

THE GREENSBORO TELEGRAM

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SUBSCRIPTION RATES.

Delivered by carrier in Greensboro:

Per week45
Per month 4.50
Per year \$5.00

Subscription Rates by Mail:

Daily, one year \$8.00
Daily, six months 4.50
Daily, three months 2.50
Daily, one month75

Subscribers desiring the address of their paper changed will please give both the old and the new addresses.

The Telegram does not accept whisky, beer or objectionable advertising.

The Telegram makes a nominal charge for Cards of Thanks, Resolutions of Respect and formal Lodge Notices.



THE ANGRY NEWSPAPER READER.

The Hendersonville Herald commends the Raleigh News and Observer for refusing to be intimidated by subscribers who disagree with that paper's policies. Recently the News and Observer received letters from certain subscribers who were ruffled because of the paper's criticism of Governor Kitchin and Senator Simmons, and these subscribers ordered their papers stopped. The Hendersonville Herald, like the News and Observer and all other honest, fearless newspapers, condemns the practice to which some people are addicted of attempting to bulldoze newspapers by cancelling their subscriptions whenever the papers criticize their friends or express opinions of which the subscribers do not approve. Such action should be condemned, but occurrences of this kind are too numerous in most newspaper offices to be given very serious consideration. The subscriber who gets mad and quits is likely to return to the newspaper in a few days or weeks or months; and if he does not, the opinion or incident which causes one subscriber to quit is likely to bring the paper another or a dozen or a score of subscribers. Therefore, the newspaper is never likely to be the loser in a case of this kind, while such incidents are unpleasant and the intolerance frequently manifested by subscribers is calculated to ruffle the feelings of the newspaper man.

The average man fondly imagines when he cancels his subscription to a newspaper that newspaper will immediately plunge into bankruptcy. He fancies that his support is absolutely essential to the continuance of the business and that the loss of a subscriber will stop the publication of the paper. He is not aware that in the average newspaper office cancellations of subscriptions are daily received and that they are merely passing incidents. If the newspaper is a going, growing proposition new subscriptions are also being received, and the man who quits receives only the briefest notice. No newspaper desires to lose a single subscriber, but sensible newspaper men realize the futility of trying to hold the irate subscriber, whose position probably is unreasonable and who will not even listen to reasonable and business-like conversation. The best course to pursue in a case of this kind is to let the subscriber quit, and stay quit until he cools off. Some newspapers give entirely too much attention to the offended and angry subscriber. The Telegram thinks the News and Observer did so when it "wrote up" two such subscribers and placed the article on the front page. The matter was of too little consequence to merit so much prominence.

Subscribers to newspapers come and go, they stop and start. All this is in the course of business and merits only the attention and the weight that ordinary business details receive. Anything in the nature of a boycott or an organized effort to destroy the circulation of a newspaper would, of course, have to be handled in a different manner; but the single mad subscriber, or the same multiplied several times, should be given ordinary business attention. When the irate subscriber finds that his cause has not bankrupted the paper and that it continues to live and flourish, he will awaken to the fact that he made a fool of himself and will probably make amends by subscribing for the paper again.

Many people appear to think that the newspaper man will necessarily take their cancellation of a subscription as an affront, and they try all sorts of dodges to avoid his fancied ill will in such cases. There is no more reason why a newspaper man should occupy this attitude than that a merchant should do so when a prospective customer informs him that a certain article does not please and leaves his store without making a purchase.

No newspaper is able to please every

body; and there is no reason why those who are not pleased with a particular paper should continue to patronize it. Let them apply the rules of good business to the case, pay up and discontinue their subscriptions. Every newspaper wants all the subscribers it can possibly get, but the honest newspaper wants only satisfied subscribers. Satisfied subscribers are worth much to a paper; dissatisfied subscribers are a detriment to its progress.

The public should deal fairly with the newspapers and the newspapers should follow that policy in dealing with the public. This applies to all departments of the newspaper business. A newspaper, if it is properly conducted, is a business enterprise. The public should keep this in mind and remember that it is necessary in dealing with the newspaper to observe only the rules which govern the other lines of business. This will apply if the newspaper is conducted as a business enterprise. If it is not, better let it alone and give your business to a newspaper which is recognized as a business enterprise.

THE FREE ADVERTISING BURDEN.

The free advertising burden which the average newspaper in the small town or small city bears, is immense. In this respect the newspaper is made a packhorse for the community and it is generally worked to a finish. The Telegram has time and again stressed the fact that publishing a newspaper is a business enterprise; that honest newspapers have nothing but subscriptions and advertising space for sale, and that if they give away their stock in trade they are bound to fail as business enterprises and ultimately land in the bankruptcy court. Despite all that this newspaper has said, however, there are yet many people who almost daily ask The Telegram to give them what is for sale. These people would not think of asking the merchant or any other business man to give them the things offered for sale, but they apparently take it as a matter of course that the newspapers must do so and are mightily offended when asked to pay for what is clearly advertising or for papers.

This conditions of affairs which prevails in Greensboro is due to education, no doubt. The newspapers here have educated the people to expect free that for which they should pay. The newspapers are largely to blame, we believe, for this condition of affairs and the newspaper men responsible for it should bear the blame without making a kick, but it is rather hard on newspaper men who come to Greensboro and who have had nothing to do with the building up of a false and unbusiness-like sentiment and practice.

Right in line with The Telegram's views of these matters is the following from the Asheville Citizen:

"The Citizen is compelled by reason of the frequent demands made upon it for free space in exploiting church fairs, suppers, etc., to which an admission is charged, to state that a charge is made for this sort of advertising as well as for regular commercial business."

A newspaper has two sources of revenue, i. e., subscriptions and advertising. They constitute the publisher's sole stock in trade, and no paper can long exist which attempts to give away either papers or advertising space.

The Citizen does not mean to convey the impression that this paper does not intend to champion in the future, as it has done in the past, any worthy cause in Asheville and western North Carolina. A newspaper is, however, a business enterprise, and to succeed must be conducted on business lines, and any but the most lax policy requires that all advertising matter be charged for as such."

Aviators are known as "bird men," but there are birds who are not aviators.

The Piedmont admits that "all roads lead through Greenville." That is probably the reason why most of the people pass by Greenville.

Admiral Togo has endorsed the movement for peace between the United States and Japan. Perhaps this will allay the fears of Hobson.

The popular term for male aviators is "bird men," and they have started to speaking of women aviators as "bird women." The women aviators are "peaches."

NEWSPAPER OPINION.

"What's the use of Greenville County, South Carolina, voting a bond issue to build a court house when South Carolina has a Governor who has pardoned or paroled 200 prisoners in the past few months?" Importantly asks the Greenville Telegram. Didn't some of the counties in Tennessee build new court houses when Patterson was Governor?—Greenville, S. C., Piedmont.

"Fashions and Morals" is the subject of an editorial in The Greensboro (N. C.) Telegram. We are glad to see The Telegram preaching both of these to the Greensboro people.—Greenville, S. C., Piedmont.

We are printing at another place a very readable character sketch from the Charlotte Chronicle of "Candler of Tirzah," the most unique politician of South Carolina. But does the Chronicle know that "Candler of Tirzah" like most Americans who attain anything, from politics to baseball, was born in North Carolina? "Candler of Tirzah" or "Jim Candler," as we knew him, is a native of Catawba county, and carried to South Carolina some time in the early seventies a good drilling in Latin, Greek, mathematics and declamation from Catawba high school, then in plainfield, under the management of Dr. J. C. Clapp and Major R. M. Finger.—Newton Enterprise.

The progress of towns and communities has been retarded more by the people who want things to remain like they were when Noah came out of the ark than by any other influence that can be mentioned. Until a person becomes possessed of a certain amount of pride in his town or community and of a willingness to put forth some effort toward making the section of country in which he lives look like something besides a last year's bird nest he isn't going to be worth much outside of providing a mere living for his immediate family.—Marshville Home.

Golfed superior court convened at Greensboro yesterday, and the first work of the court was the freeing of five couples from the bonds of matrimony. And the business of marrying in haste goes merrily on. "If at first you don't succeed, try, try again" appears to be the popular motto.—Salisbury Post.

The Greenville Piedmont seems to think that proximity to the Twin City has injured Greensboro. Yes, only sports grow in the shade of a large tree.—Winston Journal.

Columbia as yet has not taken Greensboro's white elephant, the auditorium, off her hands. It will be a gruesome joke if she does not. Still it could be made into a fairly decent livery stable.—Winston Journal.

PRINTERS' HEALTH.

Their International Union Promotes Its Campaign.

The volume containing the reports of the officers of the International Typographical Union for the fiscal year ending with May, 1911, is now in circulation.

The International Typographical Union has for years conducted a health campaign from its international headquarters, and working through local committees. In his report this year President Lynch has this to say as to the progress of the campaign:

"Your president has continued the agitation during the past year for better sanitary conditions in the work rooms where our members are compelled to labor. We have also continued the distribution of the tuberculosis pamphlet. As to sanitation and other work room conditions, our local unions should continue to give their subjects attention. With the movement against filthy and non-ventilated composition rooms there will be entire sympathy on the part of the general public, and no employer can afford to resist the demand for a change in working conditions that will guarantee health and comfort. As a matter of fact, well ventilated and scientifically arranged composing rooms are as good an investment as is the latest improvement in typesetting machinery, or the newest and most up-to-date faces in type. The worker who is in good health and who is working amid pleasant surroundings is the best kind of a worker for both mentally and physically he is equipped to produce the best that his art knows. Good printing means additional patronage for the printing office, and to a very great extent good printing requires artistic typesetting."

"All of our local unions should have health committees, and these committees should be entering in their efforts to improve sanitary conditions and other features in composing rooms requiring betterment. Whenever a condition exists that requires improvement, if the employer fails to make the improvement on request of the health committee, then the bad condition should be called to the attention of the local board of health and if the local board of health refuses to act, agitation should be started through pamphlets circulated liberally, and through the withdrawal of our members from employment in the composing room of the offending proprietor, if this

last radical step is an absolute necessity. "As I have repeatedly asserted, a higher wage scale is of no benefit to a member of the conditions under which he works makes for the propagation of disease and early death. The family might better retain the provider and protector under a low wage scale than enjoy the fruits of a high wage scale for only a limited period, and then when husband and father is removed become subjects of the charity of the public, or of the union, or of fraternal societies."

President Lynch also touches on the great white plague, and says: "Scientific research has proven that there is no known medicine that will cure consumption, and that it is a waste of time and money to use so-called 'consumption cures.' All advertised cures of this nature are frauds. Doctors who advertise should be avoided as much as medicine which are advertised. Reputable doctors do not advertise. When a person learns that he has consumption he should go at once to a physician or dispensary and do as he is advised. He should not waste time or money on patent medicines. Advertised cures and advertised doctors are all worthless. This is the advice given by one of the most eminent physicians. Over \$15,000,000 annually is poured into the coffers of those who exploit and advertise fake consumption cures, according to the National Association for the Study and Prevention of Tuberculosis; and for this vast sum the victims receive nothing in return, but are often permanently injured, and, in the majority of cases, cheated out of the chance for a real cure. Sanitary workrooms and an abundance of fresh air at all times are the best preventative. These admonitions are being constantly proclaimed by the International Typographical Union through its travelling tuberculosis exhibit, its associations at the Union Printer's Home, and by the annual distribution of thousands of pieces of literature."—Columbia State.

and that it is a violation of the law which the authorities cannot anticipate and which, with a small force at their command, they are powerless to prevent. This might have been an ally of the nation in the South. Here, as elsewhere, intelligent, conservative men are continuously and earnestly teaching. Yes, there have been times when, as the Governor of Pennsylvania says, the authorities could not anticipate what was about to take place and were powerless to prevent it. To be sure, the authorities should take every possible precaution under each condition, and they should be held responsible for any failure to perform their full duty.

One of the conspicuous morals of the Quaker North, however, is that that occasional such violence is not confined to any one section of the country. Under certain circumstances, it occurs in the North and East as well as in the South, and the latter has too frequently been done brutal injustice by biased and misrepresenting critics. After all, it is as David Barrow remarked: "There is as much human nature in one of us as in another; and sometimes a little more."

Our common sense, in such cases, is not partisan judgment or discrimination but a sympathetic and co-operative effort on the part of all good citizens everywhere to disseminate sanity in every form and to uphold the reign of justice and law.—Atlanta Journal.

ONE MILLION NEW FARMS.

More Small Farms; Production in Last Decade Doubled.

Nearly 1,000,000 new farms have been created in the United States during the last ten years. In the last ten years the total number of farms increased 19 per cent. In the older States from this standpoint there has been going on no more than 20 years a tendency toward the consolidation of farms distant from market into larger holdings. On the other hand, the nation has witnessed the setting up into smaller ones of many farms never to market. There are now almost three times as many farms as in 1870, and an unprecedented increase in the value of farm lands, and the stock in the even more numerous but neglected by this inquiry. The land is farmed, with their buildings, implements and live stock, is today about \$20,000,000,000, a gain of 45 per cent in ten years. Present value is two and one-half times the farm value of twenty years ago. In the north central States the increase in the value of farms is 61 per cent; in the north central States, 50 per cent, and in the north Atlantic, 35 per cent.

The value of farm production in 1909, according to this exhibit, shows an increase over ten years earlier of just about 100 per cent for the United States. The increase in ten years for north Atlantic States is 71 per cent; south Atlantic States, 57 per cent; north central, 56 per cent. This represents the fair worth of all crops and the other returns from the soil, including live stock production and the increase of live stock here during the year. The farm products of the year just closed were worth almost four times as much as the product of 1899. Remembering the results, conditions have changed. American agriculture must change with these conditions. Population is overtaking consumption. Even with this increase in quality and value of farm products the United States exported during 1909 a smaller quantity of agricultural products in bulk than in 1890, although the value of such exports was \$323,000,000, compared with \$207,000,000 for 1897.

The language of article X of the Federal constitution: "The powers not delegated to the United States by the

States, are reserved to the States respectively, or to the people." Unquestionably, the power to refuse admission to a territory is delegated to the United States, and the best defender of the President's position is that he has exercised it with the object of honoring the people of Arizona into submission to his will. The inhabitants of a territory are without the rights of the citizens of sovereign States. In relation to them the President has certain imperial power. He is their Czar. On that he resembles the Autocrat, let them take it to heart.—Columbia State.

The Quaker North.

In the tranquil old Quaker town of Chester, Pa., a negro prisoner was recently seized by a mob and burned to death. Such incidents, no matter where they happen, are to be deplored and condemned. Anarchy never seized a prisoner or cured an ill.

This is a truism, as evident in Pennsylvania as in Georgia, but how many times has it been taken as a text by the North and the East for platitudinous sermons against the South? The fact that a negro has been lynched in a strong Quaker community is no serious matter similar outbreaks in the same section. But it does go to prove that, given the same conditions in the South as in the North, the same result will follow.

When the Governor of Pennsylvania was notified of what had happened, he declared:

"These things happen occasionally in some of the most enlightened communities and it is a violation of the law which the authorities cannot anticipate and which, with a small force at their command, they are powerless to prevent. This might have been an ally of the nation in the South. Here, as elsewhere, intelligent, conservative men are continuously and earnestly teaching. Yes, there have been times when, as the Governor of Pennsylvania says, the authorities could not anticipate what was about to take place and were powerless to prevent it. To be sure, the authorities should take every possible precaution under each condition, and they should be held responsible for any failure to perform their full duty."

Under the Federal constitution the President is protected in the privilege of opposing the people of a territory and, in this case the President merely takes advantage of it. Whether the single provision of law which they favor and which he dislikes is good or bad, it is able to argue that it is so affecting the essential definition of a republican form of government accepted in this country.

As we have already pointed out, many of the States differ widely as to basic law. A President would go far in dangerous assumption to deny admission to a territory if its scheme of government included executive, legislative and judicial branches. Hence representatives of governmental power composing the boundary and framework of what we know in America as republican government. To say how the members of any branch shall be chosen or their services terminated is an entrance into details never contemplated by the makers of the Federal constitution. If it had been, the Constitution would have prescribed limitations for the President's guidance. The point has already been made that in many States the power of recalling judges is lodged in State legislatures and, that being true, the President's objections to the recall are directed rather against the agency that may resort to it in Arizona than against the recall itself. It is a fair presumption that the President would have accepted the Arizona constitution had it made the recall a function of the Legislature, rather than of the people.

When Mrs. Gay's (ex-Gay) article came out in N. Y. she said she would not be any more of a man.—What is the world coming to?—Chicago.

DON'T DELAY ORDER COAL NOW

The Greensboro Ice & Coal Co.

YOUR HAT

May Be a Scottish One, But It Matters Little.

A man usually wears a hat that's "to style," and the greatest test for such a hat is to know how to wear it.

Headlines are growing more common and more every day. This is a very serious matter which may give the life from the rest of it.

When your hat begins to fall out or move about in all directions, it is a sure sign that these conditions exist or are about to exist.

There is but one way to overcome this trouble and that is to use the GARDNER'S 60c lb. hat. It will hold the hair and hold the hat in place.

Put it on today, and you will be able to stand up to the GARDNER'S 60c lb. hat.

One dollar bottle guaranteed.

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Wanted to get into business—but the particular business he had in mind required \$1,000. It was easy for him to raise the other \$500.00 dollars when he showed by his bank book that he had a definite plan of saving part of his income every week. Men with money are not about to lend to young fellows of that sort.

Plan to save something every week—if it's only a dollar.

With Capital of \$200,000.00 and Resources of \$1,000,000.00, carefully managed by men of proven integrity and ability, this bank is one of the strongest in the State.

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