

Store Advertising should be News

By Frank A. Black, Advertising Manager, William Finner's Sons Co., Boston, and Chairman of the Retail Department, A. A. C. of W.

WHO in this day and age spends time on stale news? Then why should retailers expect attention for the commonplace, repetitions, exaggerations, misstatements and hashed-over facts so often presented as advertising?

Imagine a store employing 2,000 people, mainly young and in their prime, who concentrate their thought and effort on these things:

The selection, creation and adaptation of new and becoming styles in wearing apparel—

The economical production of these styles in the most attractive and serviceable materials and by the best workmanship—

The distribution of this apparel among men, women and children, by the most satisfactory and efficient methods.

The doings of this great organization can fairly be called news.

In printing this news as its advertising this store is doing a real service to the community which it serves. And, as might have been expected, has met with success proportionate to the service rendered.

Any retail store can do the same thing.

The instructions are these:

Choose a merchandise field you are capable of covering. Then cover it.

Know all there is to know about your branch of business.

Have enough of the right goods at the right prices at the right time.

Tell the people about these goods frequently, frankly and as interestingly as you can.

Satisfy ALL calls for advertised goods, no matter what it costs to do this.

We hear much about advertising "with a punch." As a medium of communication between interests as nearly mutual as are those of the retailer and customer, advertising "with a pull" would seem to be much more appropriate.

Advertising is telling—nothing more or less. If you, Mr. Retailer, have news worth telling, you will find no difficulty in getting an audience.

Advertising—truthful, informative advertising—needs no defense. It pays its own way. It tells the people of better things for the same money—of new and easier ways of doing their work—of greater satisfaction. It makes better merchants, better stores, better homes, better people.

Advertising of the other kind deserves no defense. It falls of its own weight.

Think one of a notice to Advertise Advertising, by the Associated Advertising Clubs of the World (headquarters, Indianapolis). Write for booklet, written for buyers like yourself. Every man or woman who buys any kind of commodities will find it profitable reading.

SAFER SCHOOL BUILDING

ADDITIONAL STATEMENTS REGARDING BETTER AND SAFER SCHOOL BUILDINGS.

Commissioner Young Makes Some Timely Suggestions Concerning the Building and Remodelling of School Buildings.

Referring to the pamphlet, "Better and Safer School Buildings in This State," recently issued from this department, I desire to make additional statements, believing they will bring out more clearly and emphasize the suggestions therein.

1. The question of better school buildings is, of course, dependent upon the views of those who have charge of their erection as to their desirability as well as upon the amount of funds at their command for use in their buildings. The statements in the pamphlet referred to show conclusively that it will be cheaper in the end to erect school buildings of a better class, to say nothing of their safety. The difference in the cost will be overcome in a few years by the smaller depreciation and less call for repairs on the building, as well as the saving in insurance premiums.

2. The question of safer school buildings is of very great importance and one that cannot be overlooked, if our school authorities are to come up to the full measure of their duty in safeguarding the children committed to them. There are two divisions of the work: (1) one the erection of safe buildings, and the other (2) the making of such changes in the buildings already erected and in use as will render them safe for occupancy. The erection of safer buildings will, of course, only come up as new buildings are proposed, but the making of the present buildings safe faces us each day and calls for prompt action in every city, town and school district of the State.

3. The use of Double Tower Stairways is practicable not only in the erection of new buildings, but in making our present buildings safe. In my opinion, it is imperative that the school authorities throughout the State shall immediately examine their buildings and make them safe. This can be done at small cost by cutting out all stairways and openings between the different floors and the erection of Double Tower Stairways modeled after the plan of the Tower Fire Escape.

4. It is worthy of consideration, and I desire to bring it to the attention of the school authorities, that the Double Tower Stairways can be attached not only to brick buildings and make them safe for the children on the upper floors, but also to frame buildings and make them absolutely safe for the children on the second floor. The reason for this is, they do away with the "smoke panic," as well as the "rapidly spreading fire," by cutting out all inside stairways and openings between the different floors.

5. That the use of Double Tower Stairways does not add to but lessens the cost of school buildings is an additional reason for their use. We will take pleasure in furnishing any further information or details or examining any proposed plans as to safety from fire, and also go over any buildings with a view to the changes necessary to make them safe.

Call on me in person or by letter. JAMES R. YOUNG, Insurance Commissioner, Raleigh, N. C.

PROPERTY OWNERS RESPONSIBILITY.

The courts in several states have recently held property owners responsible for all damages from fire when they failed to comply with state laws or local ordinances. Recent opinions given by the attorney-generals of several states are to the effect that "At common law, one employing fire as his agency, or upon whose property a fire has been accidentally or without his fault started, who fails to exercise ordinary care under the circumstances to prevent its spread to neighboring property, or one who negligently or carelessly starts a fire, is liable for damages to another for injury to person or property of which injury such fire or its spread is the proximate cause."

These decisions and opinions are of the utmost importance to every fire-prevention association in this country, and should result in making the enforcement of all fire-prevention laws and ordinances much easier. When the chief or a member of the fire department makes an inspection of hazardous conditions, orders changes or repairs made, or rubbish removed, and calls the property owner's attention to the fact that he is liable for damages in case of fire, the property owner is quite likely to obey instructions forthwith, and he will in the future be much more careful about allowing hazardous conditions in and about his property.—John T. Winship, Commissioner of Insurance of Wisconsin.

Behold the little heating stove! Red hot on winter days. It does its best, like all the rest. But its kind never pays. It has a way of scorching things and setting them ablaze; Then all you've got is just your lot—Your house in ashes lays.

PHONE YOUR WANTS TO 202.

J. B. DUKE TO BUILD IN PIEDMONT CAROLINA

That Mr. J. B. Duke, founder of the American Tobacco company, president and moving spirit of the Southern Power company, and affiliated interests, and owner of the magnificent Somerville, N. J., estate, which is one of the show places of the country, is to build a home in Piedmont Carolina is the highly interesting news that has just developed here. It is to be located according to present plans, which however are subject to change, near Great Falls, S. C., on an island in the Catawba river, where it will command a wonderful view of three of the largest hydroelectric developments in the southeast, and is to be surrounded by roads, park places and flower gardens that will be second to none in the country. Mr. Duke has already had a rough sketch of the plans drawn and he has gone so far as to have Mrs. Duke visit the site in order to get her views on the subject. Mr. and Mrs. Duke and their little daughter have been at Great Falls for the past several days.

Significant Announcement. This announcement is one of the most significant that could be imagined. It is not so much that a splendid mansion and an estate pre-eminent probably in the south is to be provided in this section, but it indicates that Mr. Duke is to spend more of his time in Piedmont Carolina, that he is to keep closer and more intimately in personal touch with the development of this general section and this after all is the primary consideration. Mr. Duke is a constructive force of dynamite energy and wherever he is something has got to be doing. He could no more retire or withdraw from active business than he could stop breathing. It is the soul of his life, indeed, his very life, to see things in motion, to plan the work and then work the plan, and he is a man of vision sufficient and adequate wealth to achieve anything. Mr. Duke is profoundly interested just now in promoting southern development and he is eager to get erations. Hence his determination to build down here.—Charlotte Observer.

WILL DETERMINE AMOUNT OF SICKNESS IN N. C.

A plan to determine the amount of sickness among the wage earners of North Carolina has recently been instituted by the state board of health and the Metropolitan Life Insurance company. This unemployment survey, which will probably take place this week beginning April 10 and which will be made by the Metropolitan's agency staff, has for its purpose to know approximately what percent of the unemployed among the earners in North Carolina is due to sickness and other disability.

The survey will take count of the nature of the occupation, the age and sex of the employee, and if sick or disabled the disease or cause of disability. It is the opinion of the state board of health, at whose request the above company is making this survey, that the facts and figures obtained relative to the amount of sickness that exists in North Carolina, will be of incalculable value to the health work of the state and to public health work in general.

The Sun's Heat.

The sun will continue to give out its present amount of heat for 30,000,000 years.

STREET CAR SCHEDULE.

IN EFFECT JAN 3, 1916
Zellico and Return—6:00, 6:15; 6:30 a. m.
Riverside Park—6:15 and every 15 minutes until 11:00 p. m.
Depot via Southside Avenue—5:30 a. m. and every 15 minutes until 1:15 p. m., then every 7 1/2 minutes until 3:45 p. m., then every 15 minutes until 11:00 p. m.
Depot via French Broad Avenue—6:00 a. m. and every 15 minutes until 11:00 p. m.
Manor—6:00 a. m. and every 15 minutes until 11:00 p. m.
Charlotte Street Terminal—6:00 a. m. and every 15 minutes until 11:00 p. m. 11:30 car runs through; return leaves end of time 12:00.
Patton Avenue—6:00 a. m. and every 15 minutes until 11:00 p. m.
East Street—6:00 a. m. and every 15 minutes until 11:00 p. m.
Granville via Merrimon Avenue—6:00, 6:30 a. m., then every 15 minutes until 10:30 p. m.; then every 20 minutes until 11:00 p. m.
Biltmore—6:00 a. m. and then every 15 minutes until 11:00 p. m., last car.
Depot and West Asheville via Southside Avenue—5:30 a. m. and every 15 minutes until 11:00 p. m.
SUNDAY SCHEDULE DIFFERS IN THE FOLLOWING PARTICULARS: Car leaves Square for Manor 6:00 a. m., returning 6:15 a. m.
Cars leave Square for Depot via Southside Avenue 6:00, 6:15, 6:30, 7:00, 7:30, 8:00, 8:30 a. m.
Cars leave Square for Depot via French Broad Avenue 6:15, 6:30, 6:45, 7:15, 7:45 and 8:15.
Car for Depot leaves Square 8:45 a. m., both Southside and French Broad.
First car leaves the Square for Charlotte street at 6:00 a. m. and every 20 minutes until 8:30, next 8:45.
First car leaves the square for Riverside 8:30, next 8:45.
First car leaves the square for West Asheville 6:15, 7:00; next 8:30.
With the above exceptions, Sunday schedules commence at 9:00 a. m. and continue same as week days.
On evenings when entertainments are in progress at the Auditorium the last trip on all lines will be from entertainments, leaving Square at regular time and holding over at Auditorium.
Car leaves the Square to meet No. 25, night train, 30 minutes before departure, so as to meet arrival.

GLASS OF WATER BEFORE YOU EAT ANY BREAKFAST

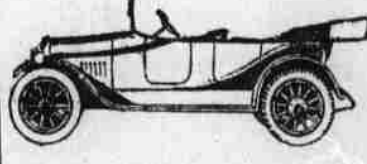
Wash poison from system each morning and feel fresh as a daisy.

Every day you clean the house you live in to get rid of the dust and dirt which collected through the previous day. Your body, the house your soul lives in, also becomes filled up each twenty-four hours with all manner of filth and poison. If only every man and woman could realize the wonders of drinking phosphated hot water, what a gratifying change would take place.

Instead of the thousands of sickly, anaemic-looking men, women and girls, with pasty or muddy complexions; instead of the multitudes of "nervy wrecks," "rundowns," "brain fags" and pessimists we should see a virile, optimistic throng of rosy-checked people everywhere.

Everyone, whether sick or well, should drink each morning before breakfast, a glass of real hot water with a teaspoonful of limestone phosphate in it to wash from the stomach, liver, kidneys and ten yards of bowels the previous day's indigestible waste, sour fermentations and poisons, thus cleansing, sweetening and freshening the entire alimentary canal before putting more food into the stomach.

Those subject to sick headache, biliousness, nasty breath, rheumatism, colds; and particularly those who have a pallid, sallow complexion and who are constipated very often are urged to obtain a quarter pound of limestone phosphate at the drug store which will cost but a trifle but is sufficient to demonstrate the quick and remarkable change in both health and appearance awaiting those who practice internal sanitation. We must remember that inside cleanliness is more important than outside, because the skin does not absorb impurities to contaminate the blood, while the pores in the thirty feet of bowels do.



A Car Load Allen Automobiles to arrive this week. See them at our show room—

78-80 LEXINGTON AVE. SLOAN GARAGE & SUPPLY COMPANY

SOUTHERN RAILWAY.

Premier Carrier of the South—Schedule figures published only as information and not guaranteed. EFFECTIVE JAN. 1st, 1916. No. Arrives From—Eastern Time: Savannah and Jacksonville ... 2:10 p. m. 11 Washington, New York, Norfolk & Richmond ... 2:40 p. m. 12 Chattanooga, Memphis, St. Louis, Louisville, Cincinnati ... 2:45 p. m. 15 New York & East ... 11:59 a. m. 18 Murphy ... 6:30 p. m. 20 Murphy ... 1:47 p. m. 21 From Goldsboro ... 8:00 p. m. 22 Waynesville ... 8:40 a. m. 27 Charleston, Columbia ... 8:10 p. m. 28 Cincinnati, Chicago, Memphis, Chattanooga, Birmingham and New Orleans ... 10:20 a. m. 25 New York and East ... 2:40 a. m. 41 Spartanburg, Atlanta, Montgomery and New Orleans ... 11:15 a. m. 102 Bristol, Knoxville, Chattanooga ... 10:55 p. m. No. Departs For—Eastern Time: Savannah, Jacksonville ... 4:10 p. m. 11 Knoxville, Chattanooga, Louisville, Cincinnati, St. Louis ... 2:55 p. m. 12 Richmond, Norfolk New York, east ... 2:55 p. m. 17 Washington, east ... 6:45 p. m. 17 Waynesville and Murphy ... 8:30 a. m. 19 Murphy, Waynesville, 3:20 p. m. 21 Waynesville ... 8:15 p. m. 22 Goldsboro ... 8:50 a. m. 27 Chattanooga, Cincinnati, Memphis, Birmingham, New Orleans ... 8:30 p. m. 28 Charleston ... 10:30 a. m. 36 Richmond, Washington, East ... 6:30 a. m. 42 Columbia, Atlanta ... 7:00 a. m. 101 Bristol, Knoxville and Chattanooga ... 7:10 a. m. No. 23 Connects at Hendersonville with train for Lake Toxaway. No. 27 receives connection at Hendersonville from Lake Toxaway. No. 19 connects at Hendersonville with train for Brevard and Lake Toxaway. Trains 12 and 15 handle Pullman sleeping cars between Asheville, Washington and New York. No. 41 receives connection at Hendersonville from Lake Toxaway and Brevard. Pullman parlor car service on trains 11 and 15 between Asheville and Salisbury. No. 23 Parlor car between Asheville and Goldsboro. "Pullman buffet parlor cars on trains 27-28 between Asheville and Augusta." Through sleeping car daily from New York, Philadelphia, Baltimore, Washington, Louisville, Charleston, Jacksonville, Savannah, Chattanooga, St. Louis, Memphis, Birmingham and Louisville. Dining cars on trains 9, 16, 27, 28, 12 and 15. J. H. Wood, Div. Passenger Agent, 40 Patton Ave. Telephone 217

BANKING POWER OF U. S. PUT AT \$25,397,100,000

Unparalleled Growth of Financial Institutions Reported by Comptroller of Currency.

U.S. WINS NEW INDUSTRIES

Secretary of Commerce Declares America Has Already Captured the Tin

HOLLIS EXPLAINS RURAL CREDIT BILL IN SPEECH TODAY

New Hampshire Senator. En Route to Denver. Stops

ST. LOUIS WILL BE BIG PAINT CENTER

Booker-Moore Co. Consolidated With Benjamin Moore & Co., \$3,000,000 Concern.

NEW PLANTS TO BE ERECTED

ADD TO RAISE \$500,000 FOR BOYS IN TEN DAYS' STRENUOUS CAMPAIGN

Education, Uplift and Recreation for Thousands of Lads Are Sought.

STEEL CORPORATION INCREASES WAGES.

More Than \$10,000,000 to Be Added to Annual Payroll.

PROPHESIES GREAT FUTURE FOR MOBILE

Development Colonel Walter Points Out Advantages of National Resources Here.

PRESIDENT SEEKS POLITICAL FREEDOM

England Clings to Racing.

London, March 23.—Even the great war is not to be permitted to deprive England's country folks of their annual treat of attending the grand national steeplechase, which, since 1839, the year of its inauguration, has been essentially the race of the country people. By decision of the National Hunt Stewards the historic event will be run off tomorrow. It will take place over the Gatwick race course, however, instead of over the Aintree course at Liverpool, where it has taken place for so many years past. The change was made because of the building of great munition works near the Aintree course. The distance of the race, as usual, will be four and one-half miles and the number of bettors to be crossed 22.

Going to See Billy Sunday

Boston, March 23.—The "Billy" Sunday executive committee, composed of chairmen of the various sub-committees of the coming evangelistic campaign here, leaves today for Baltimore, to obtain first-hand knowledge of what will be required of them when the celebrated evangelist comes to Boston next October. Besides getting an "inside" on the preacher and his methods, each of the Bostonians when he arrives in Baltimore will be taken in charge by the chairman of his corresponding committee in that city and thoroughly trained in the details of his work. The delegation numbers more than 20 members and will remain in Baltimore over next Sunday.

Behold the little heating stove!

Red hot on winter days. It does its best, like all the rest. But its kind never pays. It has a way of scorching things and setting them ablaze; Then all you've got is just your lot—Your house in ashes lays.