

Daily Enterprise

J. J. FARRISS, Editor.
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SATURDAY, SEPT. 25, 1909

Raleigh has a curiosity in the way of a blind tiger without legs. Henry Bryant, a negro, was convicted in court there yesterday and sentenced to the roads for retailing whiskey. Not having any legs he could not get around very much, but the people who wanted to buy his goods seemed to know where to find him. In all likelihood the policemen got him without having to make a chase.

The Fremont Show, which is on in Greensboro, the first performance of which began last night, seems to be a great success. The large auditorium was well filled and the people were enthusiastic and appreciative. We are pleased to know that the Fremont men are likely to realize quite a nice sum out of this entertainment.

Our friend Mr. F. S. Kaykendall is always in evidence when it comes to saying good things about this section of the country. He has a fine write-up on his town in the Trade Report Magazine of Baltimore. The Enterprise looks upon Mr. Kaykendall as one of the most valuable citizens in Piedmont North Carolina and any community fortunate in having him as a citizen. He will build it up in every way possible.

The name of Judge Jones, of Winston, has been mentioned in connection with the Democratic nomination for congress in the Fifth District. The judge himself has had nothing to say about it, but the people in his home town believe that he would make a good man and would not be so easily convinced.

The people of this State will be pleased to know that the contained imprisonment of Mr. F. J. Johnston, who is under treatment at Rockwell, Mich. He is not beyond the hope that his physical condition will be ultimately restored.

Whether the "let it be" way comes the best in this section, a lot of people in New York and other parts of the country are complaining about the treatment they have received from the people all along the line. We have never known of a case where there was such a spontaneous response for entertainment as that which has awarded in from Atlanta and New York. They cannot help but see that the immediate section is anxious to build the highway. Not only that but they ought to consider that the section where so much enthusiasm is prevalent will be the best section through which to build the road.

NONADVERTISER PAYS
 He Foots the Bills of the Manufacturer Who Does Advertise

A manufacturer recently quizzed his advertising agent as to who paid the advertising bills finally—the retailer or the consumer? He was all primed to object whether the advertising agent replied that he did or the consumer. He saw no way out of the trap he had made for the advertising man and took him out to lunch with malicious anticipation of watching him squirm.

But he got a nice surprise, and when the lunch was over, says Allen Kay in Printers' Ink, he took home with him some mental prodding which kept him busy for a long time thinking along broader and deeper economic lines than he ever thought were practically connected with his business.

In the first place, the advertising man took his breath away and smashed the trap by saying that neither the manufacturer nor the consumer paid the advertising bills. The manufacturer who does advertise was the startling but emphatic statement of the advertising man.

"You are making the same quality of goods as some of the men who don't advertise, are you not?"

You are getting the same price from the trade, are you not? The bright retailers make exactly the same profit selling your goods and sell at the same retail prices, don't they? You have spent exactly \$70,000 advertising in the six years you have advertised, and you have increased your volume of trade from \$100,000 a year to \$1,000,000 during that time. Now, tell me, do you see where either you or the retailer or the consumer has paid one cent of that \$70,000?

The consumer gets the same quality that he would if he bought unadvertised goods, and a little more, and in addition, he knows who made the shoe and has a guarantee. The retailer makes the same profit plus the big boost in helping him sell the goods and you, why, you have simply laid down about \$100,000 for advertising, one each year and got back over \$1,000,000 worth of extra business which you could have got in no other way at that cost, and you also have added enough cash value to your good will to charge off the whole advertising campaign. Who in all this wide world but the non-advertising manufacturer is paying for your advertising?

WHAT DID HE DO?

(From Everybody Magazine.)

Thos. de K. Roswell, who left Harvard a slender, narrow-chested, respectable youth, has made himself a great bodied, strong, lumbering man with an endurance and a whole-heartedness, physical and mental that have astonished the world.

As undergraduate he missed scholarship with the lightness of being, but at the age of twenty-five, one of the leading members of the New York legislature, he found time to write the first of his long list of books.

At twenty-seven, ranchman, hunter and author of a second book. At thirty-one Civil Service Commissioner, learning the action and the feel of the big machine at Washington. At thirty-seven a postgraduate course in the city of New York City, of price less value to the politician. At forty he became a writer and won a reputation for his work. At fifty he was the first of his class in the law, and in the same year he was elected to the New York legislature.

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Are You Looking For a Sole-Mate?

We have a pair of them here for you. We guarantee to fit you so perfectly and comfortably in Regal Shoes that you will never wear any shoes but Regals hereafter.

REGAL SHOES

give you the latest New York custom styles—which you don't get in other ready-to-wear shoes. And Regal quarter-sizes afford you made-to-measure fit. No need to tell you about Regal quality—everyone knows it is standard.

\$3.50 \$4.00 \$5.00

Regals are Made in All Popular Leathers

J. C. Thomas & Company
 Is the Place
THE Shop for Men
 Shop that Saves You Money

WE are showing the newest things in fall shapes, children's hats and veilings, also new pattern hats every day. A full line of infants caps and children's head-wear. Our long experience has taught us to select with care and we were never so well fixed to serve our customers as now. Although millinery is high, we are showing the handsomest \$5.00 hats on the market. We sent our trimmers early to New York to get trimmings. Our opening will take place in a few days; we are waiting for our large line of Gage hats to arrive. Miss Krantz will have charge of the trimming department.

MISS VENETIA SMITH

IT MAKES NO DIFFERENCE

Whether your account be large or small we want you to know that it will be welcomed in this Bank just as cordially as your custom is welcomed by any store in the City. We want your business.

The COMMERCIAL NATIONAL Bank
 Capital \$150,000. Surplus and Profits \$86,000

Directors
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HOUSE Furnishings Picture Frames and Mountings

UNDERTAKER & EMBALMER
 North Main Street

R. L. Loflin

High Point Transfer
 E. E. PUGH, Proprietor

HELLO

Yes, this is the High Point Transfer. What is it? Carriages coming at once! Also wagon for your baggage. Phone orders receive prompt attention. We are bonded to guarantee the safe delivery and protection of your baggage. We make a specialty of house property moving.

JARRELL HOTEL CORNER

DR. W. F. CLAYTON
 DENTIST

Room 3 and 4 Lindsay Bldg
 HIGH POINT, North Carolina

W. T. Kirkman

Represents the Very
BEST TAILORING ESTABLISHMENT

FIT AND QUALITY OF GOODS GUARANTEED

W. T. Kirkman & Co.

"TAKE THIS CUT"

MEATS

"We recommend it; there isn't any better." In mid-summer you have to trust to a large degree to your butcher. WELL CARED FOR MEATS in hot weather are the only kind to buy; we have proper appliances or keeping them right and they're sweet and safe when cold. Don't go meat shopping when it's hot. Buy of us and be sure.

R. W. GRAY

THE IDEA

ICE CREAM

We Have Ice Cream Retail or Wholesale.

so that the supply won't run out, no matter how much you get. Our Ice Cream is as refreshing as an "oasis in a desert waste." Ask your stomach and see if it isn't.

GRASP THE IDEA and then act on it. If you want Ice Cream to-day don't wait till to-morrow to get it. The desire is proof you need it, and nature is asserting itself to get what it wants.

SARRIS' N. Main St.

The BIG FAIR
 Winston-Salem, N. C.
OCTOBER 6-7-8-9, 1909
 Greatest Fair in the State

Large exposition building filled with wonderful exhibits. Magnificent Agricultural, Live Stock and Poultry Show. Democrat circus, Memphis Wild West; Barney, the funny man, and others will give a free show on the race track and in front of the grandstand. A balloon or air ship race will be a feature. Three bands of music. The great midway or the "Tobacco Patch" will be a blaze of glory teaming with merry making excitement from end to end. Some of the extraordinary features of the "tobacco patch" will be the Indian village; the New England circus, the funny clowns, wild animal show, Merry go-rounds and pleasure wheels, fortune tellers, and other mirth-making devices. **Lay aside 50c and come to an exposition near home.**

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G. E. WEBB, Gen'l. Mgr.

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Estimates given on all kinds of work. Satisfaction guaranteed.

G. V. JACKSON
 CONTRACTOR AND BUILDER
 Office over Southern Realty Co.

V. W. IDOL @ Company
 LEADING GROCERS
 The Home of Pure Food Products
 125 South Main Street, High Point, N. C.

Better Boys' Suits for Less Money

You'll have to hurry the boys off to school soon, so you'd better hurry over to our store first and see the new styles just out this season—the dandiest, best wearing, best made, best quality suits you ever saw in straight and knickerbocker pants from **\$1.50 to \$7.00**

We also have a fine line of boys shoes and hats. Bring your boys to our store and we will dress them from head to foot and get them ready to go to school.

N. H. SILVER
 Next to R. W. Gray's Market
A Special DISCOUNT to SCHOOL BOYS

COMPARATIVE COST OF BOOKS

Cost of Books exchanging second-hand for second-hand, for eleven grades.....

| | |
|---|---------|
| 1st grade | \$1.00 |
| Adv. 1st grade, 84c less \$8 for older ones | .31 |
| 2nd grade \$1.25 less 84c | .41 |
| 3rd grade \$2.10 less \$1.25 | .85 |
| 4th grade \$2.25 less \$2.10 | .15 |
| 5th grade \$3.15 less \$2.25 | .90 |
| 6th grade B \$3.85 less \$3.15 | .70 |
| 7th grade A \$3.75 less \$3.85 | -.10 |
| 8th grade \$4.60 less \$3.85 | .75 |
| 9th grade \$3.75 less \$4.60 | -.85 |
| Cr. difference 8th and 9th grade | .10 |
| | \$4.50 |
| Cost of renting eleven grades | \$50.75 |
| Cr. in favor of owning second-hand books | \$46.25 |

JARRETT STATIONERY COMPANY