

THE TWICE-A-WEEK DISPATCH

A PROGRESSIVE REPUBLICAN NEWSPAPER DEVOTED TO THE UPBUILDING OF AMERICAN HOMES AND AMERICAN INDUSTRIES.

BURLINGTON, ALAMANCE COUNTY, NORTH CAROLINA, FRIDAY, OCTOBER 16, 1914.

MR. THOS. C. CARTER ON WHAT HE BELIEVES.

To the Voters and Tax Payers of Alamance County:

The Republican-Progressive party, having seen fit to select me as their standard-bearer and candidate for the legislature, I purpose to acquit myself of this honor to the best of my ability in the interest of this good county and its noble citizenship.

As a native born citizen of Alamance and one who has cast his fortune with her, I am deeply interested in her welfare, and intensely interested in her progress, and am casting my weak self upon her altars of service through the Republican-Progressive party. This devotion has already caused me to see that she is laboring under great adversity of conditions; and is on the verge of collapse under the enormous debt accrued by virtue of the Democratic party. As sure as progress is the universal law of nature, change is its condition. The Democratic party has had full sway in Alamance county for many years, and has failed so far to keep pace with this great law; consequently we are now facing the results. As sure as there is a diversity among men, we cannot afford to let any set of men run the affairs of the county for life-time; if we do they will at least use their position to their own aggrandizement, and the party that placed them there, and forget altogether the people and the county. Do you think the Democratic party and its officers are serving the county to its best interest? It is a fact that cannot be disputed that the Democratic party is an instrument of its office holders to secure its success and thereby continue them in office. I appeal to the fair-minded, patriotic people of Alamance county to these facts to give me and the Republican-Progressive party their support.

If elected, I shall do all in my power, not only to serve you in the county, but to faithfully perform my duties in this good State. I shall do all in my power for the direct primary which will help you in the future, to keep off such conditions that now exist in this county and State; and thereby make the parties instruments of the people.

I favor the amendments to the constitution and I commend them to you at the polls; I favor the platform of the Republican-Progressive party as to local affairs. Which are as follows: The abolition of the county treasurer as it is unnecessary and will mean a saving to the finance of the county. I believe in an election of the county board of Education by the people; a remodeling of the road system, and all other changes that are necessary to the welfare of the county and are demanded by the people. Read our platform.

I am not pleased over the conditions that now exist in the industrial world which are incumbent on the national administration; and do not believe that the European war is the cause. These things will be discussed in the joint campaign in the county. Come out and hear them.

If you are in favor of the changes and policies enumerated, vote for me and the ticket and we assure you, our thanks and the recognition you deserve, I am,

Yours in the cause,
THOS. C. CARTER.

Halloween Oyster Supper.

The Junior Philathea Class of the Methodist Protestant Church, will give a Halloween Oyster Supper, up town, Saturday evening, October 31, 1914. Exact place will be announced later. The public invited.

Sail on fishermen in British Columbia earn \$15 a day, and some instances when the catch is exceptionally good as much as \$25 a day.

WITH THE COUNTY CANDIDATES.

The Editor of this paper went out yesterday with the County Candidates to Pattersons Township where the campaign was formally opened. The Democrats elected to speak first, and from their standpoint did remarkably well, of course they laid all the blame upon the war, and lauded the national administration to the highest, and also praised the State administration, but had very little to say regarding county conditions except to admit that there was a large county debt, but did not tell how much it was, or deny that it was as large as charged by our candidates, in fact I expect we have the figures entirely too low. They have the books and records and as they won't tell how much the indebtedness is, it is hard to give the exact figures, they also failed to tell how much the saving to the tax payers is by the adoption of the salary system as against the old fee system. Our candidates acquitted themselves in a creditable manner and won friends. Our candidate for the Legislature charged the Democrats with counting Mr. John M. Coble out of the nomination for county commissioner after he had received a majority of the convention, and while they would not deny this, they demanded that we prove it, knowing of course that we did not have the minutes of the Democratic convention, but we have the proof all right and I personally told Mr. John M. Coble that we had it. Mr. Coble replied that he did not know how it was, but it seemed to him that something was wrong. The voters do not seem to be interested in what the Democrats have to say, which would seem to indicate that they have their minds made up to swat them at the proper time and as they read the papers to get the war news, do not care to go out to the speakings to hear the war blamed for all the sins of omission and commission committed by the Democrats. The Democratic county candidates would not speak at Alamance cotton mills last night and gave as their excuse that the weather was too bad. A large crowd had gathered to hear them and some were badly disappointed. Our opponents will have to make a better explanation as to the cause of hard times than they have been doing or lose a large vote. The people are getting wise to this old game, and want something more plausible. The candidates are at Friendship today and at Belmont Mills tonight. Will give an account of the doings in our next issue, watch for it, you will want to know how they are progressing.

Prize Offered by the Graham Chapter Daughters of the Confederacy.

A prize of a Five Dollar Gold Piece is offered by the Graham Chapter, Daughters of the Confederacy, for the best essay entitled, "A Sketch Comparing the Lives, Personal Characteristics and Military Leadership of R. E. Lee and Thomas J. Jackson." Any white person under twenty-one years of age attending the public schools in Alamance County may compete for this prize, and this pledge must be signed to each paper: "This is the original work of (Signature)." The best three papers will be read as part of the program of Lee-Jackson Day as celebrated by the Chapter, and three judges will determine the successful one.

All papers must be sent to Miss Mamie Parker by Thanksgiving. For any information further, apply to: Miss Mamie Parker, Graham, N. C.

One man we rather feel for in these perilous times is Walter Damrosch, who has 13—yes, 13 nations represented in that Symphony orchestra of his. And Mr. Damrosch is more or less temperamental himself.

Sharpe Family Held Reunion Last Week.

Last Thursday at the hospitable home of Mr. and Mrs. A. I. Isley, in this county, seven miles from here, the Sharpe family held an enjoyable reunion. The people who came from a long distance were supplied with bulging baskets. Every arrival was met by Mrs. A. I. Isley, "Cousin Minerva." Among those present were three who had passed four-score years. They were John Sharpe, Mrs. Betsey Sharpe and Miss Laura Isley. Several were present who were three-score and ten, and quite a large number of curly-headed tots.

W. E. Sharpe delivered an address of welcome and the Rev. Mr. Swain, who was the much-loved pastor of many of them for seven years, also spoke a few welcoming words. The first Sharpes allied themselves with the M. P. Church to which most of them now belong.

The table for the meal was 108 feet long, beautifully festooned with white crepe paper and decorated with vases of roses and dahlias. While the ladies were preparing it a guest book and pencils had been provided. There were 236 signatures of Sharpes and immediate relatives.

Rev. Mr. Whitaker asked the blessing. The table was loaded to groaning with the dinner, consisting of mutton, beef, hams and chicken boiled, baked, fried and fricasséed, cakes, pastries, pickles.

Following the dinner, J. A. Long, who is a relative of the Sharpes traced the family history. Beginning at Cromwell's time when most of them were beheaded he followed the family to the emigrant from Baden Baden, England, down to Boston Sharpe, who settled in Alamance County near Brick Church and who married Miss Elizabeth Garrett, six sons and two daughters being the issue of that marriage, all living to attain manhood and womanhood, the forebears of the present Sharpes. Mr. Long recounted what a pure and sturdy race these people were and said that among their descendants were jurists, bankers, physicians and many other eminent men of various vocations.

The remainder of the afternoon was devoted to tennis, croquet and other games by the younger set and conversation by the older folks.

At 4 o'clock the company began to disperse to their many homes, each and everyone expressing their enjoyment of this pleasurable occasion.

No finer day could have been had than this balmy Indian Summer day, and this reunion brought together many relatives who in all probability never would have met otherwise.

The Oneida band from Graham furnished splendid music during the entire day and added much to the occasion.

Mr. and Mrs. Joseph Ambrose Burbage

request the honor of your presence at the marriage of their daughter

Lunette

to

Dr. L. Roy Cates

on Monday Afternoon, October nineteenth

One thousand nine hundred and fourteen

at two-thirty o'clock

Baptist Church

Conway, South Carolina

At Home

October twenty-fifth, Kingstree, South Carolina

Russia says she has no desire to appropriate Persian territory. But she has been appropriating it, and England has permitted her to get away with it.

Let it be remembered, in behalf of the redoubtable Conniemackmen, that they piled up a grand total of one run in two games against Boston.

VICE-PRESIDENT GIVEN A CALLING DOWN.

Mr. Marshall Had Given Permission for Picture Taking—Did Not Have Authority.

Washington, Oct. 10.—Senator Overman today gently but firmly reminded Vice President Marshall that he had no right to grant privileges to any one to take pictures or anything else in the United States Capitol; that the Vice President was only a presiding officer, a figurehead, was not a member of that august body, and therefore his action yesterday in giving Fred J. Haskins permission to take moving pictures of the Senate was unauthorized and should not have occurred.

Senator Overman is chairman of the rules committee and therefore must be consulted before any one is granted permission to take pictures or pull off any other stunts around the capitol other than strictly legislative. Yesterday Haskins applied to the Vice President to make moving pictures of the Senate "in action." Mr. Marshall thought it a good idea and at once gathered together a few Senators and the chaplain the Rev. Prettyman, and the movies were made.

Mr. Prettyman, it is said, raised his eyes heavenward four times and offered "prayer." Senator Luke Lea, of Tennessee, posed as if making a speech and other senators did likewise. After Senator Overman called the Vice President down he announced that the pictures would be suppressed and would not be allowed to be exhibited anywhere.

Aside from the fact that many Senators, especially Democratic, resent the seeming inclination of Mr. Marshall to assume authority in the Senate, many of them consider pictures purely "fakes" because they purported to show the Senate in session when in fact it was not.

VICE-PRESIDENT RESENTS THE CRITICISM.

Washington, Oct. 10.—Vice-President Marshall and Senator Overman, chairman of the rules committee, had a war of words in the Senate today over the use of the Senate chamber yesterday to take moving pictures of the Vice-President and a number of Senators. Mr. Marshall resented criticism by Senator Overman, and when other Democratic members attempted to smooth over the row he refused to recognize them. He insisted the good faith of the Vice-President of the United States had been questioned and declared he did not propose to be kicked about as a football.

When it developed, however, that the rules committee has not given its approval to the picture taking project, Mr. Marshall announced he would see that the films were not made public.

Later after conference with the Vice President Senator Overman formally withdrew his criticism. He said he had investigated the matter and found that "no one was to be criticized, certainly not the Vice President."

Editor's Note. Verily a Democratic family row, row, row. When Democrats fall out, Republicans will get their due.

The situation may yet become very interesting for Mr. McAdoo if the farmers continue to take their friend Henry seriously.

Mr. Britt has figured out that all the votes cast for Mr. Gudgey in the primary cost about 80 cents a head. But were they not worth it?

Since we have popular primaries pretty much all over the United States the only place left where the political boss can do much bossing is in Mexico.

THE LOST ART OF GROCERY ADVERTISING.

Have Wholesalers Allowed Themselves to Be Subjugated by Failing to Grasp Opportunities?

"The old hen don't stop scratching when the worms are scarce." Homely little statement of barnyard "nature faking," isn't it? But when some genius used it to point a lesson in advertising he must have been inspired. And there's something worth thinking about in it for every grocer in the land.

This little comment is not a boost for the advertising value of these columns or any other, but merely to remind the grocer that he has forgotten some of the wisdom of the fathers, and perhaps is somewhat to blame for the accusation often launched at him that he is "an unnecessary middleman," who toils not, neither does he spin, but who manages to skim off a nice little profit as the consumers' food supply passes through his hands.

Of course, men who know the true function of the jobber and what he is doing in the way of serving the producer on the one side and the retailer on the other will have no sympathy with such an accusation, but unfortunately the people as a whole do not know the jobber, and the newspapers they read have no disposition to study him. To them the jobber works in the dark quietly and even secretly, and one seldom hears of him save when it comes to some big "food trust" probe, or a marketing reform, or the kick of the manufacturer and the retailer that they have some form of grievance against him.

With few modifications, the essential place of the jobber in the scheme of food distribution is the same today as it was generations ago, save that the jobbing stock embraces in service are far beyond those of olden times more goods and his burdens often times. Jobbers are no more commonly rich now than then, save that tremendous volume sometimes give an aggregate earning that brings wealth. But meanwhile they have seen the manufacturer come into the field and flourish like the green bay tree of proverbial writ. He came in unknown, with new products, new ideas and no distribution save that he proposed to compel at the hands of the jobber.

Within 25 or 30 years thousands of manufacturers have grown tremendously rich through the power of advertising, and the jobber merely helped along the process with little more than normal profits for his share in the process. Here and there a jobber has learned the lesson and himself resorted to the power of printed appeal, with the result that such houses have usually gained the lead in the distributive field. But as a rule, jobbers do not advertise. They say it's no use; they've nothing to advertise; that it won't sell groceries for a jobber. They have concluded that worms are scarce and the only thing to do is to wait till they're more plentiful.

BUT IT DOES PAY TO ADVERTISE.

It pays in more ways than in merely selling goods. It standardizes reputations and makes the advertiser's name household or trade intimates. It stamps the advertiser as doing something in the aggressive field of the mercantile world to get ahead. If the advertising does anything it brings its fruits to the man who did the advertising and makes him the master—not the slave—of the power his advertising creates. It places him in the position of control, and his influence is extended into channels of which he had no actual knowledge whatever.

Advertising is salesmanship, but it possesses the advantage of having a far wider range than that of the personal salesman. The one may have an available entree to hundreds; the advertising goes to thousands, reaches unsuspected quarters and brings from the wide unknown an answering interest from places wholly unthought of. It is a powerful maker of reputation and popularity. Jobbing houses—or any other house, for that matter—have their own customers and are content working those opening over and over again, without the slightest suspicion that there may be thousands of other openings for trade with men who have never known of the house, its name and wares till it threw them broadcast to the whole world.

Then again there is the foolish notion that it is unethical to go after the competitor's customers. Competitors own no customers beyond the time they can hold them, and if there is any field for competition it is perfectly logical and ethical to go after trade wherever it can be found. Price isn't the sole thing to catch trade with. There are as many ways to advertise as there are to sell goods; advertising is a dragnet to catch whoever may come along. Connections are always changing. The buyer who may be on the best of terms with your competitor today may change his feelings toward him tomorrow and be looking for the right psychological hint as to where to find a new connection. An advertisement may give it to him. The house such a seeker for safe harbor may be looking for is the one with aggressiveness enough to let itself be known; one that is foraging afield rather than in the old ruts. You never can tell who may read your advertisement or how it will impress him. The chances are too good to be lost through too much contentment.

In a practical and technical way the grocery jobber has very generally lost several laps in the game of merchandising. He has allowed the manufacturer to step in with a branded article, tell the public—whom he didn't know at all before—about it, create for it a market, and with genuine demand as his "big stick" compel the jobber to handle it. When the manufacturer proposes to let the jobber wield the power of a voluntary distributor he refuses because he is afraid he can't sell the product, or won't take the pains to at least try and prove whether he can sell what he wants to or what he has to. Once the control of demand passes to the manufacturer the jobber becomes subordinate, and refusal to sell is equivalent to refusal to share in the profits the manufacturer creates by his own aggressiveness.

It is said that staple goods cannot be sold by advertising. Tom Martindale disproved that with tea, and a recent advertiser in these columns handling the prosaic and already widespread distributed staple, rice, has uncovered a marvellous field for increased business. Probably he took it away from someone who didn't advertise. The consumer is not the only reader of advertising, and if retailers and jobbers must buy goods the

(Continued on Page Eight.)