obscribers desiring the paper dis-inued will please notify this of-on date of expiration, otherwise dil be continued at regular sub-plication rates until notice to stop corred.

It you do not get the Daily New roughly telephone or write the man-ger and the complaint will receive mendiate attention. It is our do gre to please you.

All articles sent to the Daily News or publication must be signed by as writer, otherwise they will not a published.

TUESDAY, SEPT. 17, 1912.

SCHOOLGRAMS,

From A to Z protect the health of

Let the first lesson be: How to

Fresh air makes the mind bright

Stuffy air stiffes and stunts

To be happy in school-keep well

Keep away from the boy or girl with the "little sore throat"-times it is diphtheria.

Don't shut out the sunlight, teach Flood the room with sunshing; it's God's best germ destroyer.

The first duty of the first day and of every school day: Look for infection carriers and promptly exclude

The future hope for hygiene lies in the schooling of today. The prevention of unnecessary sickness is chiefly a question of education

Open wide the windows: keep the schoolroom air as much like the out-door air as possible. Contaglous diseases are seldom if ever contracted in outdoor air.

Never put pencils or pens in your mouth. The last mouth they were in may have been an infected mouth. Germs of diphtheria, scarlet fever, ty phoid, or other diseases can be ried on pencils and pens.

For the same reason never swap candy, chewing gum, or apples. Never put anything in your mouth that has been in another's mouth. That's a dirty and dangerous thing.—Chicago Health Bulletin.

There are 148 cities in this country that spend less than two per cent of their total income for health pur-poses. These same cities are spend ing from three to ten times as much per capita of their population to pre-vent fire loss of property as they do to prevent loss of human lives.

There are scores of live and grow ing towns in North Carolina that have no public health service. And in all these places there must be necessarily a high death rate from the preventable diseases

Better the cur in the dog pound than the bitten child in the hos-

Castle, Pa., and Fred Brodbeck of

LABOR.

Peughkeepsie, N. Y., Sept. 17 .-Delegates representing labor bodies throughout the State were present in large numbers this morning at the opening here of the forty-ninth convention of the New York State Federation of Labor. Legislative measures affecting the interests of the es will be exhaustively discussed by the convention during the several days that it will be in ses-

Parents Responsible.

Parents Responsible For Death of Son.

MR. AND MRS. IGNORANT NOT KNOWING THAT CHILDREN ARE MORE SUSCEPTIBLE TO ALL GERM DISEASES THAN GROWN PROPLE KILLED THEIR SON BY ATTEMPTING TO RAISE MIM WHERE AIR WAS CLOSE AND DUSTY.

Indifference of Parents Cause Death of Daughter

REFUSING TO STUDY HEALTH CONDITIONS
AND THE DANGER OF LIVING IN CLOSE
BUILT DUSTY QUARTERS HAS KILLED THE
OLDEST DAUGHTER OF MR. AND MRS.
NEVERTHINE.

Selfish Father Murders Children.

Knowing the danger from Dust in the home ough selfish as to his own convenience, Mr. Near ome is today burying another son just as he was adding into manhood.

Wife Responsible for Death of Husband.

REFUSING TO MOVE FROM THICK SETTLED DUSTY THOROUGHFARES MRS, HAVE HER WAY IS TODAY A WIDOW.

Another Suicide.

Though Warned to remain both day and night in dusty quarters would kill him, Mr. Close To Busi-ness ignored advice and died at an age he should have been in prime of life.

Took Life in Own Hands.

PREFERRING TO RISK CONTRACTING CONSUMPTION AND LINGERING DEATH IN OLD INFECTED NEIGHBORHOOD TO LONG USEFUL LIFE WHERE AIR WAS PURE, MRS. SOCIETY IS NOW COLD IN DEATH.

SUCH WOULD BE SOME OF THE FINDINGS OF INVESTIGATIONS as to many deaths from Consumption, Diphtheria and Pneumonia, and the sooner the newspapers publish baild facts as to the indifference, or Ignorance of parents, the sooner will the Universe "SET UP AND TAKE NOTICE." Tis the only way you will teach them that such diseases are not inherited, but brought on by carelessness, Ignorance or Indifference.

Germs in Dust.

Experiments prove that oftimes the dust which in five minutes settle in a saucer or jelly four inches in diameter contain from 34 to 5,810 germs. Is there any wonder folks breathing such impure air SICKEN AND PREMATURELY DIE.

Air free of dust is almost if not entirely free of diseased germs, therefore, less dust less sickness, less death. Come, be fair and just to your children, if not yourself, and get from the dust: Such dust free conditions as is found in Washington Park, which is off the main thoroughfare, cannot be found along main thoroughfares nor near the business section of any town in the United States, It may be a little out of the way, but one had better belout of the way with good heaith and feeling, and live, than to be as the thoughtless consider, "in it" and have the vitality kept low, most of the time alling causing many to fill a premature grave. Statistics prove all these things to be facts and those who ignore them do so at their peril.

SOME AGE TO OLD BOSTON TOWN VANCOUVER TO WEL-

COME CONNAUGHT

IS CONVALESCENT

Castle, Pa., and Fred Brouders Salina, Kans., are among the fire chiefs who are on the program for papers or addresses.

The many friends of Mrs. Edward Jennett, who was recently operated on at the Washington Hospital, will list an absolute fact, that one 50 cents of the control of the cont NEW YORK FEDERATION OF proving dally and is convalescent.

For sale at Hardy's Drug Store. 8-29-1m

Shoot the dog and save the child.

FIRE CHIEFS IN SESSION.

Denver, Colo., Sept. 17.—Chiefs of the fire departments of many of the leading cities of the United States and Canada were on hand today at the opening in this city of the foreight annual meeting of the international Association of Fire Engineers. The sessions will last four days and will be devoted to the discussion of building inspection, the advantages of motor drawn apparatus, the care of fire hydrants, high pressure systems and other subjects pertaining any moved to Trimography and a National or American League champlonship pennant, counting the flag already in sight of McAleer's and entertainment of the Duke of Connaught and his party, who are the fire departments of her career. This calculation by an enthusiastic baseball fan, and the hoisting of a flag on the city hall, marked the only observance of Boston's 282nd birthday anniversary today.

While it was in July, 1630, that the colonists brought by John Winchrop to Salem established themselves at Charlestown, it was not under the most elaborate ever seen here. The vice regal party will be welcomed at the station by a committee of provincial and city officials, headed by Lieut. Gov. Paterson. The distinguished visitors will remain in Vancouver until Sunday in the greater part of Winthrop's company moved to Trimography. of fire hydrants, high pressure systems and other subjects pertaining to fire prevention and fire fighting the place was renamed Boston, after Victoria, Nelson and several other subjects. J. A. Tremblay of Montreal, John the Lincolnshire town from which cities of British Columbia, October Kenlon of New York City, C. W. many of the colonists had come.

be pleased to learn that she is improving daily and is convalescent.

HEABACHE A HANDICAPINAMY RACE
You can't win any race — afoot, horseback, in another converges of the action, engine cab or seventians if your head seduce.

HICKS' CAPUDINE part is a sign of physical deficiency.

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HICKS' CAPUDINE part is a sign of physical deficiency.

HICKS' CAPUDINE part is an absolute fact, that one 50 ceans them. to fade and that two jars will ever them. We are willing to personally guarantee this and to return your money without argument if your complexion to fully restored to its and the part is a size of part is a store that a server cape them. to fade and that two jars will ever them. To fade and that two jars will ever them. To fade and that two jars will ever them. To fade and that two jars will ever them. To fade and that two jars will ever them. To fade and that

HARDY DRUG STORE



MAKE ADS CONCISE AND CLEAR

uses and expects strowteeps of the uses and repetals are appeal in which the appeal is to be made. This is so obvious that it scarcely requires mention.

Taking it for granted, however that the act writer has studied up the proposition and understands it clearly, the first step is to realize that an advertisement cannot be written successfully at a moment's notice. The annateur in this work is notice. The annateur in this work is not to that any sort of reading mate to fall the space with some large type thrown in and a picture, constitutes an advertisement. This hap heard method (usually called inspiration) is much used, and the remails are very hapharard indeed. The expert, on the other hand, given the matter careful study—that is why has is an expert—weighing well every word, and eliminating every word, and eliminating every word, and eliminating every manacessary one. He chooses and places them with the care that an artist would exercise in combining the parts of a complicated machine. Summensary one. He choose and places them with the care that an artist would exercise in combining the parts of a complicated machine. And the thoughtful student will realiss early in his work that this study is very necessary before the requirements of the good advertisament can be taifuled.

an writing the advertisement one must remainder that the mind, particularly the mind of the more or less indifferent reader, is a lasy thing, and the appeal to it will be only in proportion as the idea can be easily grasped, so that three essentials of the successful advertisement are toree, hrwity and clearness.

As a comment that writing the advertises

As a concrete illustration of the point of force in the language used there has been used by a number of firms recently a small booklet entitled "How We Lost a Customer." Inside the story might have been that "through poor health and consequent insitestion to it his business gradually fell away, and he finally succumbed to a lingering illness." But that wasn't the story. One opened the book to be startled by only two words, surrounded by black border, "He died." The effect is forceful, it compels attention. crote illustration of the

The subject should also be treated s briefly as possible, and the opening entences, especially, should be short.

as briefly as possible, and the opening seateness, especially, should be short. Statesments should be made very clearly—the meaning not left to be inferred by the reader. Only the cleverest of people enjoy a story written in that "impressionistic" style, and no one will bother with such an advantisement. For the sake of clearness, too, the matter should be simplified by the exploitation of as few lines of good as possible and if a number are used, the text should be arranged so that each will appear distinctly by fixelf. Otherwise it is like so many salesmen all shouting at the reader at since, and naturally he syst away from them as quickly as possible.

possible.

In addition to clearness of language and expression, there should be clearness of typography—it should be casy to read and not tiring on the eyes. This is matter largely for the printer, as the advertiser, unless of exceptionally broad experience, is less able to judge of effects than a type setter. But in this connection, the ad, writer should see himself that the space costs money, but it attracts attention and pleases, oftentimes creating a much more favorable impression than an indifferently executed illustration which would estail additional expense.

pense.

Another serious stumbling block to the student ad, writer is his failure to give sufficient thought to his proposition from the shendpoint of the buyer, and this frequently results in a completely wrong construction of the advertisement. His ideas and arguments may be all right, but he presents them from his viewpoint rather than to appeal to the reader; he wears his cost wrong side out. He should ask himself: "If I were a reader, what is there about these goods that would induce me to part with my money for tham?"

Human nature is essentially selfish,

Human nature is essentially selfish, and unless this point of the appeal to the boyers self-disterest is given brought \$7.50 in Boston, conting more than twice as much to market as to grow told of an Irish judge, who, returned to hear the arguments of the within a month. Either the consumer within a month. Either the consumer defendant's attorney, contending that "it would have a tindincy to confuse the coort." Do not fail to hear both sides of the case before the nover-

Appropriate.
Gazing at a group of nine childres
gazing at a group of nine childres
lady called one of the little girls.
"Are all of these children year sisters and brothers?" ahe asked.
"Yes, mum," replied the youngster.
"What is the largest one named?"
"Maxie, mum."

"Maxie, mum."
"And what do you call the am

Minnie, mum." Rub-My-Tism will cure you.

earth.

The result is that they have go us to believing this fallacy very great to our hart, for it is not true except in crude, half basbarie way. The truth it we are the most weak, helpless portle of society, getting the least for outime and money out of the general division of section. Economists as division of section.

follows:

The only reason why native Amiron farmers could not get their size in the same way is a temperament one. Possibly that might be overcome.

Possibly that might be overcome. In the same way is a temperamental one. Possibly that might be overcome in the case of a bunch of earnest young workers to submitting themselves to authority and acquatomed to team work. The principle is good, it would be our fault if we did not make it work."

The modern baseball or football club is an example of team work and submission to suspervising authority, it seems we will do all these things for aport when we wouldn't for the sake of financial profit.—Hoard's Dairyman.

FARMING IS, FOR THE MANY see Intended That G

(By PROF. THOMAS SHAW, Minnesota.)

Parming is for the many rather than for the few. Providence and neture intended that it should be so. Since the soil is the greaset source of wealth in the world, it was evidently the design that the largest number possible should share in this wealth. The largest the number of persons who can be set to work to secure this wealth, the better will it be for all concerned.

concerned.

It must be conceded by all fall minded persons that the prospect cowning a small piece of land on which to build a house and from which t win a livelihood is a drawing card i win a livelinood is a grawing ourd in a much stronger sense than the pros-pect of aimply remaining a farm is bover and leading in a sense the life of a nomad all one's days. The own-ership of land is undoubtedly for the many and not for the few.

Work of Good Manager.

The farmer who knows how to lay out the farm work for days and weeks ahead has a great advantage over his neighbor who walks for the demands of the day to make his arrangements. If the good manager has the further faculty of keeping all farm implements and tools in good order so they may be presend into commission is mediately in the morating without spending a lot of time hunting by bolts, cloviess, whithe-trees and other minor requisites, he is on the highway to wealth.

Doing Things Right.

What a lot of loss and unn What a lot of loss and unnecessary buying could be prevented, if not deferred indefinitely, if all the wagons and buggles were kept well greased, all nuts and burs well tiphteesed, hinges made fast or renewed when out of order, harnesses clied and machinery kept painted and protected. What a lot of time and cost could be awed if we would all start in now, at the drop of the hat, and do these things right.

within a month. Either the co paid too much or the farmer didn't get enough.

Education for Boys.

Not a day too early to be making plans for sending at least one of the boys to an agricultural school next fall. Perhaps it he has a few acres for his own use he may be able to pay part of his expenses. At any rate he is entitled to an education and a fair-etart it life. tart in life.

We can stand for female aviator

This is the identical cold wave yourse wishing for last July.

This is a beautiful world to live in, when one's liver is working all right. Some mistakes can be corrected, but eating toadstools is not one of them.

How fortunate for oyster lovers that the successive months have an R in them!

PAMLICO LODGE, No. 78.

OBR LODGE, No. 104.
A. F. and A. M.
Meets in their hall, corner Bonner
dd, Third streets, first and third
condays each month at 5 p. m.

HOYE CHAPTER, No. 50. Hoyel Arch Masons. sets in Masonic Hall second th Tuesdays each month washington Longs No. 688.

Pamileo Camp No. 15612 M. W. of ..., meets fourth Wednesday evening ach month in Taylor's Hall at 5:30.

stratrix of the estate of A. M. Ed rards, deceased, before the Clerk of he Superior Court of Beaufort Coun ty. All persons indebted to his e tate are requested to make immediate softlement with me and those holding claims against his extra are hereby notified to file the same duly itemised and werified, within one year as prescribed by law, else this notice will be pleaded in bar of This the 5th day of Septemb

1912. 8-5-6we

EMOCRATIC COUNTY CONVEN

TION. There will be a convention of the Democrats of Beaufort County, at the Jourt House in Washington, on Friday Southern State of the County of the Southern State of the County Sta

LINDSAY C. WARREN,

EXCURSION

To NORFOLK By-the-Sea Round Trip \$2.50

Tuesday Sept. 17, 1912 Via. Norfolk Southern Raiload

Through Coaches. Fast Special Trains from New Bern.

v. Beaufort 7:00 a Morehead City..... 7:30 a. m. Lv. Newport 7:51 a. m Lv. Oriental 7:30 a. Ly. Bayboro v: New Bern..... 2:20 a. m

passengers at all stations New Bern and Washington. Tickets sold at all stations Bear fort, Goldsboro, Oriental, New Bern and Chocowinity, inclusive at rate indicated of \$2.50.

Tickets good to leave Norfolk on any regular train until 9:00 p. m. September 19th. VISIT VIRGINIA BRACH CASINO.

The most perfect resort in the South. Every modern amusement W. W. CROXTON,

9-5-to 17

BULBS IF YOU PLEASE.

Our new stock of French and Holland Bulbs are now arriving and to plant early insures fine flowers.

Remember we make the finest wedding boquets and floral designs. Mail, phone and telegraph ders promptly executed by

J. L. O'QUINN & CO., RALEIGH, N. C.

A. Daniel Jr.
Lindary C. W
DANIEL & WALL
Assormeys as Law
Washington, North Care

Wiley C. Rodman,
Wim. B. Rodman,
BODMAN & RODMAN
Attornays-et-Law,
Washington, North Carolin

Pederal Courts

JOHN H. BONN WARRINGTON, N. C.

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John H. Small A. D. Mankans Harry McMullin Small. Mediann a Machan Attorneys at Law Washington, Nov. A Carolina

Edward L. Stewart, Washington, N. C.

W. A. Thompson, Atmosp., N. C. STEWART & THOMPSON Attorneys at Lass., Washington and Autorn, N. C.

OOLIN H. HARDING
Attorney-at-Law
to Savings & Trust Co. In
Booms 5 and 4,
Washington, N. C.

. NORWOOD L SIMMONS Attorney at Law

2 provide private

FRANK H. BRYAN

building. Second floor. Pra-tice in all the courts.

SPLENDID RECORD IN HOME

H. A. COOPER, Agent. MANAGERS FOR PRIMARY.

The following Democrats are here-by appointed as managers in their respective precipits for the primary to be held on September 20th, 1912: First Ward-J. G. Chauncey and

T. H. Davis.
Second Ward—W. L. Laughingouse and W. R. Bright.
Third Ward—John R. Hill and J.

R. Proctor. Fourth Ward-F. P. Whitley and F. Flyan.

Pineville—J. W. Mitchell and Jas. Old Ford. W. M. Cooper and S. Willard.

Tranter's Creek—J. Alfred Hodges d John T. Bell.

Peaver Dam—Geo. W. Mixen and J. R. Pinkham. Woodard's Pond—M. H. Cutter and J. Mae. Alligood. Pinetown—W. A. Respans and Pinetown—W. A. Respans and H. C. Boyd. Chocowinity—J. E. Taylor and

Chocowinity—J. L.
Chocowinity—J. L.
Chocowinity—J. L.
Bloant's Crock—W. R. Gailoway
and Will Marslender.
A. M. DUMAY,
Reard of Elections.

Chairman of Board of Ele