

Fall Showing Of WIDOW JONES CLOTHING For Boys

No custom tailor could produce better hangings or more stylish garments at double the price, the line contains dozens of the attractive models not shown in window display, only four more days, to get the boy's suit before school begins. Call in and look at the line.

J. K. HOYT,

Agt. Pictorial Review Patterns

As heads of large enterprises are men of great energy. Success, today, demands health. To all is to fail. It's utter folly for a man to endure a weak, run-down, half alive condition when Electric Bitters will put him right on his feet in short order. "Four bottles did me more real good than any other medicine I ever took," writes Chas. B. Allen, Sylvania, Ga. "After years of suffering with rheumatism, liver trouble, stomach disorders and deranged kidneys, I am again, thanks to Electric Bitters, sound and well." Try them. Only 50 cents at The Hardy's Drug Store.

NOTICE

There being some doubt about the dividing line between the Fourth Ward and Pineville, the Board of Elections orders that:

The dividing line between the Fourth Ward in the city of Washington and Pineville precinct shall be and the same is hereby declared to be the incorporate limits of the city of Washington.

A. M. DUMAY, Chairman,
L. H. REDDITT, Secretary.
8-25-20tc

ABOUT COTTON SEED.

Last year the crop was large and the price averaged low. This season the crop is smaller and prices should range higher. Because of the shorter supply competition will be stronger—and that's just where we come in—to help you. We always want your Cotton Seed and respectfully ask you to give us the chance to buy or swap this season. You certainly can get money for Cotton and Cotton Seed while we are in the market—and we expect to stay in it. Don't forget this when the time comes. It is to your own interest to remember it. Send us your orders for Bags, Bagging and Ties.

WM. BRAGAW & CO.,

First Insurance Agents in Washington, N. C.

H. H. SATTERTHWAITE

Respass Street Grocer.

ADVERTISING AND THE DULL SEASONS

By GEORGE S. BANTA. The attitude of many merchants toward advertising is well illustrated by their disposition to spend money on publicity only when they are prosperous. Just as soon as they foresee a probable business slump they not only scale down their advertising expenses but help along the depression by discontinuing all advertising. It is easy to see that a man who handles his advertising on this plan does not have a very deep founded belief in its value. He has never considered the matter from the investment standpoint at all and it would be better for him and better for advertising if he would stop all further expenditures until he had looked more deeply into the subject. If he will take up the study with an open mind he will see that there is no time when he can afford to be without advertising, or when he can safely withdraw from the field and leave it to his competitors. He knows that if he closes his doors for two weeks or a month, when he comes back he will have lost some of his business. He can't leave his advertisements out of the home paper for an equal period without suffering a similar loss. It takes more coal to get steam into a boiler than it does to run a locomotive many miles. The cumulative effect of live advertising is too valuable to neglect, even in dull seasons.

Nor is there any definite proportion between the volume of business and the quantity of advertising required. Many merchants talk of "exhausting their advertising appropriation" much as though it were a ten-quart pail. Personally, I cannot imagine finding a man who would not give 75 cents for \$1, without regard to the number of purchases of the same kind he might have made previously the same season. And similarly if the advertising is necessary and will benefit the business it should be indulged in. The only criterion we have to go by is results, and if the results justify an expenditure of \$1,000 it was good business to spend it. And likewise if the results do not justify an expenditure of \$10 it is a mistake to have spent that sum.

The man who looks at his advertising in this light will have an equilibrium that dull seasons will not disturb.

Advertising is a handle that will fit all lines of legitimate business endeavor.

AD METHODS IN ENGLAND

London Experts Wish for the Pleasant Relations That Exist in America.

J. W. Mudie, London advertising manager of the Dundee (Scotland) Courier, addressed the advertising staff of the New York Times recently on advertising in this country and his own. He declared that he would like to see the pleasant relationship that exists among agents and advertising men here in vogue in Scotland and England.

The British agents seem to be jealous of one another, he said, and there is not the same harmony as here. In this country larger commissions are paid agents, but these are only on foreign business and not on local. He declared the splitting of commissions to be a serious matter, or at least it is so looked upon in his part of England.

One of the best and most successful schemes of getting advertising as practiced here he said is the maintenance of a service bureau, through which advertisements are drawn up and submitted to prospects, improvements in their past advertising attempts pointed out, etc.

Interest among readers is also aroused by various means and at much expense. These are such as lectures, cinematograph shows, etc. Like American English publishers are trying to clean their papers of all advertisements of a doubtful character, too, he said.

Like beauty, crowfeet are only skin deep. One sure way to get warm weather; start your furnace fire now.

Why doesn't Doc Wiley devise a way to have all roadstools labeled?

Stealing pictures from French galleries seems to be easier than working.

A doctor says that large hats are injurious. So are big heads, for that matter.

Another war cloud looms! Uncle Sam is threatening to annihilate the squirrels.

One aviator landed on a barb wire fence, but he didn't do it as gracefully as a bird.

How easy it is to exaggerate. You often hear people say that they were "nicked to death."

Burglars and robbers seem to be cultivating artistic ideals. They never steal a poor picture.

A Kansas City judge has decided that a woman has the right to scold her husband. O wise judge!

Sixty-three aviators have been killed this year, and there are still a few weeks of good flying weather left.

Thomas A. Edison says that Americans sleep too much. Perhaps that is why he invented the phonograph.

"Only actors and poets really live," says a noted Peruvian. But why oreakole the coal dealer at this time of year?

An eastern woman says that American husbands are hoarse. Still they make perfectly lovely waist hooks, don't they?



SENATOR DU PONT
© HARRIS & EWING

Senator Du Pont of Delaware, whose re-election last year may be investigated by the senate. Senator Reed of Missouri recently filed a resolution calling for an investigation.

ADVERTISING THE SMALL BUSINESS

By GEORGE S. BANTA. The possibilities in general advertising on a small amount of money are but little understood today and too often overlooked by those who should avail themselves of it. Many small retailers or retail establishments are among the aggressive advertisers in their communities, but, in general, the manufacturing concern of small proportions looks on advertising as something to be handled only in lump sums of ten or hundreds of thousands of dollars.

Nothing could be a greater mistake. Indeed, today the advertising of an article in part and parcel of its production and the manufacturer has not done his duty who has not provided, by an effective selling plan, an outlet for his goods. And this is true of the small as well as the large producer.

To the small concern, however, the periodicals of very wide, general circulation are costly to use and action through them is indirect and often unsatisfactory. Certainly they do print beautiful advertisements, frequently in several colors, but the beauty of the advertisement is hardly sufficient compensation to the advertiser if it leaves him substantially out of pocket. Unless he is widely represented among the retailers or has a special plan for taking advantage of his advertisement in some unusual way, the small advertiser is quite likely to be compelled to take his returns in the satisfaction of having run a beautiful advertisement, if he resorts to the big weekly or monthly magazine.

On the other hand, the newspaper offers to the manufacturer a medium direct and economical. He can advertise to the very people whom he is in position to reach with his sales force. He should not expect spasmodic uses of space to do all the work but he must advertise consistently and intelligently, and if he follows up his newspaper advertising with close co-operation from the sales department results will surprise him and a firm hold will be gained upon the territory in which the advertising is done.

But the main thing is to ADVERTISE, and if not successful at first keep on just as persistently as one strives to perfect a manufactured product in which flaws are detected.

factor figured that his advertising brought him \$16,000 in profits—16 per cent on his investment.

"Well," said the financial friend sarcastically, "are you satisfied?" "Of course," was the answer. "I have 16 per cent on my money. That is 12 per cent better than Wall Street."

"Yes," almost shouted the friend, "but Wall Street would have returned your original \$100,000, too. You have lost your money; you are \$4,000 out." "Not by any means," answered the manufacturer. "I still have my money. It is represented by my trade-mark. Do you think I would sell for \$100,000 a trade-mark that will bring me \$16,000 a year?"

The proof of the pudding is the eating. There are trade-marks today rated as worth millions of dollars—the trade-mark itself, mind you—and all that money represents purely money invested in advertising.—The Mahlin "Messenger," Chicago.

As to Originality. Originality—the real originality—is not a common quality. It is, in fact, something somewhat rare. We cannot all attain to it, and the best thing meantime is to put a few value on what would otherwise be, or might be, without our help, commonplace. It was Solomon, I believe, who said there is nothing new under the sun, and our Wendell Phillips carried this idea so far that he wrote and re-wrote and exploited his very best lecture—that on "The Lost Arts"—to prove that the Egyptians, Thebans and Etruscans did everything we do centuries before the Christian era, besides a lot of other things that we have never done.

And he made his ingenious contention very persuasive and interesting.

THE HUB'S Boy Clothing Department IS COMPLETE.

We are a little stronger in our Youths' and Boys Clothing than ever before. Below you will find only a few of the bargains we have on display awaiting your inspection.

Boys Blue Serge in sizes 8 to 12 \$5.00
13 and 18 \$6.00
Boys Brown Diagonal in Wors- ted or Casimere, 8 to 12, \$6.50
13 to 18, \$7.50, and All Wool Suits 13 to 17, \$2.50

THE HUB The Home of Good Clothes.

TUESDAY, SEPT. 17, 1912.	
Eggs	14 & 15c
Spring Chickens	15 and 20c
Crown Chickens, each	30 to 36
Bees Wax	27c
Lamb skins, each	10c to 10c
Shearlings	5c to 10c
Sheep skins, each	8c to 10c
Tallow	4c
Dry flint hides, per lb.	14c
Dry salt hides, per lb.	12c
Dry hides, d'god, per lb.	4c to 6c
Green Hides	11c
Deer skin flint	25c
Deer skin salt	15c

Preserving PEARS \$1 Per Bushel

—THE— QUALITY GROCERY WALTER CREBLE & CO.

5 or 6 dozen 60¢ will break 12c case of Chills & Fever; and if taken then as a tonic the Fever will not return. Price 25c.

Phone 50 & 92.

Try a Daily News Want Ad

Many Drives from Home.

Every year, in many parts of the country, thousands are driven from their homes by coughs and lung diseases. Friends and business are left behind for other climates, but this is costly and not always sure. A better way—the way of multi-arms—is to use Dr. King's New Discovery and cure yourself at home. Stay right here, with your friends, and take this safe medicine. Throat and lung trouble find quick relief and health returns. Its help in coughs, colds, grip, croup, whooping-cough and sore lungs make it a positive blessing. 50c and \$1.00. Trial bottle free. Guaranteed by The Hardy's Drug Store.

WE WILL MAIL YOU \$1 for each set of old False Teeth sent Us. Highest prices paid for old Gold, Silver, old Watches, Broken Jewels, Precious Stones.

MONEY SENT BY RETURN MAIL

Phila. Smelting & Refining Company ESTABLISHED 28 YEARS.
863 Chestnut St. Philadelphia, Pa.
10 DENTISTS
We will buy your Gold Fillings, Gold Scrap, and Platinum. Highest prices paid.

Try Kalo for Dyspepsia, Indigestion and Constipation. Guaranteed. For sale at Hardy's Drug Store. 8-29-1m

Summer Furniture

WHEN summer furniture "fits" the season it makes you feel good to look at it on a hot day. This kind of furniture should have that light summery look to suit the weather. That's the kind we sell. We have just taken into stock a splendid selection of pretty designs in summer furniture, that makes you think of lounging and lazy ease the moment you look at it. The prices are moderate—the quality the best. Inspect—here.

SOUTHERN FURN. CO.
The Place for Good Furniture
Washington, N.C.

BEST KIND OF INVESTMENT

Good Business, Backed by Advertising, Sounder and More Profitable Than Wall Street.

A prominent manufacturer with supreme confidence in the power of advertising told a friend of his from the financial district that he was going to invest \$100,000 during the year in advertising in a new product.

"What do you expect to get from it?" asked the friend.

"Well, if I put my money in Wall Street I would get about four per cent, so I will be satisfied if I get that much or a little more."

At the end of the year the manu-

Try a Daily News Want Ad.

Mc Cormick

Mowers and Rakes are Best to Use in Taking Care of Your Hay

We have them on sale. None better made.

HARRIS HARDWARE CO.

LYRIC THEATRE

DO NOT BE MISLED

by the low price of our entertainment. The value of our show is many times greater than the price. Do not think it!

Beneath Your Dignity to visit a 10c show. We are exhibiting scenes which represent the latest and best comic and dramatic performances to be found on the highest priced theatrical stage.

Electric Light Poles WANTED

Apply to WASHINGTON MUNICIPAL ELECTRIC PLANT

THE DEAD MAN'S CHAIR,
N. & A. Dumas with G. M. Anderson in the leading role.

SEE MID-NIGHT RIFLING,
S. & A. Connely.

SEE GUN SMOUGLING,
Lester Thomas.

Admission - - 5c & 10c
OPEN FROM 8:30 to 11:45 P. M.
This Ad is Changed Daily