

The Charlotte News.



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WEDNESDAY, MAY 13, 1914.

PARAGRAPHIC "SNIPERS."

We disapprove of the methods being employed by Senator Polk and Joe Patton to vindicate Doc Cook and give notice that we are going to withdraw from the Cook Association and organize a rump association.—Greenville (S. C.) Piedmont.

We glory in the fact that you have at last seen the light, but why organize a rump association? Come into the original Simon pure anti-Cook organization. We will welcome you as a convert, even though you were one of the blackest of sinners.—Wilmington Dispatch.

We have no patience with this vacillating pair of paragraphic snipers, and "snipers" is the proper word, used advisedly. The Mexican "sniper" hid behind the roof of the house and pick-d off his prey, and here are Booker and Cowan, now that Cook has passed out of reach, sniping at him.

The marvellous thing about it is that Cowan and Booker were both loud champions of Cook's rights at one time, that time being when Cook was popular. But when a lot of scientific blatherers in Copenhagen put the gaff to the Doc, these two fellows got cold feet and left the sacred camp.

But go-long with ye! Truth rising in majesty will some day triumph over blind malice and uncurbed hate. Meanwhile we shall continue to stand at Armageddon with the Doc if the whole world rises to denounce his claims.

"RATIONAL SPENDING."

In the course of an address at a meeting of newspaper men in another city one of the speakers declared that advertising did not encourage the tendency to throw away one's money, but on the contrary, stimulated the idea of "rational spending."

That is a good phrase—"rational spending." How much irrational spending all of us have done! Success begins to come to every man when he masters the art of spending his money rationally, in a way which reason has demonstrated to be a wise way, in a way whereby that expenditure will be made to bear fruit.

It is not putting the matter too strongly to say that the biggest successes in the business world today have been the result of rational advertising. It were no use to own the finest product on the market unless you let the buying public know about it, and there are many ways to let the public know.

The best way, and the way the wisest business men follow, is rational advertising. And by rational advertising we do not mean, spasmodic, helter skelter advertising methods—but the steady, forcible, persistent, appealing, intelligent advertising course.

The big firms set aside an annual appropriation, and they use same in the best mediums available. They advertise constantly, and while sometimes results are not readily discernible, the advertiser of this type usually traces satisfactory returns at the end of the year's business.

Show us the successful business man and we will almost invariably show you the rational advertising spender. Entertaining celebrities is the long suit of Charlotte. When we get through with those mayors they will be in such a frame of mind as to desire a repetition of the performance.

State bankers are meeting in Raleigh today. We didn't go because we should not know how to report the kind of talk they will indulge in.

Now that the press convention dates approach it seems advisable to cast about amongst the gang to find proper ni-poetry talent. The age limit excludes Caine; Hildebrand is so engrossed with politics that his mind runneth only along the silent ways of pie; Cowan has already demonstrated his unpreparedness for war of this kind. There remaineth a few of the brave, not to mention ourselves, to-wit: old man Wetchard, Col. Martin, Sam Farrabee, Dick Bivens, Good Roads Varner and the Henderson Gold Leaf poet. Fact is we are rather inclined to nominate the bard of the Gold Leaf. What response?

Ted says he discovered a river in South America. Show us the proofs. No more Peary fourflushing for us.

"Rain today and colder," says the Weather Man. Here's hoping.

Asheville now holds the berth we were once wont to sleep in.

Back at the top, by Heck.

EVERYBODY WANTS A COPY OF Y. W. C. A. EDITION

The Special Y. W. C. A. edition of the News on May 19, will be of statewide interest. Every one in North Carolina wants a copy.

FEDERALS BATTLE WITH ZAPATA'S MEN

By Associated Press. Washington, May 13.—Admiral Howard commanding the American fleet off the west coast of Mexico, has reported a battle between Mexican Federals and Zapata revolutionists 20 miles from Acapulco. Admiral Howard said that 16 Zapatas were killed. The fighting at Mazatlan continued, the report said.

NEWTON ITEMS

Special to The News. Newton, May 13.—Rev. Walter W. Rowe left yesterday for Lancaster, Pa., to attend the General Synod of the Reformed Church in the U. S. His pulpit next Sunday will be filled by Rev. J. D. Andrew of Catawba College. Mr. Andrew will not be able to attend the Synod on account of pressing duties.

While Mr. and Mrs. C. M. Beatty were attending court, now in session here, some one entered their home and stole two 35-pound hams. The large two-story home of Mr. Bud Lippard was totally destroyed by fire Sunday night. Mr. Lippard lives near Sherrill's Ford. Very little of his household and kitchen furniture was saved.

The Athenaeum Literary Society of Catawba College, will have their annual Declamers' Contest tomorrow night at 9 o'clock in the college auditorium.

Collector Watts Is Undisturbed Over Rumors Concerning Colored Janitor

Special to The News. Statesville, May 13.—Collector A. D. Watts appears little disturbed about the reports sent out from Washington to the effect that Fred Chambers, the colored janitor of the federal building at Statesville, will be reinstated. Up to this writing Collector Watts had received no information from Washington about the matter and it is hardly probable that Chambers will be reinstated just yet. Collector Watts says that the story that he would resign if Chambers is put back is wholly untrue. "I have not said anything of the kind and have no such intention," said the collector. When Chambers was removed by Collector Watts, Capt. W. H. Gregory, an aged Confederate veteran, was appointed to the position until a civil service examination could be held. Captain Gregory is still on the job, but so far he has received not a cent of salary, the salary being held up until the matter was settled. Officials in Washington have been appealed to in Captain Gregory's behalf.

Last Survey on Asheville-Charlotte Highway Made; Contract Let Shortly

Special to The News. Asheville, May 13.—County Engineer Charles H. Neal left yesterday afternoon for Hickory Nut Gap where he will today make the final survey on the Asheville-Charlotte highway, which is nearing completion. Engineer Neal stated that he would let the contract for the remaining two miles of the road just as soon as the survey was completed and that he expected the work would be completed in about two weeks after it was started.

F. D. A. A VERY GOOD THING

12 lots—each 43x138—hi—Jewel—on main Ave—and good street—Just over the City line—N. at—\$250.00 each lot—Sold as a whole—only 1-4 cash—remainder—E. Z. Others—in Brandon—the already populated—three lots—\$500 Each Two houses—double lot—N. Myers \$3,000. Double lot—corner—western section—thick settled—radient future—\$2,250. All above—where values thicken over nite.

We show you where—by auto trip—

ALEXANDERS

F. D., THOS. L.

COMMENT ON PURCHASE OF CHRONICLE

A More Inviting Field. The Charlotte News has absorbed The Chronicle. This gives a more inviting field to both The News and The Observer, and will be beneficial to both.—Durham Sun.

"One of Best in the South." Two of our most highly prized exchanges we shall see no more. We greatly regret the passing of The Evening Chronicle of Charlotte and The State Journal of Raleigh. Both gave us their last issues last week. The Chronicle was sold to The Charlotte News, one of the brightest and best afternoon newspapers in the south. The Chronicle was a good paper—one of the best edited newspapers in the state. But it lasted longer than it was due to last, for the simple reason that the city of Charlotte is not now and never has been large enough to support two afternoon newspapers. Either The News or The Chronicle had to go out of business. The Chronicle and The Observer, the morning paper of Charlotte, being published by the same company, it was better that The Chronicle should give way to its competitor, a newspaper published by a different company, so that there would be no monopoly. We congratulate The News upon its progress. It stands for the highest things in life. We wish for it a thousand more years of usefulness. As for The State Journal it should have lived. It was well worthy of long life and prosperity. But the people of the state evidently did not think so, else they would have given it the support it richly deserved. A weekly newspaper it was unique and in a class by itself. Maybe the editors did not give it a fair trial. It usually takes longer than a year to put any sort of a newspaper on a paying basis.—Winston Journal.

A Sensible Change. An important change in the newspaper field in Charlotte was made last week when The Chronicle, established by the late Mr. J. P. Caldwell and Mr. D. A. Tompkins, publishers of The Charlotte Observer, was purchased by The News Publishing Company, W. C. Dowd, president, general manager and principal owner. The last issue of The Chronicle appeared Friday afternoon, so Charlotte now has only one afternoon daily and one morning paper. The Chronicle was an excellent paper, has at all times been well edited, and both it and The News seemed to be prospering, but absorption of the one by the other will no doubt be a change welcomed by the public. It will mean both a better afternoon paper and a better morning paper. That strikes The Robesonian as one of the most sensible changes made in newspaper circles in the state in years. The tendency has always been to crowd the newspaper field to the point where it is difficult to make a living or publish a good paper. When three or more newspapers undertake to exist where there is room for only two the public suffers in the character of the service it receives. One good newspaper in a field where there is only room for one can give the public better service than a half dozen papers in the same field. Another important change in newspaper circles was made last week. The State Journal, established at Raleigh less than three years ago by Mr. Alex. J. Field and Mr. R. F. Beasley, announced last week that it would discontinue publication after that issue. Mr. Beasley, in order to devote his time to The Monroe Journal, of which he is editor, and his career for congress, retired from the paper a few weeks ago and Mr. Field has been conducting it alone. Lack of support was given as the cause for suspending publication.—The Robesonian.

Two Papers Enough. One of the most important recent happenings in the North Carolina newspaper field was the absorption last week of The Chronicle by The Evening News of that city. This deal will make of the already excellent News a larger and better newspaper and we extend to Mr. W. C. Dowd, its genial proprietor, congratulations on such a valuable acquisition. Charlotte is a progressive city, but is not sufficiently large for the adequate support of three papers, and with one out of the field The Observer and The News will both doubtless grow more rapidly than before.—Winston Sentinel.

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TENEMENT COLLAPSED; ONE MAN KILLED. By Associated Press. Pittsburg, May 13.—George Johnson was killed and five other persons seriously injured when a tenement at New Kensington, Pa., collapsed in a storm here Monday night. Fifty persons lived in the old building. The storm was the most severe of the season and did damage among to many thousands of dollars. In the oil fields scores of rigs were blown down.

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BELK BROS Great Semi-Annual Sale of White Goods and Linens Began This Morning Longcloths, comfort cloths, nainsooks, batiste, crepes and all kinds of staple and fancy white goods. Dress linens, table linens, napkins, bed linens, sheets, pillow cases, towels, counterpanes will all be reduced. Come and select your summer white goods from the largest stock of white goods in the State, and at much less than the regular price. If you are in need of any bed linens for the 20th, we can save you money on same. BELK BROS "Sell It For Less."

TIME NEVER DRAGS WHEN THERE'S MUSIC The evening passes before you know it when there is music and song to entertain you. Of all accomplishments that a girl can have, music is the most attractive. It wins her friends and brings her the favors that popularity alone can bestow. IS THERE A PIANO IN YOUR HOME? WANT TO OWN ONE? We have the plan which will put your piano in your home now, without another day's waiting. We call it our "Easy Plan." Ask about it. Incidentally learn how we save you the dealer's profit on your piano. ESTABLISHED 1842. 219 S. Tryon St. Stieff Charlotte, N. C. OPPOSITE ACADEMY OF MUSIC

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SUBURBAN BABIES GOD BLESS 'EM—They are all "Prize Winners"—according to their DADDIES—If it was my "BABY SHOW" I'd give each little Kiddie a first prize—But you good parents who live shut up in the city—with a beautiful little Kiddie—the "apple of your eye"—thin, pale and sickly—Come out to the suburbs—I have a bungalow in Elizabeth—modern in every way—and the "country" surroundings are such that your little Kiddie can't help but "grow roses" in its cheeks—My Kiddie plays in a sand pile all day long—out in God's best medicine—fresh air—even sleeps on a "sleeeing porch" the year round—result—she is a "brown eyed Susan" with golden hair—the winking roses in her cheeks no artist can reproduce—she is nature's rosebud when it comes to health—as tough as a little "pine knot"—all on account of health for your Kiddie—then why not buy this bungalow—nature'll do the rest—the roses coming to your Kiddie's cheeks will repay you the rest of your life as an investment—Let me show you this home—location, etc. Price is right, \$2900—easy terms—One little rose-bud in your Kiddie's cheek is worth this. JONES The Real Estate Man & Notary Public. Phone 162. Office Rooms 200 and 201 Realty Building

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