

THEATRE

The title of the new and original bill to be presented by Bob King's Southland Maids Company...

MARIE PETROVA AT THE GRAND TOMORROW. Ancient and modern Egypt are contrasted in "The Undying Flame"...

WOMAN AVIATOR KILLED IN PRACTICE

(By Associated Press.) Marlin, Texas, July 4.—Mrs. Hattie Nixon, 26 years of age, a student in the Marlin Airplane school, was killed here yesterday while making a practice flight.

The claim has been made that the first periscope ever used was made by Thomas Doughty, engineer of the Monitor of Civil War fame...

GRAND TOMORROW. PARAMOUNT TRIUMPH. Jesse L. Lasky Presents. Mme. Petrova. "The Undying Flame".

ROYAL VAUDEVILLE. NEW BILL TODAY. Southern Maids. ROGERS & MARVIN. TRIOS - DUETS - QUARTETS.

GENERAL STRIKE IN AMSTERDAM

Soldiers Refuse to Charge the Mob and Are Marched Off the Street.

(By Associated Press.) Amsterdam, July 4.—All Amsterdam dock workers struck yesterday morning. Builders, workmen and shipyard laborers struck in sympathy.

NEW YORK—DAY-BY-DAAY.

(O. O. McIntyre). (Special Correspondent of The Dispatch.) New York, July 4.—Right in the midst of New York there is at present a more than ordinarily pesky anthropoid quadrumanous mammal...

ENGLAND PREPARING FOR HER WINTER COAL

(By United Press.) London, June 22.—(By Mail.)—Having passed through the third winter of the war without serious coal shortage, England is today preparing for the coal season of 1917-18.

READY TO PLACE BONDS IN HAND

Treasury Department Arranges for Distribution of Liberty Loan Certificates.

(By George H. Manning.) Washington, D. C., July 4.—The Treasury Department has made all preparations for placing in the hands of the several million people who bought Liberty Bonds within the next few days interim certificates of redemption...

ARMY DRAFTING TO BE IN WASHINGTON

(By Associated Press.) Washington, July 4.—Selection of men for the national war army will be made in Washington. Secretary Baker let this become known today, although the exact nature of the selection process will remain a secret until the local and district exemption boards have completed their organization...

RED CROSS ANGELS.

I am a soldier lean and scarred. It matters not my name. I've been baptized by gas and shell. And lead and steel and flame.

When Mars along the battle-front Has cut his human grain. And all the booming batteries Are dark and still again.

If I should get my passport signed By bullet, sword or bomb, To regions where celestial harps Replace the fire and drum.

DYNAMITE FOUND IN COAL CARGO

(By Associated Press.) Havana, July 4.—In unloading coal from the Danish steamship News, which arrived Monday from Newport News, dock laborers yesterday morning found a small package of dynamite...

ADVERTISING NOT WASTE.

The favorite plaint of the business man who has fallen asleep by the wayside is that advertising is a huge economic waste; that millions of dollars are spent and wasted in artificial attempts to stimulate selling to the ultimate injury of both buyer and seller.

SUBURBAN SCHEDULE

Table with columns for Lv. Center, Lv. Beach, and Lv. Wilmington. Includes times for various routes and days.

ADVERTISING NOT WASTE.

Let us see how much the big advertisers spend," said Alan J. Reiley, president of the Association of National Advertisers, in discussing this matter. "The average man hears talk every day about the millions and millions spent for advertising and he finally gets the notion that somehow or other the buyer has got to pay for it."

other way. And it is this immense saving in selling cost that helps to make lower-priced goods. "Millions spent for advertising sounds big, but hundreds of millions worth of goods sold by advertising makes the actual amount spent for advertising look small.



UNITED STATES MARINES ARRIVE IN FRANCE. A battalion of United States Marines waiting on the parade grounds for the order to take arms and march away.

Advertisement for Carolina Beach. Come to Carolina Beach. A Resort of Recreation, Health and Safety. Steamer Wilmington. Leaves Foot of Princess Street for Beach, 9 A. M., Returning, Leaves Beach 6 P. M. Fare 25c Round Trip.