

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-DAY.

(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.

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...

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...

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.

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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."

RED CROSS ANGELS.

I am a soldier lean and scarred, I matter 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 fife and drum,

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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."

"I am glad to be able to tell the public. The Association of National Advertisers has collected some valuable facts and figures on this subject. Listen to a few of them. "The advertising of one of the most leading paint manufacturers of the country averages 3.13 per cent. of their sales. In other words, for every dollar's worth of paint they sell, they spent 3.13 cents in advertising. This is about equivalent to the price of a postage stamp and a cent's worth of paper for every dollar's worth of goods sold. Another big paint and varnish manufacturer from 3.12 to 4.12 per cent."

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"But shoes and clothing are necessities," you say. "How about the luxuries?" "All right! Take one of the most popular luxuries in the world—candy. One of the best known candy makers in the country and one of the biggest advertisers, spends 5 per cent. "Then take the big automobile and tire manufacturers with their full page and double page spreads. Surely now the percentage figures will begin to jump. Will they?"

"You will be surprised when I give you the figures for two of the most famous automobile builders in the country. One is 2 per cent.; the other is 5 per cent. Also two of the leading tire manufacturers; one spends 2 per cent.; the other 2 per cent. And all four rank among the biggest advertisers in the country. "These figures are authentic, and when you consider the enormous volume of the automobile and tire business you will see that the small percentages are ample to provide for the wonderful publicity. "And then we come to the big department stores—where at one time

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or another every buyer buys. Two can see them fairly eating up the newspapers with their big percentage figures here, again you will be agreeably disappointed. The figures possessed by the Association of National Advertisers show that the average department store's advertising does not cost more than 3 per cent. of its total business. "The fact is that the great majority of all nationally-advertised articles, articles which are familiarly known in every home in the country, which are famous for their quality, as well as their immense distribution, belong in the 5 per cent. or under class. "And let this final point be remembered. Even if this advertising represented a direct advance on what the buyer would otherwise have to pay, this would make little difference in the price of the goods. But it does not. "Because advertising is the most efficient method of marketing ever developed by business enterprise; therefore its effect is to decrease and not to increase the sum total of selling cost. This is a simple fact about advertising that every buyer of advertised goods ought to know."

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. This is part of General Doyden's command, and the photograph was made as they were about to embark for France. The photograph has just been released by the censor. (Photo by Marine Corps, Publicity Bureau.)

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. SUNDAY—Leaves Wilmington 9 A. M. and 2:30 P. M. Leaves Beach at 6 P. M. Special arrangements made for Excursionists. FARE 25c ROUND TRIP. Excellent Surf Bathing Accommodations. Greystone Inn. Special Fish Dinner 50c. Regular Dinner 75c. Special Week-End rates to parties. For Reservation Phone 4003. Motoring to Carolina Beach is Delightful. Come Down and Bring Your Family. NEW HANOVER TRANSIT COMPANY.