THE WASHINGTON DAILY NEWS How Delightful

PUBLISHED EVERY AVTERNOON EXCEPT SUNDAYS.

moundednes matter, August 5, 1909, at the postoff

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JAMES L. MAYO PROPRIETO OARL GOERCH..... Entro

WASHINGTON, NORTH CAROLINA, NOV. 21, 1916.

THE HIGH COST OF ADVERTISING.

na, when local morehants are solicited for advertising, they protest that they "cannot afford to pay the price." Often-

two is too much to pay for a single insertion of an ad.

Of course the circulation of the Daily News cannot be compared with those papers that are higher priced in their advertising rates, but just the same, an interesting contrast is presented when comparison is made with one of the biggest of our national weeklies—The Saturday Evening Post.

Suppose one of the merchants in Washington desired to do a little advertising in this weekly magazine. If he decided on a quarter of a page it would only cost him \$1250 per insertion. Perhaps he might decide that a quarter of a page was not enough for him and that he would like to display his bargain sale in a half page. He would then have to come across with \$2500.

And now suppose that he wanted a full page inside. It would cost him \$5000. And if he was really strong for spending money and wanted to have the back page, done in two colors, he would have to write a check for \$8500.

There is, as every reader of the Saturday Evening Post knows, double page advertisement, which always appears in the center of the magazine. Such concerns as Overland automobiles, Victor Talking Machines, Spearmint gum, etc., use this space with much frequency. It doesn't cost them much—only \$12,000 per insertion.

And the next time you haven't anything to do, suppose you sit down and figure up what the advertising in the Saturday Evening Post amounts to every week. And then go ahead and figure out what you would do with that much money if you had it. And if you want to do some more figuring, suppose you try to figure out how many packages of Spearmint gum must be sold before the manufacturers of it realize any profit on their advertisement.

Oh, yes; the advertising rates of the Daily News may seem high, but after reading the above figures it reminds one of a drop of water compared with the whole ocean.

AT THE END OF THE GOOD ROAD.

To see what really happens at the end of the good road, a public road specialist of the department recently had observations made in different sections of the country. The observers noted many countrybound teams who drove two loaded wagons, hitched one behind the other, to the end of the good road, and then found it necessary to leave one wagon by the roadside to be returned for later, while all the power of their teams was devoted to hauling a single wagon over the

unimproved road.

Farmers bound for the market frequently were seen to haul wood and similar products to the beginning of the good road, there dumping them, and returning for a second load. When this arrived, the two loads were consolidated and easily hauled by a single team the remaining distance to market over the improved highway.

In one section of the country where oxen are still used teamsters were observed to bring their loads over the dirt with two or three yokes of oen. When the beginning of the good roads was reached, the teamsters would unhitch the extra animals and finish their journey with a single yoke.

CARRANZA'S DELUSION.

While conditions in Mexico reveal more and more clearly the need of co-operation, the Mexican Commissioners at Atlantic City, no doubt in obedience to instructions, refuse to accept any help from the United States. In his obstinacy Carrange insists upon the with drawal of Pershing's forces, with whose aid the revival of bandi warfare in the north might be effectively suppressed, remarks the New York World. Whether it be through personal vanity or a sensof national pride or plain hostility to foreign assistance, he reject the surest means of restoring order and gaining the opportunity to set Mexico again on its feet.

"Far from harboring any designs of aggression, the United State has borne with Carranza under trying circumstances with extrempatience. If the Carranza Government gave proof of real vigor, i it commanded the support of a disciplined army and capable Ger erals, if anywhere in the world it were regarded as solvent, th United States could afford to look on passively from a distance whil Carranza strove to put an end to lawlessness and anarchy. But th Carranza Government is not only wearing out its strength and endan gering the future existence of Mexico; it shows no capacity to mee the responsibilities that it pretends it alone must assume as a matte

"Mexico cannot be a nation apart, as Secretary Lane warned through the Mexican Commissioners. Its sufferings are not a mat ter of indifference to the United States, but neither is its disregard of its obligations to other nations."

IS A WOMAN A PERSON?

That looks like foolish question No. 1,999,999 yet it is being quit seriously discussed in certain quarters on account of the election of a woman to Congress on November 7. The New York World, fo insance, says the election of Miss Rankin is bound to result at Wash ington in complications which may be discussed with prejudic neither one way nor the other on the general question of feminine

neither one way nor the other on the general question of femining rights.

By the Constitution the election of Representatives in Congress is a matter of State right, subject to certain conditions as to apportionmen citizenship and length of term. But close upon acknowledgement of the privileges of the Commonwealths comes a provision that the Fed eral Legislature itself shall, in each of its Houses, be the judge of the qualifications of its own members.

The Constitution says the House of Representatives shall be composed of "members" elected as prescribed, and that no "person" shall serve as a member who does not mest certain requirements. In these terms is no indication of sex. But one requirement for eligibility in a member is that of respictives in "that State in which he shall be obtained in the laster somehody is bound to raise will hinge upon the both or sent on receipt of price by E. Lewrence & Co., Chicago, III.

WASHINGTON PARKI

Published portraits of Miss Rankin carry their own assurance that her admission would be a distinct gain to the aesthetics of the House. There are abundant guarantees of abilities ranging in their application from the comprehension of grave public questions and the practice of pure politics to the connection of the perfect lemon pic. These details of qualification, it appears, must be subordinate to the conclusions of a House masculine whether or not a woman is a "person" in the meaning of the constitution. the meaning of the constitution.

The Town Gossip

CHARLES E. Hughes. NEW YORK City. DEAR MR. Hughes. I'VE BEEN reading. THE PAPERS carefully. EVER SINCE the election. AND I'VE been waiting. TO SEE some mention. OF YOUR telegram. OF CONGRATULATIONS. TO MR. Wilson. AND I'VE never been able TO SEE any mention of it. AND I was wondering. WHETHER YOU'LL ever AND I hope you will. THIS MORNING. OF WHAT a heavy expense. THE CAMPAIGN. MUST HAVE been to you.

AND I'LL bet

IT COST you.
A LOT of money to travel.
ALL OVER the country.
AND PAY hotel bills. AND TIP porters.
AND OTHER things. AND I know. HOW IT feels. TO Bill broke. AND CAN sympathise with you. AND MR: Hughes, I KNOW. THAT TELEGRAPH calls. ARE HEAVY and that.
A LONG pressage.
OF CONGRATULATIONS. WOULD RUN into money. AND I'VE been talking.
TO CAPTAIN George Hill, AND JOB Taylos. AND SEVERAL others.

Your Winter Suit

Is now ready and Waiting For You

We have never before offered such a large assortment of men's clothing to select from. All sizes and the latest styles.

Your Inspection is Invited.

THE HUB SUSKIN & BERRY

SOLD FOR MARRIAGE" THE ATTRACTION ON TONIGHT Those attending the New Theatre onight will witness a first class per-ormanes as Miss Lillian Gish apears as the stellar artist in "Sold or Marriage," a Fine Arts Triangle lve-act attraction. Miss Gish is one of the most popular artists on the American movie stage and she al-ways appeals to the Washington movie lovers. Tonight will be no ex-ception to the rais.

Look Pa, How 'Gets-It' Works!"

Liste Your Core Right Off.

Never Fails

Ever in your life see a corn come out like that? Look at the true skin materiesth—smooth as the parm of your leads.



Wall Now, Look at That! Off Cas

I'LL wire it to you. AND WE can all rest cany. I THANK you.

The first the Clerk.

Region Lumber Company, corpore the control of the Clerk.

Region More, U. E. Recditt, Roman More, C. R. Recditt, Roman More, C. Recditt, Rom

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