

THE GRAPHIC

Published Weekly.

MARSHVILLE, N. C.

Get ready to sweat the fly.

Summer college is 50 years old, but doesn't look it.

Dead actors are appreciated, while the living are ignored.

Flunkouts are ripe, and you can dig bait while spending the garden.

A baseball team's winning stride will do it so good if it never strikes it.

Farmers should welcome the aero plane. They won't have to turn out for it.

The strawberry always makes good in the shortcake. It is the national berry.

So if you go to the coronation, you cannot watch the baseball games here at home.

The shrinking violet has plenty of cause to shrink or even to shrivel if it pretends to do that.

A Chicago doctor has found dangerous microbes in the whiskers of cats. Don't kiss your cat.

"Let a woman have the last word," says one of our jurists in advising mere men. Superfluous advice.

Derive boasts of a talented canine who can talk. His education is probably progressing in dog Latin.

Another kind of optimist is the man who expects to find the garden trowel and rake where he put them last fall.

A Newark (N. J.) attorney is suing for \$500 for his services in reading a bundle of love letters. Cheap at that.

It is estimated that over \$5,000,000 will be spent by Americans at King George's coronation. Why not have it over here?

Wealthy men cannot always do as they please. A judge wouldn't allow Cornelius Vanderbilt to cross his legs in court.

We agree with the police that a burglar who upset a lighted lamp should be tried for criminal carelessness at least.

A friend of E. H. Harriman says it was thinking in bed that killed him. And where else do any of us get a chance to think?

Litigation over a \$17,000 estate in New York cost \$15,000, and now they are wondering how the lawyers over-billed the \$4,000.

A California judge declined to recognize as the great American game. It goes on, however, without judicial recognition.

Xmo. Rique, the propheter, says that the breath typifies the spirit. And she might add that clothes don't seem to make much difference.

An Iowa man is out with a demand that all dogs be killed. Perhaps he didn't know of any other way of attracting attention to himself.

An American actress has become the wife of an Egyptian prince, and will have some justification for it if she wishes to wear a harem skirt.

The bed sheet, urged for household correction, sounds too much like organized assault. The hair brush remains unequalled for pluck hitting.

An American actress has married an Egyptian prince and she will now be forced by an Egyptian fashion of Jung standing to wear a harem skirt.

The secretary of the treasury is in favor of discontinuing the coinage of \$2.50 gold pieces. He could do so without causing many people to miss them: much.

A Massachusetts scientist is going to attempt to breed stingless bees. If he succeeds, his next boon to humanity ought to be stingless and soundless mosquitoes.

A Chicago man bought a rare old book at the New sale for \$21,000. But there are publications from which he can get much more information at a bargain price of 21 cents.

Prince Henry came down in a hurry when his aeroplane went wrong. Royal personages have no more influence with the laws of gravitation than they have with time and tide.

It is said that the English explorers in Jerusalem have found Solomon's crown, his ring and his sword. His wisdom, unfortunately, is still beyond the reach of modern research.

Manufacturers have decreed that the bolts used in the harem skirts must be made of steel. Next time that somebody may be exposed to the danger of being killed by the bolts in the harem skirts.

News that an Italian court has been transferred to New York on a charge of receiving bribes do not depend entirely on American business for a reason of itself.

A British agent ran over by an automobile and into the machine and was killed. Next time that somebody may be exposed to the danger of being killed by the bolts in the harem skirts.

All news may be true, as the good book says, but the harem skirts are in fashion, and a lady harem skirt is a very different thing from the harem skirts of the past.

NATIONAL CAPITAL AFFAIRS

Law Goes After Immigrant Swindlers



WASHINGTON.—Though the ways of graft are many, and many are the grafters, probably the most contemptible and most plentiful in this class are those who prey on ignorance and poverty. The Department of Justice has undertaken with notable success a war against those swindlers of our citizens, but it has not yet endeavored to protect the immigrant anxious to become a citizen. Perhaps our lawmakers are to blame. As an illustration of this misuse L. Glick takes the grafting steamship agent or petty banker.

A poor man who has come from the "old country" by a short time before will spend the earnings of one or two years' labor to purchase transportation to the United States for some relative in a foreign land. The understanding is that he will go by direct route from the country he is leaving to his destination. Of course the agent may overcharge. This may be called legitimate graft, as he has to meet with competition, and the overcharge does not amount to much. But that is not all. The emigrant, whether he be Italian, Jew, Greek, or another, receives his ticket; sells what little belongings he has and presents

himself with his family, bundle and ticket to the foreign agent. The agent scrutinizes the ticket with great care, apparently, and in a sad voice informs the emigrant there is required more money. Such a scene occurs at every stop-over. This besides being robbed for food and lodgings for which the kind relative across the seas has already paid double.

After much delay he arrives at the seaport and here they take what is left. They let him keep his family. After more delay, he is set on board a ship bound for Canada, generally the port is Halifax. Perhaps the steamship companies know why the immigrant is sent to the United States via Canada, but they won't tell. He arrives at Halifax penniless and is debarr'd. The fact that he is bound for some town in the United States does not make things any pleasant for him with the Canadian officials.

His relative is communicated with and while negotiations for his release from the immigrant station are pending the Canadian government charges him for board. If his relative can borrow enough money it becomes only a costly experience but often he must go back home and our country loses another citizen.

These steamship agents are to be found in the foreign quarters of every large American city. In the Ghetto and Little Italy you will find them most abundant. Some of them have been immigrants themselves, but do not hesitate to fleece old-time friends of their childhood.

New Naval Fighter Mighty Submarine

THE largest and most formidable submarine ever constructed for the United States government will be given a trial trip soon. If a craft proves a success it will have a large bearing on the future of the navy, will tend to increase the importance of sub-surface war vessels, and at the same time to lessen the importance of the great battleship.



It is the intention to cruise to New York with the boat on her trial trip. Later it is expected the strange craft will be sent across the Atlantic.

Among the features of the new submarine are hydroplanes. These correspond to the planes of an aeroplane. They are assigned for the purpose of steadying the boat and holding it even when under the water. Another feature is the drop keel, which weighs several tons, and can be released in case of an accident, thus adding to the buoyancy of the vessel. On the bottom of the boat are wheels calculated to protect the bottom when the vessel drops down to the bed of the ocean. Various other features are important in the construction of this type of submarine. Enough storage air is provided for 48 hours under water. The vessel is provided with

powerful gasoline engines, which propel her when running at the surface. But under the water the power is furnished by storage batteries.

Its length is 161 feet and its displacement about 535 tons. The government contract calls for 14 knots speed, but it is expected to make 15. This is when the submarine is traveling on the surface. The submerged speed called for by the contract is nine and a half knots.

It is designed to travel alone. The armament consists of six torpedo tubes and room aboard is provided for ten torpedoes. The crew will consist of about 22 members. Lieut. Kenneth Whiting of the navy is now in command.

If the Seal bears out all the representations made concerning it, it is easy to see that naval warfare will be to a large extent revolutionized.

Big Pay for Woman Committee Clerk



IT IS a "girl from the golden west" who draws the largest salary ever paid by the United States to a woman. Leona M. Wells of Wyoming has been appointed assistant secretary of the committee on appropriations, and with that position goes a salary of \$2,500. She has another advantage over nearly all the other women, for she can go home and vote just like any other citizen of Wyoming.

For several years she has been rated as one of the most efficient of government employes and has served on both the claims and the military affairs committees, the routine of which she quickly mastered, making herself valuable to the members of the committee by always having much desired information ready for their use.

She made such a hit with the claims

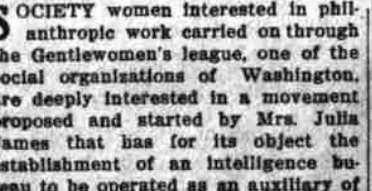
committee that they included an item in the general deficiency fund for last year allowing her \$2,000 for extra work. Pending before the committee when Mrs. Wells did this extra work were 50,000 claims, some of them grown old and mossy since first presented.

She prepared a list of these 50,000 claims, giving a short history of each and showing what action had been taken. This was printed, and is a valuable reference document.

Attorneys appearing before the claims committee were sorry to see Mrs. Wells transferred, for they often sought her knowledge of claims to aid them in presenting the cause of clients.

In her new position Mrs. Wells will have more work and more responsibility. The appropriations total about a billion dollars. She was born in Illinois and went to Wyoming in 1899. A year later she came to Washington and has been here ever since. Mrs. Wells is devoted to outdoor amusements, and while not a rampant suffragette, she is proud of being able to go home and vote for her friends.

Domestic Service Bureau Is Planned



SOCIETY women interested in philanthropic work carried on through the Gentlewoman's league, one of the social organizations of Washington, are deeply interested in a movement proposed and started by Mrs. Julia James that has for its object the establishment of an intelligence bureau to be operated as an auxiliary of the league.

The new branch of the organization is to be incorporated under the name of the National Co-operative Intelligence bureau. It will undertake to supply employes of all kinds to Washington homes, from social secretaries, linguists, readers and companions, to all manner of domestic help. It will have offices centrally located. There will be a fee charged those supplied with employes and a nominal fee charged the persons placed in positions. The bureau will undertake to give its indorsement to the moral character of the employes supplied

as well as to their capabilities to perform their particular kind of work.

All applicants for positions will be required to file a brief statement of where they have filled positions, and before they are indorsed and placed in their positions the officers of the bureau will make a thorough and systematic investigation. If the investigation of the character of the applicant proves unsatisfactory she will not be listed.

The bureau has the indorsement of some of the best known clergymen, professional and business men of the city.

Bicycle Rider's Narrow Escape.
An unusual mishap befell Wm. Thomson of Old Maidum, Aberdeenshire, Scotland, lately. While cycling against a very strong wind, the ashes from his pipe were blown behind his neck and set fire to his rubber coat, his shirt and muffer. Soon he was wrapped in flames. In vain he tried to beat them out, and he was severely burned before a farmer, who heard of his plight, hurried out with a bucket of water, dousing out the fire.

Number "30" Under Gun.
A curious reminiscence of the treason of Judas survives in Belgium. Among the Fisher folk of Blankenberghe and other ports the number 30 is banned. When bringing down the price of their wares in order to tempt purchasers, they always pass from 21 cents to 20 cents, and in the same way they refuse to give 20 cents for any purchase, preferring to pay an extra cent. If they cannot succeed in abstracting the price asked.

Lace Millinery



THE keynote of fashionable head wear for women is lace, as shown in the photograph above. The hat should be of dark straw so as to form an effective background for the delicate tracery of the lace, which may be Irish, Cluny or better still of Nacram. In this instance, the hat is of dark blue straw, trimmed and rimmed with babe Irish lace. A pom-pom of fluffy white feathers completes the coiffure.

LIGHT CLOTH WALKING SUIT

May Colored Material Most Effective for This Peculiarly Jaunty Costume.

Hay-colored cloth is used here, with trimming of wide black military braid; the narrow skirt has a strip of the braid taken down the left side of front.

The coat is cut so that the braid corresponds, the right side of front

GOOD USE FOR EXTRA SCARFS

May Be Made into Blouse by Any One at All Clever With the Needle

If you have an extra scarf in the Palais, Dresden or Parisian design and want to have a blouse to match the scarf which you wish to retain, for scarfs still have wide fashion, the idea of turning the extra one into a blouse is one you can snatch up and put to good use.

Scarfs, mufflers and kerchiefs of these silky crepe materials are easily cut up and made into neat and becoming blouses by the home needleworker who takes advantage of the innovation.

Almost invariably the middle border possesses a figure design, while the border is also composed of figures with a band of white or light color between these two figured portions. Make it a point to use these strips of material for the lower part of the blouse or the inside of the sleeves, and in thus utilizing the plain strip a bolero effect is secured.

One must choose for oneself according to the largeness of design whether to set in the figured parts lengthwise or crosswise, the lengthwise effect being assumed generally only when the figure is very large.

These with smaller figures can so well be arranged in a series of crosswise bars that it would hardly be becoming in the lengthened effect.

These crepe scarf waist are draped under sheer veiling, to which they adapt themselves readily without any nerve jarring aspect that attend some of the innovations that are executed in such an off-hand manner.



For the Traveler.
The traveler who is fastidious about the boiling of her eggs should invest in one of the egg-shaped boilers of copper, small enough to pack in a trunk. It will cook four eggs.

This lamp is like a huge egg, has an alcohol lamp beneath and a tray with four compartments to hold the eggs erect in the water and make removal easy.

For the girl in an apartment who likes to do light housekeeping such a cooker could be utilized for making cup custards and other dishes cooked in water.

The New Jabots.
With the laying aside of furs a new style of jabot was demanded for wear with the single-breasted coats of this season's fashion. For this purpose the graduated side frill is the favorite.

Next comes the cascade just long enough to fill the neck opening of the coat. A dainty touch of embroidery in pastel shades is sometimes added to the new neckwear with good effect.

The materials used in making Dutch collars, side flills, fancy stocks and jabots are white batiste, net, marquisette, fine lace and beads.

Survival of the Kimono Sleeve.
It is strange how faithful Dame Fashion is to the kimono sleeve, which still appears on the latest models, and we have gone back to the very high waist effect in most of the new skirts, there is a loose pleat at the back, which hangs down to varying lengths, but generally reaches the hem. This has a charming effect, and takes away the extreme severity of the plain, tight skirt. The train which has made its appearance is either cut quite square or is very narrow indeed.

Cretone Cabinets.
The small cretione-covered cabinets are becoming very popular. These, too, may be placed on the dresser. They are of various sizes and heights and are provided with drawers for handkerchiefs, gloves, neckties, jewelry, etc. Similar cabinets are also provided for men. These have convenient compartments for collars, handkerchiefs, pins, ties, etc.

Advertising Talks

As a rule, if a newspaper prints a talk on advertising, the reader takes it for granted the newspaper is "boosting" its own wares, its advertising space. Newspaper advertising, although the most far reaching, is not the only successful means of advertising and the subject of advertising one's business can be profitably discussed without laying too much stress on the newspapers as the proper medium.

BUSINESS MEN OF TWO KINDS

The "Live" Merchant and the Drone—Good Advertising Means More Than Newspaper Publicity.

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Over fifty per cent. of the business enterprises started in this country fail. This assertion may seem astounding, but look back over the history of nearly any city for the past five years. As you go down the street try to remember what business occupied this and that room a few years ago. You will be astonished by the results of your investigation.

Of these business establishments that manage to survive only about half do a really profitable business. This does not mean that business has been slack. It simply means that business men, like those of all other cities, are divided into two classes, the drones and the workers. The worker's place is known throughout the country, whereas the drone's place of business is known to only a few friends of the owner. The live business man has a neat display window, well lighted, and keeps the freshest stock on display there. When you come inside the door you will find everything neat. It does not cost money to keep the place looking spick and span—just a little work. When he shows you his stock you are convinced that his window display and his newspaper assertions have not lied to you, and you trust him. Also, his service is of the best. His clerks are well dressed and courteous. He pays them good salaries for he can afford to do so. You see this merchant's name on bill boards throughout the county, he sends you a letter every now and then calling attention to his stock in trade and every day he tells you his story in a neat looking newspaper advertisement.

The drone, on the other hand, although he may be able to make a living, records no growth in his business as the years go on. His display window is dusty and the goods he displays have been seen there for months. His store is dark and has hardly enough business to keep one clerk active. Outside the name on the front, you know nothing about his business. He may have many things that you want, but he has never told you so, for advertising costs too much, hence he has not got your trade and has but little chance of getting it. He may spend a dollar or two now and then on a newspaper ad, but if his store is not filled with customers the next day he tells you that he can see no good in advertising.

John Wanamaker took in \$24.67 on his first day in business. He kept the 67 cents and spent the balance in advertising the next day. Wanamaker was no reckless schemer. He simply had enough business acumen to realize that you cannot get business without publicity.

Advertising is the life-blood of business and when this blood stops circulating business stops. Modern business depends for earning its expenses, consisting of rent, taxes and wages for help, and then of a fair remuneration for invested capital, on means for reaching the largest number of customers as quickly as possible.

Habit of Reading Advertisements.
Charles H. Grasty, Editor of the Baltimore Sun, at the Missouri University School of Journalism.

The independent newspaper twenty-five or thirty years ago was regarded as needing some sort of extraordinary genius to make it a success, but today it has become established upon perfectly definite business lines. Advertising in a good newspaper is profitable advertising. If you have something to sell, you can go to a job printer and have a lot of bills struck off and distribute them around town. That is advertising in the crude state. Put the same matter in any kind of a newspaper and that is advertising in a more advanced and effective form. Insert the same copy in a newspaper that goes into the home, with a hold upon the affections of the family circle and that is advertising in the highest state. As time goes on and the confidence and esteem of the reader attach themselves to the paper, the habit of reading the advertisements in that paper becomes fixed and an advertising medium is established.

Small Space Advertising.
The general trouble of the small space advertiser," points out Ward Macaulay, of Macaulay Brothers, Detroit, "is much the same as that of the gentleman who left a little matter unexplained to his wife for three months because he didn't like to interrupt her.

The small space advertiser has so little chance to talk. He gets in a few abbreviated sentences here and there, but he has so little chance to tell the whole story.

"They say that an advertisement is a salesman in print. Well, wouldn't it have to be a pretty clever salesman who could complete the sale with only a sharp, trisyllabic sentence or so?"

"The big advertiser has a chance to let the prospective customer view his claims from all angles, the little man is lucky to impress them from the side."

Reading the Advertisements Is Always Interesting. Try It.

Two Ways of Saying It.

THIS

"It's the constant drop of water that wears away the stone. It's the constant exerciser that develops all the bone. It's the constant advertiser that brings the bacon home."

Ad Pointers.
"A man who advertises a business properly is a distributor and helps to economize for the consumer."—Arthur Brisbane.

"Newspaper advertising is the cheapest channel of communication ever established by man. If there were anything cheaper you are assured that the greatest merchants in America would not spend individually some ranging up to a half million dollars a year and more in this form of attracting trade."—Brazins.

"Calculating on the basis of a number of copies of an advertisement produced and distributed newspaper ads are less expensive than any other medium."—Mail Order Journal.

TRADE MORALS

The merchant who builds up a recognized place in the public mind by constant advertising has an asset that cut-throat prices can't touch.

Your newspaper ad is an extension of your show window. Remember to keep both dressed up neatly.

A poor advertising policy is better than no advertising policy at all. Don't forget that.

Hunt up your newspaper man and tell him what you want in his advertising pages. Don't wait until he comes to you and tells you what you ought to do.

The advertisement that tells the truth is the only kind that you ought to ask your friends to read.

Have something to say to the public and say it. That is the only secret there is to successful advertising.

It takes a good merchant to be a good advertiser. The public knows that and is right in assuming that the best advertiser is the best merchant.

"Advertising is too blamed expensive for me," a merchant says. He is right, if he expects to pay for it with pennies. The big advertiser keeps his eye on the business advertising brings while the little fellow often sees only what it costs.

THE TIME TO ADVERTISE

Minneapolis Real Estate Man Says It is When Business is Good and When it is Poor.

"I once heard an advertising man say the times for a merchant to advertise were, first, when business was good, and second, when it was bad," said a Minneapolis real estate dealer the other day, "and the advertising man added that the time when he should spend the most money for advertising was when business was poorest."

"That made a deep impression on me, and I have adopted it in my business, coupled with one other rule. That is: 'Look prosperous, even if you are not. Only the rich man can afford to look poor.' Those two rules, followed logically, will do for anyone what they did for me, and for me they filled my flats and kept them full."

"Several years ago I bought a row of six four-story double apartment houses on one of the better streets. Opposite is a similar row of six, built at the same time, five years ago, on the same plans. In the three years I have had my apartments I have lost less than three per cent. of my rent through idle apartments. The owner of the houses opposite told me he has lost nearly 30 per cent. and I can believe him. He asked me to explain my luck, and I told him my rule. He shook his head and said it was simply luck."

"Following my rule to look prosperous I never put a 'to let' sign in a window. As soon as an apartment is empty I have it cleaned and put into condition. Then I hang lace curtains in the windows, which I have cleaned once a week. No one would know the place was not occupied. Outside of the janitor's office there is a little gold sign that tells of apartments to rent and seekers come there first."

"Many a time I have seen people look up at my neighbor's property across the street, shake their heads at its many vacancies, which they take to indicate something intrinsically wrong, and come to me. The chances are I have nothing to offer, for I often have a list of persons waiting to get in, but if I have a place I am sure of getting it filled at once. With one exception, and that was due to an accident, I have never lost more than one month's rent in a year on any one apartment. Most of my tenants stay three or four."

"Besides, 'looking prosperous' I advertise as soon as I hear that a tenant is to go, and often have a new one to go in as soon as the place is ready. Any one can do it, or if he can't it is because his rents are too high or something else is wrong with the property."

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