

The Chatham Record.

VOL. XXIV.

PITTSBORO, CHATHAM COUNTY, N. C., THURSDAY, AUGUST 22, 1901

NO. 1.

RATES

One square, one insertion	\$1.00
One square, two insertions	.50
One square, one month	.25

For larger advertisements liberal com-
pensation will be made.

ETHICS OF ADVERTISING.

Calmnesses of the Code Which Gov-
erns Doctors and Lawyers.A writer in *Pulchritude*, presumably a lawyer, writes sentimentally on the ethics of his profession so far as it relates to advertising, and takes the position that man, as a lawyer, does no advertising, while the advertiser does.

It would appear that he argues from a previous contradiction in its statement, only to reach, as he necessarily must, an illegal conclusion, not warranted by the intermediate syllables. It is like logic, and needs must fall.

The fact that he admits advertising has practically become a science and "that the advertiser, one who has, I suppose, made a life-study of the ethics of his own system, of the use of name equity, for instance, for instance, it is not denied that every man, I suppose, in business at heart, and that with every business man of American the advancement of his own business occupies the same mind. I submit, the advertiser believes advertising to be one of the most important stages on the high road to success, success, why is he not justified in his endeavor to persuade the public or the public that unless he exercises his practice a phantom in a form of legitimate personal and professional fame and marked material benefit?

Of course he is justified, and it is only the historical rule of the years of the last century and other vehicles of advertising were instrumental that business men could better enter into competition with less mercantile business.

The writer assumes that there are many members of the legal profession who would advertise to the detriment of their more conservative brethren, especially that is true. This is not the case of the fellow up the stagecoach, who sells what in the case need not be an article.

The attorney and lawyer of the bar room, hotel-saloon, and various classes, but the average newspaper reporter with his outfit, experience at all, knows what a sham the ethics of law professionals, and that free advertising is surely sought for by the author, estimator, or by the police force.

The suggestion has been made, and it is ridiculous one, that the papers refuse to print the names of lawyers and physicians in prominent cases unless they advertised.

However, for these briefs to the papers, often gratis interviews, always with their own account of their operations, and enlargements of their services, and the newspaper publishes it in close proximity without requiring a cent of profit. The advertising lawyer or physician, who does not insist upon his showy colors have caused it to be applied to one of the sea gods.

It is a matter of common knowledge that the vault of the sky has at least to the eyes of some persons an apparently metallic form, the horizon appearing to be more distant than the zenith. Professor W. C. Brinnell, of the University of Illinois Observatory, has made an attempt to determine experimentally the amount of the apparent flattening, by means of a series of estimations of the angular diameter of a star, a series of images of which are magnified and then measured.

He found that the stars were somewhat smaller than was generally supposed.

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