Society

Miss Dollie Mills left this morning spent yesterday in the city. for Parkersburg, where she will spend some time with her sister, Mrs. R. H.

ing for Raleigh, to attend the State to be present

visiting friends and relatives.

Mrs. T. G. Vickels, of Southport, passe dthrough the city this morning, en route to Raleigh, where she will spend a period with her mother, Mrs. C. T. Lumsden.

Misses Leah Weeks, Annie E. St. George and Blanche Newton, of Southport, passed through the city iting her sister, Mrs. Alton Moffitt. this morning, en route to Raleigh for the purpose of attending the State Fair. They will later go to Washington and spend some time with friends and relatives.

Mr. and Mrs. L. Bradshaw, of White Farm, S. C., passed through the city yesterday, en route to Rose Hill, where they will visit friends and

Mr. Fred E. Hashagen, Jr., left last night for Savannah, Ga., where, on tomorrow, he will wed Miss Susan Ella Urquhart. Mr. Hashagen was accompanied by his father, Mr. F. E. Hashagen, Sr.

Mrs. J. H. Newkirk left this morning for Watha, where she will spend several weeks with relatives and friends.

turned to her home this morning, after spending some time in the city, visiting relatives and friends.

ing for Raleigh, where she will trip to Asheboro, Moultrie and Tifton, refusing to warn Americans off belspend some time with Mrs. Charles Ga. After spending some time there ligerent boats, the several Democratic

Mrs. M. J. Register and Miss Isabel Doby left this morning for Raleigh, where they will spend some time with Mrs. Register's neice, Mrs. C. H. Thompson.

Mrs. Willie Brown, of Rocky Point, spent yesterday in the city.

Mrs. R. J. Williams, of Rocky Point spent yesterday in the city.

Mrs. Cecil Myers and brother, of Burgaw, spent yesterday in the city.

Mrs. J. E. Sliva left this morning for Raleigh, where she will spend some time with her daughter, Mrs.

C. D. Upchurch. Miss Ida Friend, of Peterburg, Va., after a visit of several weeks' dura- Bear Creek for a short visit. tion with her sister, Mrs. Henry

Mrs. J. W. Mallard, of Rose Hill spent yesterday in the city. She left in the afternoon for Shallotte, where she will visit relatives.

Miss Mabel Cannon, of Town Creek, spent yesterday in the city.

Much to the surprise of their many friends Miss Annie Bell Branch, daughter of Mr. and Mrs. J. M. Branch, of this city, and Mr. Edward Parker Buck, of Wilmington, Del., formerly of this city, were married early yesterday morning. Immediately after the ceremony they left on their future home.

Mrs. A. J. Brinkley, of Watha,

The first meeting of the musical department of the Sorosis will be held Miss Edna Johnson left this morn- club room and all members are urged than ten congressmen, 45,000 popu-

Mrs. R. E. Townsend, of Wilson, morning for Raleigh, where she will ty with two senators from that Rereturned to her home this morning, spend several days with her daugh- publican district. after spending some time in the city, ter, Miss Sue Northrop, who is attend-

Fayetteville, N. C., Oct. 17.-Mrs. Charlie Taylor, of Wilmington, is vis-

Rowan street.

TOWN TOPICS

Pockets Picked. - Private J. F. Smith, of Company A, Engineering Troops, who arrived in the city late last night from his home in Bolton. where he had been on a short furlough, reported to Lieut. Edward H. Holmes, recruiting officer here, that his pocketbook containing an amount pocket on the train.

PERSONAL MENTION.

the local District Engineering office. Mrs. L. J. Beard, of Morganton, re- left today for Fort Caswell on an in- tion boasts, but from his district Re- ago and advertised on a bit of papyspection trip.

companied by her sister, Mrs. H. H. votes. He does not expect to suffer Jarman, of Jacksonville, N. C., will by his support of the Adamson bill, Miss Josie Hewlett left this morn- leave this afternoon for an extended they, in company with another sister, measures, nor does he believe his will motor to Brewton, Ala., via the praise of Wilson will weaken him. Mrs. William Sheehan left this West Coast of Florida. In Brewton morning for Raleigh to attend the they will be present at a family recians. He isn't much of bigot. He union at the home of Mrs. C. M. Palm. doesn't think Wilson is a coward, ras-

> W. Huggins and has already arrived moderation. and entered upon his duties.

is in the city, visiting friends and

Among those in the city from Currie yesterday to attend the Wild West Show were: Messrs. Harry Nunalee, Mack Nunalee, L. M. Jackson, F. B. Orr, C. L. Willis, H. C. Bell, C. H. Bell, C. S. Bell, L. M. Bell, D. J. Johnson, Hugh Walker, Archie Walker, Daniel Lockey.

Mr. M. T. Y. MacManus left this morning for Hamlet, where he will join his brother, Rev. O. W. MacManus, and Mr. Clyde Jordon, from which returned to her home this morning. place they will go by automobile to

IMPORTANT RIFLE **EVENTS FOR TODAY**

Jacksonville, Fla., Oct. 17.-The be met with a contest. presidential match for the individual Since the Democracy cannot see also scheduled to be shot off today.

The bravest of the brave are those the 8:40 northbound train for Wil- who continue to wear straw hats demington, Del., where they will make cree of Fashion.-Hartford (Conn.)

The Store That Sells Wooltex

Important :

The New Kid Gloves have at last arrived It is Very Important that you make your selection early

A. D. Brown

The Democratic Headquarters Planning for Big Victories In Coming Election.

The claim of the State Democratic ing school there. She will also visit leaders is based largely upon the esin Charlotte before returning home. timates of Democrats who have been over the State and so far from find-Mr. and Mrs. J. W. Thompson and ing local disaffection are pleased Miss Thompson, of Southport, were with what appears to be evidence of visitors in the city yesterday, Orton general gains. The majorities are going to be calculated upon the 1914 election as nobody would count upon such a majority as Governor Craig beat Tom Settle.

Congressman Britt's defeat is one of the most easily accomplished feats, Miss Janie Strange, of Wilmington, Democrats say. They believe in beatis the guest of the Misses Strange on ing Britt that they will establish the strength of Wilson in the State. They hope to defeat him largely upon his support of Democratic policies. Of course, they are obliged to Mr. Brit? for doing nothing to embarrass the Democracy and a great deal to make non-partisan some measures which must be defended on the stump.

How they expect to beat the sole Republican congressman so easily cannot be worked out down here, but the biggest men who have been in the west have come back and said that Claude Kitchin isn't safer than of money had been stolen from his Zeb Weaver. It is true that Mr. Britt profited by the Gudger-Reynolds feud and further true that Senator Overman carried Mr. Britt's district two years ago. 'Mr. Weaver is admittedly Mayor A. E. Waldron, in charge of popular and a strong politician.

Mr. Britt has never made pre-elecpublicans bring the news that he ex-Mrs. W. O. Page, of Aubudon, ac- pects to return by no fewer than 2,500 the rural credits act, the resolution Britt isn't like many of the political or traitor in the foreign policy, Mr. W. Whaley, a talented en much of which the congressman does graver of Lumberton, has accepted a not support. And he and his friends position with the jewelry firm of G. are said to be urging a campaign of

The alleged trouble in the Seventh, Mr. M. S. Harrell, of Point Caswell, Third and Ninth isn't visible to Democrats delighted with a campaign which looks better to them now than any has appeared in twenty years. The Doughton-Williams and the Godwin-McCaskill joint debates have been satisfactory to the headquarters here and no trouble is expected in those districts. Along with the New York forecasts which look good to Wilson, the State Democracy sets up radiant claims and urges everybody

Republicans, unfortunately, have strengthened this good feeling. From the Fifth and Sixth districts requests have come (and it is said the Eighth has recently joined) that the State board of elections rule as properly cast ballots such tickets as have only one name upon them. The X would not be required then. But the board holds differently. Already Republicans are claiming fraud and serving notice that any evidence of fraud will

military championship of the United what advantage can be gained by a States is the feature event scheduled rule that works both ways, it is lost for today at the National Rifle shoot, to see the Republican wrath since which is being held on the Florida that party failed to win this point. A range near here. The Wimbleton cup good deal of fraud talk is heard every match, of hardly less importance, is time a Republican speaks and what once looked like a return of '94 and '96 days, so many proselytes and so much stay-at-home voting, turns out to be more of 1898 and 1900. The Republicans are fighting hard but with less of confidence than they had earlier. The re-assessment appears to have little damage.

The Republicans, led by Mr. Linney, have attacked the Democracy for failing to provide a sensible taxing system, but Mr. Linney and his fellow workers charge the Democracy with defeating those amendments and the tax amendment was the worst beaten. Since the Democracy defeated an act, which many Republicans are declaring was an "infamous attempt to wring taxes from the people," the people appear to be satisfied with the small raise because they feared a bigger one.

The Republicans have waged a great campaign, but it doesn't appear to have done half the work which it promised to do. Too many Republicans have been talking about "evenly balanced parties," and the song of victory cannot be sung now. There is no expression of confidence obonly, unfortunately, supports the frequent statement that the Republican candidate expects nothing better than the conversion of a few counties and the changing of the majority in the general assembly from a big one to a little one.

These and kindred things do much to make the Democrats happy over their prospects. They expected trouble somewhat, from their tax legislation, but since they have gone people do to support the schools of through it so often and are now able to show that the owners of automobiles spend more annually to support in a long time. The Democrats have come. the pesky things than the 2,300,000 admittedly fought well.

For One And One Half Years Confined To Bed Most of This Time. Suffered Intense Pain.

Sheffield, Ala.-"About four year ago," says Mrs. J. T. Stonecipher, o Raleigh, Oct. 17.—The Democratic this town, "I got in very bac tomorrow morning at 11 o'clock in the headquarters will not hear to less health . . . became irregular, and was pretty bad off for a year and ! lar majority, an undiminished lead in half . . . had difficulty and pain ir both houses of the general assembly walking-could scarcely walk at all Mrs. Robert H. Northrop left this and the redemption of Harnett coun- I got awfully thin and was confined to my bed most of the time for 1% years - could scarcely ever do any work. I suffered dreadfully, and suffered intense pain in the right side

had in attendance firs Dr.-, of-, who pronounced my trouble..., and he wanted me to have an operation performed, but could not bear the thought of submit ting to such a thing. . . He gave me medicine which did me no good. then had Dr .---, of----, who gave me medicine which gave me no perma nent relief.

My neighbors said how bad off was and advised me to take Cardui. . My husband was so worried about me that he went and called in Dr .--of-, . . . On his second call I told him . . . I had taken about a bottle of Cardui, which had been improving me great deal . . . He said: 'Well leave off my medicine and take the Cardui, it's a good medicine'. After the use of the second bottle I was cured and the cure was permanent." Cardui should help you, too. Try it

Egyptian gentleman who sought a runaway slave 3.000 years rus for his recovery, turned out the first piece of advertising copy.

Whoever he was, he was a genius in more than a small way. His copy still lives, preserved in the British! able archaeological importance and ors, and began the practice of notifyas an example of what our advertising experts of today would do if they, like the Egyptian, did not have the benefit of up-to-date information, says the Philadelphia Press.

The Egyptian knew nothing about the typography of advertising, nor the effect of different colors. He didn't know, for instance, that red is the most effective eye-catching color and that green is second and

He didn't know that an advertisement could be made to appeal to the arranged advertisement may be an

things that influence the character | From crying out the superior qualiat a written advertisement.

the slave back, but he deserved to. | "It was only a matter of time until

from hunger, vanity, love of comfort the community."

manent locations. opened; itinerary lessened." The and are still used by inns to the prestown crier began to call out the ent day. All such signs as the blue names of various wares and people anchor, the black dragon, the three gradually became more and more dis- tuns, the boar's head, the red lion and criminate in their purchases.

Finally the written advertisement and implications.

advertising program. They gave us gradually began to supersede the handing wagon, seeming hardly able to France, Hungary and Bohemia. carry the tuneless piano inside, attempting to popularize "\$10,000" songs weekly publications, began to appear have the Greeks to thank for the from time to time in increasing numprivilege of imitation.

by a musician playing a lyre or a as early as 1600. The insertion of the harp, mingled among the Greek peo- however, is credited to Nathaniel Butples and used only the best and choic- ler, who advertised books. est Greek in his extravagant praises | The first two magazines to carry adof the product he was exploiting. vertisements were Godey's Lady Book Later, however, private advertise and Peterson's, but it was not until ments in writing began to be intro- the appearance in 1864 of J. Walter Linney's desire to make converts duced, particularly on the whitened Thompson that magazine advartising walls of the homes, giving some in- really began, and it was not until 1880 formation regarding the social stand- that a general use was made of maging and the age of the residents, their azines for advertising purposes. financial rating, the family lineage and the number of unmarried daugh-

The Romans advertised in many ways. They named their streets, advertised shows, exhibitions and sales



Belk-Williams Company

on the terra cotta walls of public baths, acquainted the public with sales of estates and absconded debt- Consulting With Major Waldron In found, and houses for sale or rent.

which corresponds to the Roman peii and Herculaneum, where public announcements were made.

little of it is seen. But with the ap- expected that the entire work will be mind or to the emotions; that vari pearance again of the town crier, sup- finished by January 1, 1917. ous words and phrases and numerous plied with the customary long-winded devices may be used to affect the declarations and a choice supply of psychology of persons in a particuladjectices, advertising began to make lar way, or that there is such a thing itself felt in the conduct of business as eye-movement and that a badly affairs. The public orders began to organize themselves both in France and in England, and they were per-Of these and a thousand other sons with considerable prestige.

of present-day advertisements he was ties of merchandise and all kinds of totally in ignorance. But he gets full goods and wares, the crier soon began credit for making the first attempt to make nannouncement of things lost and found, of sales, weddings, christen-We do not know whether he got ings and other interesuing events.

With the development of commu the touter of the inidividual trader nity life, Dr. Herbert W. Hess tells came," Dr. Hess says, "pacing to and us, advertising commenced. Various from before the shop and shoutinig human desires began to develop, and with the mature vigor of a vernacular soon there was competition amon; expert, 'What d'ye yack, sir? What people to supply the thing that would d'ye lack?' The touter's energy eclipssatisfy this desire, whether it came ed his picturesqueness. He vitalized

Gradually, as time went on, inns be-As communities developed into gan to use distinctive signs and symtowns and cities, those that had bols to mark their hostelries, just as goods to dispose of established per- individuals had employed coats of "Shops were arms. All kinds of devices were used so on made definite representations

came into being, and, as has been Of course, with the revelopment of stated, an Egyptian landowner gets the printing press advertising took a the credit for writing the first ad. great spurt. The use of posters came The Greeks, with a fine regard for into vogue, and all kinds of pamphlets art, usually made music a part of the were printed and distributed. Printing the idea of employing bands to attract, written manuscript. William Caxton attention, undoubtedly one of the set up his press in Westminister Abbey most successful methods of drawing in 1471, and two centuries later, in 1622, a crowd at any place and time. The a newspaper, believed to be the first "song-pushers" who have come quite real newspaper, was printed. It was frequently of late to tour the princi- called the Weekly News and purported pay streets of our city in a slow-mov- to contain news of doings in Germany,

From then on newspapers, mostly bers. Advertissements of medicines be-At first a town crier, accompanied gan to be inserted in the newspapers

Cottage Prayer Meeting. The cottage meeting that is to be held by the local corps of the Salvation Army tonight at 8 o'clock will be held at the home of Mrs. Carney, 417 Wright street. The meeting will be conducted by Mrs. Adjutant Yates CAPT. MATTHEWSON HERE.

Regard to Completing Waterway. Major A. E. Waldron, in charge of

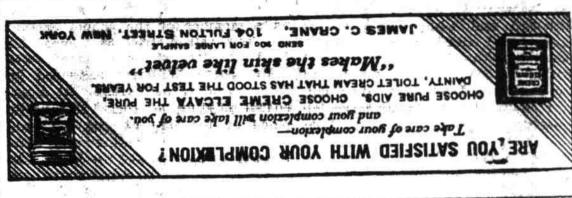
The Romans are commonly credit- Capt. J. R. D. Matthewson, in charge ed with the origin of the signboard. of the lock and dam work on the up-Today we have the bulletin board, per Cape Fear river, have been in conference in regard to the building tabellae found in the ruins of Pom- of the stone rip-raps at the lock just completed at Brown's Landing, near Fayetteville. With the completion of Advertising met the same fate as the dam at this point the canalization the Romans did when the barbarous project which will give eight feet of Huns came sweeping down from the water to Fayetteville the year round north. Until the Middle Ages very will be practically completed. It is

New Hanover County. David Livingstone, Montgomery Living-

stone, Harry Livingstone, Virginia Moore, Fred Moore, Armand Moore, Charles notice that an action entitled as above by

een commenced in the Superior tition among the heirs; and the said difendants will further take notice that the are required to appear at the term of the the 23rd day of October 1916, at the Court House of said county, and answer or de plaintiff will apply to the court for the relief demanded in said complaint.
This 17th October, 1916.
W. N. HARRISS.

Clerk of Superior Court.





Beautiful Bust and Shoulders are possible if you will wear a scientifically constructed

The dragging weight of an unconfined bust so stretches the supporting muscles that the contour of the figure is spoiled.

BRASSIERES diagring muscles and confine the flesh of the shoulder giving a

They are the daintiest and most serviceable garments imaginable—come in all materials and styles: Cross Back, Hook Front, Surplice, Bandeau, etc. Boned with "Walohn," the rustless boning—permitting washing without removal. Have your dealer show you Bien Jolie Brassieres, if not stocked, we will gladly send him, prepaid, samples to show you. BENJAMIN & JOHNES, 51 Warren Street, Newark, N. J.

SPECIALS

ment.

Yard wide Khaki color cloth 6c Fine for Quilt lining.

Heavy Fleece Outing in all oclors at the old price, per yard......10c

Yard wide Percale in stripes, dots and figures. All colors. Fast colors. Heavy Mercerized White Table Cloth.

Good quality, per yard25c 27-in. White Outing. Good weight,

J. W. H. Fuch's Department Store The Store of Service.

> To give service is our constant aim and ambition. We will deem it a personal favor if any inattention on the part of our clerks is reported to the manage-