents. We shall live more broadly, and think more deeply.

It wouldn't be surprising if Barnes' libel suit were merely a scheme to put the colonel politically on record.

Colored Cotton.

Experiments looking to the production of black cotton are being conducted by Mr. A. W. Brabham, of Otar, South Carolina. The Savannah Press quotes him as saying:

"God gave me five primal sorts of cotton—white, red, brown, yellow and black. The black has been lost somewhere in the mists of the ages, but every experienced breeder knows that so long as the species exists the lost variety can be restored. To this end, I am working, and only last week the start was made by planting deep green lint cotton, red lint cotton and brown lint cotton in my experimental patch. If I can get the three to come into blossom at the same time, black lint is assured."

This strikes one as outbanking Burbank. A blue moon, a purple cow or a green snow would be tame surprises compared with sable cotton. Yet, "there are more things in heaven and earth, Horatio—."

The distinctive feature of Mr. Brabham's experiment is the utility of its aim. He is not simply prying into the secrets of nature. If he succeeds, he will have produced something of commercial value and, perhaps, will have solved, or at least have simplified the dyestuff problem, now of such intense concern to American textile mills. If colored cotton can be grown the South will be more of a wonderland than ever, and sand-colored stockings along with rainbow shirts can be raised by the acre.

Some men's ideas of progress is to stand and watch others go backward.

Many a man who talks like a war hero compels his wife to interview the janitor every time he has occasion to make a kick.

Editorial Echoes.

The epigrammatic remark of Mr. Carnegie that "steel is either prince or pauper" is recalled by the statement published this morning of the United States Steel Corporation's earnings for the first quarter of the current year. In the aggregate they are much smaller than for the corresponding three months of the current year, but the significant fact is that the earnings for March are twice as large as those for February, which, in turn, were twice as large as those for January. It is not arithmetical but geometrical progression. Students of economics regard the steel and iron industry as a barometer of general conditions—these metals entering into so many varied constructive and manufacturing activities. The exhibit made by the great Steel Corporation, therefore, is gratifying evidence of general return of the activity that spells prosperity.—New York Herald.

Your Thoughts and Your Face.

BY E. ADDINGTON BRUCH.
(Author of "Mildred of Personality," "Psychology and Parenthood," etc.)

The other evening I witnessed the performance of a little play in which these striking lines occurred:

"Beautiful thoughts make beautiful lives, and beautiful lives make beautiful people."

Psychologically this is absolutely sound. The most potent basic recipe in the world is plowed in this little formula.

"Last, I'd like of high ideals, and cling to them."

Even those to whom Nature has not been generous in point of facial appearance may become beautiful in the eyes of the world by dint of right thinking and right living.

Therefore, looking at the portrait of Abraham Lincoln, even of him as an ugly man.

And, on the opposite, no matter with what beauty of feature a person may begin life, the cultivation of ugly thoughts certain soon or late to give a cast to the countenance that will negate the original endowment of beauty.

The face is truly the mirror of the soul, and reflects accurately the state of a man or woman's inward

temperament.

In fact, there is now in process of development a real science of physiognomy based on the demonstrable fact that a person's face is affected for good or for ill by the thoughts and emotions that far exceed the physical.

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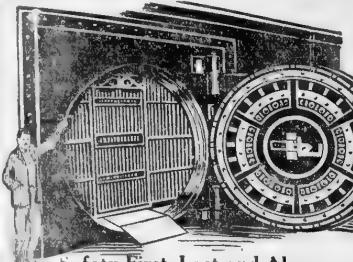
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Don't Lose Interest

You don't want to lose interest in anything worth while, and least of all, the interest that counts in building up your hard-earned capital.

Be sure to get your savings deposit in **ON OR BEFORE WEDNESDAY, MAY 5**, so that it will draw interest from May 1.

A month's interest is well worth the minute's thought you give it.



Safety First, Last and Always.

Third National Bank

Marietta and Broad Sts.
Capital, Surplus and Profits \$1,900,000

President, Frank Hawkins; Vice Presidents, John W. Grant, J. N. Goddard and Thos. C. Erwin; Cashier, A. M. Bergstrom; Assistant Cashiers, R. W. Byers, W. B. Symmers and A. J. Hansell

April 30

JOURNAL FREE PORTRAIT COUPON

Seven of three coupons from consecutive daily issues of Journal when presented in person at the Photograph Department of The Journal will entitle the owner to a beautiful enlargement of any photo containing a single head, right charge for picture.

A hand-colored carbonet enlargement for the seven coupons and \$1. A beautiful enlargement in delicate water colors for seven coupons and \$1.

These coupons are published every day in The Daily and Sunday Journal. They must be presented in person and by adults no mail orders will be received.



Metropolitan Styles

Summer Suits English Models

You will like the stylish distinction of our summer suits. They reflect the manners of the metropolis in their perfection of fit and easy grace. Slender English models in a varied assortment of attractive fabrics of exclusive design. For inspection and a "try-on" you are cordially invited.

Notable among these are handsome models in crash and imported tropical weight worsteds; tans, grays and blue.

Crash Suits in Tan and Gray \$25 and \$27.50
Canadian Crash Suits in Blue \$30

Suits of very fine imported tropical weight
Worsted in beautiful gray shades.

\$35

Correct Shirts, Ties and Hosiery in
harmony with your Summer Suit.



Geo. Muse
Clothing Co.

ALUMNI SECRETARY OF VANDERBILT IN ATLANTA

New Department Will Be Similar to Those of Yale and Harvard

Charles Cason, alumni secretary of Vanderbilt University, a new position recently created by the university and filled by the alumnus, is available for the purpose of getting in touch with Vanderbilt alumni in this city, and was their guest at luncheon Friday at the Capital City Club.

The university has established and proposes to develop an alumni department similar to those maintained by Vanderbilt, Harvard and the other great universities of the country. It is the first university in the south to take the lead in this field, and will be in the department with the title of alumni secretary, is paid a salary by the university, and acts as a member of the university faculty.

Discussing the university and its plans, Mr. Cason had the following to say:

"Vanderbilt University has entered upon a new status, and is well established. It knows where it stands. Its outlook is broader than ever before, and it is planning and working toward definite goals."

WILL ORGANIZE.

"One of the most important undertakings by the university is the organization of the alumni. Of this work I can speak with some knowledge, as I am in charge of it as alumni secretary.

"Before the alumni of Vanderbilt

had not been thoroughly organized. Now the university proposes to organize them and make them a power for the promotion of the university. They will be organized by communities and states and these will be merged into a single organization. The department will undertake to locate every alumnus, and keep in touch with him and keep him in touch with every other alumnus. To this end the department plans the publication of a magazine especially devoted to the university.

"Moreover, the department will perceive a permanent organization for every class. The class of 1913, 1914, 1915, 1916, 200 strong, has already organized and elected a secretary to serve for a term of three years. The class of 1917, the members of the class and through him the university will keep in touch with them. The 1918 class is to be formed in time to be held by the members of the class within twelve years after graduation, which will amount to \$20,000. The department also plans that these classes will be encouraged to do the same."

In every department the university is looking forward as never before. The freshman academic class this year is the largest by 25 per cent in the history of the university.

"The medical department has recently received bids for a magnificent new building, and the new hospital is being enlarged. Hereafter one year's academic work will be represented by the medical and dental department.

"The theological department will grade as an A-1 theological school.

"Theological Department.

"The theological department, or Biblical

department, as it is called, will hereafter be no longer separate, but emphasize the points of agreement between the various creeds, rather than the points of difference. Its faculty will be composed of men of the highest ability representing various denominations. In addition

New Head of the Vanderbilt Alumni

to training young men for the ministry, will train young men for the M.

A. work and for social service work.

"The whole spirit of the university is to be one of cooperation. The students, faculty and board of trustees are welded together in a compact, cohesive, aggressive and enthusiastic organization. In this way the organization of the university, by means of the alumni department, proposes to connect up the great power of Vanderbilt graduates everywhere."

"As I said before, Vanderbilt has

entered upon the threshold of this new era, she is inspired with a new hope and a new spirit. Under the leadership of Dr. Kirkland, she aspires to become one of the great centers of learning in America, and this ambition and spirit are backed by the resources necessary to achieve success."

MR. E. P. McDOWELL BURIED IN ACWORTH

The funeral of Mr. Eugene P. McDowell, twenty-six years old, upholsterer, who committed suicide by drinking carbolic acid in his office Wednesday night, was held at Acworth, Ga., this morning. The interment was in Acworth. McDowell, according to testimony before the coroner, committed suicide by taking his assistant, J. L. Barnett, about 7:30 o'clock Wednesday night, in his office in the Acworth furniture building. A two-ounce bottle which had contained carbolic acid was found beside him. The jury brought in a verdict of suicide.

McDowell lived at 198 Green street.

He is survived by his wife, mother, Mrs. S. A. McDowell, and his brother, G. W. McDowell. The funeral was Thursday morning at 11 o'clock at Acworth, Ga., his former home, for funeral and interment.

ATLANTA LAW SCHOOL
DEBATE FRIDAY NIGHT

That the Case system of teaching law should be used exclusively by the faculty of the law school, and that it be the subject of debate in the school's Kirkpatrick Literary and Debating society. Merritt and Herbert Blanton will uphold the affirmative; H. L. Hargrove, Edgar Peeler and H. C. Foster are the negative speakers. Henry Gandy will deliver an oration. "What the Lawyer Has Contributed to Society."

CREW OF THE MANNING IS BELIEVED TO BE LOST

POINT PLEASANT, N. J., April 30.—Identification of the bulk of the crew of the schooner *Manning*, bar to the cutter *Hannibal* as the four-masted schooner John B. Manning, leads to the belief of shipping experts that Captain T. C. Cushing, his father, and 20 others, and the crew of ten on the Manning have been lost.

The Manning sailed from Fernandina for Philadelphia March 24, and was caught in a hurricane off Hatteras on the night of April 1. She was seen in distress by Captain Frys of the schooner M. D. Cressey.

S. A. HUNT WILL FACE
U. S. COURT AT ROME

(Special Dispatch to The Journal.) ROME, April 30.—The case of S. A. Hunt, who with some remaining funds of the defunct First National bank of Lafayette, will be tried in the U. S. court of appeals here. This court will bring many attorneys and witnesses as well as jurors to Rome, and the trial will be conducted in the May term of the court of appeals, as far as possible to conform with the federal court.

Trusses Fitted

By a specialist of experience. Abdominal Supports, Elastic Korset, Arch Supports, Ankles, Braces, Etc., Etc.

Perryman & Co., 16 N. Forsyth St.

(On the Product.) Phone Ivy 1700.

BRIG.-GENERAL BRIDDEL

IS KILLED IN BATTLE

Commander of Northumber-
land Fusiliers Brigade
Shot Down at Front

(By Associated Press.)
LONDON, April 30.—Included in the latest list of those killed at the front is the name of Brigadier General Sir Charles Briddel, commander of the Northumberland Fusiliers brigade.

Second Lieutenant Charles R. Darwin, a grandson

of Charles R. Darwin, the naturalist, has been killed in action. Second Lieutenant Rhoda Morris, a daughter of the famous

general, was wounded Monday while dropping bombs on Central.

New Casualty List

GIVEN OUT AT OTTAWA

OTTAWA, April 30.—One officer killed, three missing and one wounded are named in a list of casualties of the Canadian contingent based by the militia department. The list also carries the names of five privates and 150 non-commissioned officers wounded.

Rains Stop Forest Fires

DETROIT, April 30.—Heavy rains in upper Michigan and northern counties of lower Michigan last night practically extinguished the forest fires which had been threatening serious damage in a dozen counties.

Rough Braids

At

\$2.00 and
\$2.50

The Styles and Values in our \$2.00 and \$2.50 Straws are exceptionally good—

The assortment for selection is large—

Our Better Straws at \$3.00, \$3.50 and \$4.00 are ideal for him who loves quality—
style and comfort—

Same with our Flexible Panamas and Leg-
horns at \$5.00 and \$6.00—
Or the Flexible Palms at \$2.50

PARKS-CHAMBERS-HARDWICK
37-39 Peachtree Company Atlanta, Ga.



CHARLES CASON.

to training young men for the ministry, will train young men for the M.

A. work and for social service work.

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cess."

M. RICH & BROS. CO.



Stunning Summer Hats \$10

A Wonderful Selling Event Planned to Eclipse even last Wednesday's Great Effort

Such a charming collection of hats at \$10 may not be seen again this summer. Here are—

—Lovish Leghorns

—Modish Milans

—Picturesque Panamas

—Various in white, black, natural and all the leading pastel and summer shades. Beautifully trimmed—each hat shows some becoming style touch. Choice \$10.00.

Large \$10 Sailors \$7.50

THESE striking styles in the large sailors, smartly tailored with owl heads, wings, coque and heekle breasts. White and black. \$10.

Children's Milan Hats 50c

Children's Milan Hats in popular "Rah-Rah" style. Trimmed with band and bow in black or white.

(Second Floor.)

Untrimmed Leghorns \$3.95

COSELY woven, fine and flexible, in the fashionable large shapes. Similar qualities, we understand, are offered elsewhere as "great values at \$5."

That Amazing May Silk Sale

Crowds



THE crowds are here today—they

swarmed in with the opening of the doors! We're swamped, of course

—even though we put on 18 extra salespeople. But we offer no apologies—

values like these are bound to bring crowds, and we haven't room to work more salespeople. Better service, tomorrow, of course, for the first rush is over.

But silks are in no wise diminished

We have at retail silks worth \$30,000

and such quantities won't be sold in a day nor a week. Rich's May Silk Sale is not a mushroom event that springs up overnight—it is the biggest and broadest planned event of its kind in the South. That is why you will find here tomorrow:

\$1.50 Silks at

89c

All the wanted
fashionable kinds.

\$1.50 Pompadour Silks

\$1.75 Satin Taffetas

\$1.00 Plain Chiffons

\$1.75 Flowered Taffetas

\$1.50 Striped Silks

\$1 Silks at

59c

Plaid Colors, Stripes,
Flowers and Checks.

\$1.00 Marquises

\$1.00 Plain Chiffons

\$1.00 Fancy Louisines

\$1.00 Fancy Messalines

All Kinds of BLACK SILKS

\$2.00 Taffetas \$1.59.

\$1.75 Taffetas \$1.29.

\$1.75 Taffetas 76c.

\$1.50 Messalines 65c.

\$1.50 Voiles 77c.

\$1.50 Crepe de Chines 89c.

\$2.00 Gabardines & Failles \$1.59.

And so on through the stock—name any silk you want, plain or striped; flowered or fancy—the chances are it is here at a saving of a third to a half.

M. RICH & BROS. CO. M. RICH & BROS. CO.

13

What Else Do You Look For in Silks?

Plaids—scores of them; \$1.50 silks 89c; \$1 silks 59c.

Stripes—many styles; \$1.50 silks 89c; \$1 silks 59c.

Checks—here they are; \$1.50 silks 89c; \$1 silks 59c.

Embroidered Silks—yes, yes; \$2 silks \$1.29; \$1.75 silks 89c.

Flowered Silks—\$1.75 kinds 89c; 50¢ Foulards 33c.

And so on through the stock—name any silk you want, plain or striped; flowered or fancy—the chances are it is here at a saving of a third to a half.

M. RICH & BROS. CO. M. RICH & BROS. CO.

