

# THE DAILY FREE PRESS

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KINSTON FREE PRESS CO., INC.

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Monday Evening, September 21, 1914

Twenty-five dollars is the standing reward for catching the false alarmers. Worth while to give chase to the offenders, if detected.

The reports from the battle front, that the soldiers have ceased firing order to snatch a few moments of sleep, which rest had to be taken in trenches half filled with water, in a way help those of us who are blessed with good warm beds and other comforts to appreciate them.

Kinston is now going through its false fire alarm stage, peculiar to the installation of new alarm systems. But this will be stopped when the miscreant is caught and brought to justice. A few months doing time on the roads will help cure the desire to see the horses run and have the volunteer firemen aroused from their good warm places in the wee sma' hours of the morning.

If reports can be relied upon, the way is now open for the material development of the commerce between the United States and South American countries, which have been doing business heretofore pretty largely with Europe. Transportation lines are being established and machinery put in operation for a better business intercourse between the two big sister continents of the western hemisphere.

Speed mania continues to take its toll. The latest addition to the long list of casualties is the terrible automobile accident between Statesville and Charlotte Sunday night, in which two lives were snuffed out and two other occupants of the car seriously injured. All of the people were prominent young society folks of Charlotte and Statesville, and were no doubt riding with the reckless abandon that some of the care free are wont to manifest when upon the highways.

### DRAWING THE LINE IN ADVERTISING

One of the problems confronting all newspapers is where to draw the line in the matter of free advertising. There is very often a wide difference of opinion between the newspaper man and the individual business man, or woman. Particularly is this the case in semi-charitable enterprises, where ice cream suppers, oyster roasts, lectures, musicals or some other form of amusement for which an admission is charged. In these cases the ice cream man gets his money, the oyster dealer makes a charge, the lecturer or musician has a guarantee of so much rain or shine, but the newspaper is expected to boost the proposition and give its space away just because some local public or charitable institution or cause is to get what is left after the "entertainers" get their rake off. Newspapers pretty generally throughout the country have drawn the line on this kind of free advertising, and made it a rule to charge, where the other contributors to the occasion made a charge and where there is an admission charge. This is but right, there is no more good reason why the newspaper should give its stock in trade away than that the lecturer or professional musician should. The newspapers are always inclined to be generous with their space on such occasions and give more than is paid for and the public should not expect free advertising. Another class with which the paper has to deal and draw the line is the merchant, who feels that every time his firm puts on a new lock or makes some slight improvement that it is worthy of a

FREE notice in the local columns of the newspaper. The financial institution which makes an especially good showing also very often feels that its statement should be exploited by the newspapers as a matter of great news value to the community. The newspaper does not contend that there is not some element of news value in such items, but advertising which does not possess some news value is of little moment and the newspaper thinks the merchant and the financial institution are the ones most benefited, and that they should pay the bill. This has nothing to do with the paper's policy of general boosting for its community, but when that boosting assumes principally the advertising of an individual enterprise it should be paid for by the concern so benefited.

### PLAYGROUND MOVEMENT.

The friends of the playground movement in Kinston are encouraged by the interest manifested at the meeting Friday night, in which the Chamber of Commerce Committee made its report and several suitable sites were discussed. The public will in all probability be given an opportunity, by general subscription, to make a playground in this city possible, and no doubt there will be a liberal response when the time is ripe for the call.

The sentiment of the meeting Friday night for a thoroughly equipped and appointed playground is encouraging. Kinston is deficient in places of public amusement and recreation. There is absolutely no diversion afforded now for old or young. Its a promenade on the thoroughfare, down to watch the train go through and then to bed. Very innocent amusement, but a little monotonous as a constancy. But seriously the boys and girls need fresh air pastime where their bodies and minds may be developed along healthy and wholesome lines. Let the good people of Kinston back up the Chamber of Commerce in its worthy undertaking and establish here a playground which will fill the bill.

### WHAT OTHERS SAY

#### REWARDING THE ATHLETES

Winston-Salem Journal: "Seeing as how the war has not helped the price of gasoline any, Messrs. Carl Ray and James Kelly may, possibly, take cash instead of automobiles as the token of the fans' appreciation of their fine work on the diamond this season."

#### COMPARISONS WITH THE SIXTIES

Raleigh Times: "A lot of Confederate soldiers are comparing the operations in Europe to those at Chancellorsville and Malvern Hill. The Confederates used to turn wings, smash centers and other things, and

if they had been on even terms with their opponents, so far as numbers were concerned, would have made about 612,000 prisoners the first three years of the war."

### CONSIDERING ESSENTIAL IMPROVEMENT

Warrenton Record: "In conversation with a competent engineer we learn that sewerage can be easily and cheaply laid in this town; that the drainage is excellent and that there is no necessity for an expensive outlay. We wish our city fathers would look into the matter."

"Nothing would lend more to the upbuilding of the town than a first-class sewerage and water system. Hotels and factories would have greater inducements to locate here, and the sanitary conditions of the town would be greatly improved."

### IMPORTS PICKING UP

Charlotte Observer: "Business seems to be coming in by way of the back door. The New York Post tells of the arrival at Seattle from Oriental ports of a steamship with one of the greatest cargoes of raw silk ever imported into the United States. This cargo was valued at over \$2,000,000. It was handled by the railroads in conjunction, and was started to New York on what is expected to be the fastest run ever made across the continent. This should get the silk mills busy. In addition, the same steamer brought 250 carloads of Oriental goods for the United States. All of this would indicate that business is beginning to move."

### A TRIBUTE TO OUR INTEGRITY

Norfolk Ledger-Dispatch: "The Belgian Commission has delivered to this country, through President Wilson, the protest of that spirited country against the atrocities which they claim have been practiced by the German army during its invasion of Belgium."

"In their address to the President the commissioner said:

"At the very moment we were leaving Belgium the King recalled to us his trip to the United States and the vivid and strong impression your powerful and virile civilization left upon his mind."

"Our faith in your fairness, our confidence in your justice, in your spirit of generosity and sympathy, all these dictated our present mission."

"That is a fine tribute to this country and one that just now is particularly refreshing, in view of the denunciations and war that are rife in Europe."

"President Wilson's reply, to the effect that all such matters must be settled after the war ceases, was clear and strong and in consonance with the sentiment expressed by the Belgians. He will not get this country into trouble as long as he takes counsel of himself and holds to the course he indicates in his happy response to the Belgians, Germans and French."

## CASTORIA

For Infants and Children  
 In Use For Over 30 Years  
 Always bears the Signature of *Chas. H. Little*



### Increase Your Crops and Improve Your Soil

with the MULFORD NITRO-GERM. Contains tested strains of vigorous nitrogen-fixing bacteria which form nodules on the roots of Alfalfa, Clovers, Vetches, Cow Peas, Soy Beans and other legumes, gather nitrogen from the air and convert it into nitrate form, available as plant food. Legumes, when properly inoculated, enrich the soil in nitrates and humus and benefit succeeding crops. You cannot afford to buy expensive nitrogen when it can be obtained so easily and cheaply from the air.

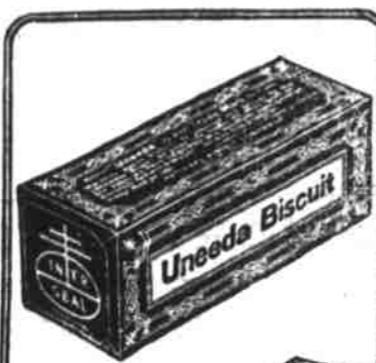
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## THE MULFORD NITRO-GERM

a reliable, tested product from the laboratories of H. K. Mulford Company, Philadelphia, whose Antitoxins, Serums, Vaccines, Assayed and Tested Drugs are standard everywhere.

SMALL COST LARGE RETURNS EASY TO USE  
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Tempt the appetite, please the taste and nourish the body. Crisp, clean and fresh 5 cents.

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Round, thin, tender—with a delightful flavor—appropriate for luncheon, tea and dinner. 10 cents.

### GRAHAM CRACKERS

Made of the finest ingredients. Baked to perfection. The national strength food. 10 cents.

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Always look for that Name.

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 Diseases of all Domestic Animals Treated.

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Are Very Popular Now

The soft brown shades harmonize so happily with the most exquisite Rugs.

Attractive Selection In Stock.

*Quinn & Miller*  
**FURNITURE OF QUALITY**  
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Will Make Loans to Farmers and others on Cotton as Security.

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### OUR WEEKLY LIMERICK

A carpenter, by the name of C. Law,  
 Made up his mind to have a new Saw.

### HARDWARE



So he came to OUR STORE  
 Where claims he saw more

Good Saws than he ever "see" saw.

YOU'LL FIND HERE

Not Only the Best Makes of Saws  
 BUT GOOD TOOLS OF EVERY DESCRIPTION.  
 While Thoroughly Reliable as to Quality  
 We offer them at prices but little in excess of inferior Grades.  
 BUY YOUR TOOLS HERE.

## D. V. DIXON & SON

## The National Bank of Kinston



**REAR PROGRESS HAS BEEN MADE**

in business methods, and this bank has kept pace with them.

While conservative in the interest of SAFETY, our equipment and business methods are modern. Let us do business together to our mutual advantage.  
 Capital, \$100,000.00  
 Surplus, \$90,000.00

"THE OLDEST AND STRONGEST BANK IN THE COUNTY."