

**HOW IS YOUR HEALTH.**

Twenty-five out of every 1,000 employees in American industries, according to recent statistics, are constantly incapacitated by sickness, the average worker losing approximately nine days each year on this account. This "non-effective rate" for the great army of industrial workers in the United States barely suggests the total money loss to employers and employees. The lessened efficiency, the effects of reduced earnings in times of sickness, as well as the cost of medical attention, and the economic loss from deaths, swell the cost to industry and to the nation to almost incalculable figures.

That much of this loss is nothing less than preventable waste and that this waste can be largely reduced by a properly conducted system of governmental health insurance for wage workers are conclusions set forth in Public Health Bulletin No. 76, containing the results of a study of "Health Insurance—Its Relation to the Public Health," just issued by the United States Public Health Service.

The preventive value of health insurance is given especial emphasis in this study. "Any system of health insurance for the United States or any State should at its inception have prevention of sickness as one of its fundamental purposes," says the bulletin. "This country should profit by the experience of European countries where prevention is being recognized as the central idea necessary to health insurance is to attain its greatest success in improving the health and efficiency of the industrial population."

Such a system, it is pointed out in the bulletin, would

1. Provide cash benefits and medical service for all wage-earners in times of sickness at much less cost than is now possible. Adequate medical relief would thus be placed within the reach of even the lowest paid workers who are most subject to ill-health.

2. Distribute the cost among employers, employees, and the public as the groups responsible for disease causing conditions and afford these groups a definite financial incentive for removing these conditions. This can be done by means of small weekly payments from employees, supplemented by proportionate contributions from employers and government at a rate reducible in proportion to the reduction of sickness.

3. Become an effective health measure by linking the co-operative efforts of the three responsible groups with the work of National, State and local agencies, and by utilizing these agencies in the administration of the health insurance system.

4. Afford a better basis for the co-operation of the medical profession with public health agencies.

5. Eliminate the elements of paternalism and charity-giving by making employees and the public, as well as employers, joint agents in the control of this fund.

"Governmental system of health insurance," concludes the study, "can be adapted to American conditions, and when adapted will prove to be a health measure of extraordinary value."

**Good Looks are Easy**

with **Magnolia Balm.**



Look as good as your city cousins. No matter if you do Tan or Freckle Magnolia Balm will surely clear your skin instantly. Heals Sunburn, too. Just put a little on your face and rub it off again before dry. Simple and sure to please. Try a bottle to-day and begin the improvement at once. White, Pink and Rose-Red Colors. 75 cents at Druggists or by mail direct.

**SAMPLE FREE.**

LYON MFG. CO., 40 So. 5th St., Brooklyn, N.Y.

**A Proviso.**

When 6-year-old Tommy had returned to his home in Walbrook after a visit to the circus, with all its dazzling wonders, and had met for the first time all the fierce animals which had hitherto been confined between the pages of his animal A B C, he was tired as only a youngster of 6 can be.

Undressed and droopy-headed, Tommy was ready to be tumbled into bed when his mother said:

"You haven't said your prayers Tommy."

"Can't, mavour," said Tommy.

"But you must," she insisted.

"All right," he answered, wearily, and went through his simple prayer ending with this:

"And bless the circus, and the clowns—bless 'em Lord but don't let 'em get away. Amen."—Baltimore Sun.

**MAKE YOUR OWN PAINT.**

Use **L & M SEMI-MIXED REAL PAINT** and buy your **LINSEED OIL** fresh from the Barrel to mix with it—same as when making Paint with **KEG White Lead.**

The paint will cost you **58 cents per gal.** less than any other you can buy.

In use over **40 years**

Use a gallon out of any you buy and if not the best paint made, then return the paint and get all your money back. **Hardy Hardware Company.**

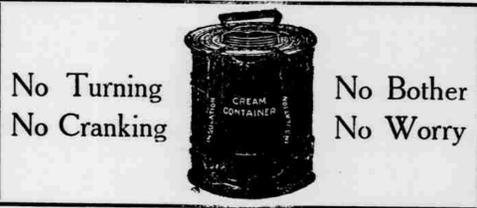
**Aluminum Man In Town**

and he will be glad to give and advice on the use and care of Aluminum Kitchen Ware.

He is representing the American Aluminum Manufacturing Co., of Lemont, Illinois.

Address all Inquiries to Postoffice Box 175, Scotland Neck N. C.

**The Wondrous No Work Freezer**



No Turning No Cranking No Bother No Worry

Freezes Ice Cream and Ices to suit the most fastidious taste.

Size 1 Quart \$3.00  
Size 2 Quart \$3.50

Try one and dispense with the old way.

**SCOTLAND NECK FURNITURE COMPANY**

**It Always Helps**

says Mrs. Sylvania Woods, of Clifton Mills, Ky., in writing of her experience with Cardui, the woman's tonic. She says further: "Before I began to use Cardui, my back and head would hurt so bad, I thought the pain would kill me. I was hardly able to do any of my housework. After taking three bottles of Cardui, I began to feel like a new woman. I soon gained 35 pounds, and now, I do all my housework, as well as run a big water mill. I wish every suffering woman would give

**GARDUI The Woman's Tonic**

a trial. I still use Cardui when I feel a little bad, and it always does me good." Headache, backache, side ache, nervousness, tired, worn-out feelings, etc., are sure signs of womanly trouble. Signs that you need Cardui, the woman's tonic. You cannot make a mistake in trying Cardui for your trouble. It has been helping weak, ailing women for more than fifty years.

**Get a Bottle Today!**

**FEEL BETTER NOW HAD A DIP IN KRESO**



**TRY IT ON YOUR LIVE STOCK**

It will keep them free from insect parasites and protect them against contagious diseases.

**Kreso Dip No. 1**

EASY TO USE—EFFECTIVE ECONOMICAL

KILLS LICE, MITES AND FLEAS. DRIVES AWAY FLIES. HEALS CUTS, SCRATCHES AND WOUNDS. FOR MANGE, SHEEP SCABS AND OTHER SKIN TROUBLES.

**PREVENTS HOG CHOLERA**

Experiments on live hogs prove that a 2 1/2% dilution kills virulent Hog Cholera Virus in five minutes by contact.

Kreso Dip No. 1 in original packages. For Sale by

**NORTH END DRUG STORE**

CALL OR WRITE FOR FREE BOOKLETS ON KRESO DIP NO. 1.

**...WANTS...**

Readers in this Column are 5c per line per insertion—Cash with the Order.

**WANTED: A Subscription Solicitor** and correspondent in every town in Halifax County. Good proposition to right party. Address The Commonwealth.

**WANTED—Copies of This Paper** of the following dates: March 11, 1915; May 6, 1915; Nov. 3, 1915; Jan. 20, 1916 and Feb. 3, 1916. 25c each will be paid for the first copy of each of the first 3 dates and 10c. for the last two dates. The Commonwealth. tf

**BERNARD ALLSBROOK FIRE INSURANCE**

Scotland Neck, N. C.  
Office Phone 122  
Residence Phone 121  
June 6 mo.

**CHURCH SERVICES.**

**Methodist Episcopal Church**  
Rev. L. T. Singleton, Pastor  
Sunday School—9:45.  
Morning Service—11:00.  
Evening Service—7:45.  
Wednesday evening Prayer Meeting—7:45.

**Baptist Church**  
Rev. R. A. McFarland, Pastor  
Sunday School—9:45.  
Morning Service—11:00.  
Evening Service—7:45.  
Wednesday evening Prayer Meeting—7:45.

**Episcopal Church**  
Rev. C. Floyd Cartwright, Rector  
Sunday School—9:45.  
Morning Prayer and sermon—11:00.  
Evening prayer and sermon—8:00.

**ADMINISTRATOR'S NOTICE.**  
Having qualified as administrator of the estate of E. P. Hyman, deceased, late of Halifax county, North Carolina, this is to notify all persons having claims against the said deceased to exhibit them to the undersigned at Hobgood, N. C., on or before the 3rd day of June, 1917. If this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment.  
W. D. HYMAN,  
Administrator of E. P. Hyman.  
This the 1st day of June, 1916.

**EXECUTOR'S NOTICE.**  
Having qualified as executor of the last will and testament of Penina White deceased, late of Halifax county, North Carolina, this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned on or before the 3rd day of May, 1917 or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment.  
This the 3rd day of May, 1916.  
6t\*5s HENRY BAKER, Executor.

**DETECTIVES WANTED.**  
The undersigned agency will consider applications for membership from certain localities in North Carolina. We look after Criminals, Collect Names and Addresses of Farmers, &c. Collect debts and furnish commercial reports to business concerns. We pay salary and fees. For full particulars write.  
VA. & TENN. DETECTIVE AGENCY.  
Incorporated  
Mahoney Building Bristol, Tenn.-Va.  
St. law 6 6

**YOUR TIME**  
would be more valuable to you if your watch kept better time. It is my business to keep your watch in good order. My work is first-class and is guaranteed to give you satisfaction. How about a pair of good glasses? You can get them here at \$1.00 up per pair. Satisfaction guaranteed.  
B. W. MARTIN, Jeweler,  
with E. T. Whitehead Co.

**SOJA BEANS FOR SALE.**  
We have for sale nice lot soja beans, also some Virginia seed peanuts and black peas. Call on BAKER & EVERETT, Palmyra, N. C. 5 23 1mo.

**ADMINISTRATORS NOTICE**  
Having qualified as administrator of the last will and testament of L. S. Hodges, deceased, late of Halifax County, North Carolina, this is to notify all persons having claims against the said estate of said deceased to exhibit them to the undersigned on or before the 17 day of May 1917 or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment. This 17th, day of May 1916.  
W. S. BRADLEY,  
Administrator.

**LEWIS B. SUITER**  
With  
**THE NEW YORK LIFE INS. CO.**  
WELDON, N. C. tf.

**No. 666**  
This is a prescription prepared especially for **MALARIA or CHILLS & FEVER.** Five or six doses will break any case, and if taken then as a tonic the Fever will not return. It acts on the liver better than Calomel and does not grip or sicken. 25c

**Who Pays For Advertising?**

Business is no longer private. It is public. At its own invitation, we have come to look upon the modern business man as a public servant and upon his place of business as an institution existing to help us. And the whole impression is of the modern business man's own making.

At about this time in the history of storekeeping when one flexible price became the rule in all good stores, the business man awoke to the fact that it was possible to make people understand that they could buy with safety without expert knowledge of the goods they were buying—that they could be brought to the thought of relying upon their confidence in him as their assurance that the wares he offered were worth the price he asked.

About that time the business men and the public began to take more interest in each other. The business man began to realize that if the people were to believe in him, they would have to know about him—for we rarely find ourselves in sympathy with things we see or hear about for the first time. We are a bit suspicious at first.

This interest in business men, and in business methods has grown, partly because business has become more and more public, business men becoming more and more frank the while, and because the public has come to recognize business methods as an interesting topic.

So it is natural of us, as buyers of things to be interested in advertising and in every device which the seller uses in our service, and to inquire into the effect which advertising has upon the cost of things which we buy.

Perhaps you ask them, who pays for advertising? Nobody pays for it if you mean by the question to infer that it is cost added to the price of the goods, for it is not.

Suppose a great store has a department whose sales are lower than they should be, so that too much, proportionately, has to be charged to the salary of the head of the department. Too big a percentage of all the money taken in has to go to pay his salary. The department is operated at a loss, let us say.

Now, suppose the owners of the store dismiss this department head and hire a manager for the department whose salary is a little higher, but whose sales are very much larger. His salary is a smaller percentage of his sales than the former man's salary, was of his sales. He pays his way and more.

It is the same with advertising. There are certain fixed charges that must be added to the cost of the goods a merchant sells. He must add enough to pay rent, heat light, clerk hire, etc. Out of each dollar in sales, a certain percentage must go to pay for these things but with advertising, he can sell more goods with the same clerks, in the same store, etc. His sales increase while his fixed charges either increase very little or stand the same. His advertising makes two dollars come in where only one came before. Without it, his relative cost for the other items mentioned would likely make it impossible for him to do any business at all.

Advertising therefore can be said to pay for itself. It is self-supporting. It makes its own way.

If this were not true—if advertising added to the cost of selling—would not great non-advertising stores spring up and drive the advertising stores out of business?

The public would learn that the prices of the advertising were higher. He could not sell his goods.

Advertising will bring a customer once. The goods must bring him the second time.

The Associated Advertising Clubs of the World, which will meet in Philadelphia June 25 to 30, believe advertising is a public servant—that it is directly helpful to the public in shortening the distance between the maker and the user. We know it reduces selling cost.

Advertising has produced quantity production and more rapid selling, making labor-saving machinery and other economies possible, so it has reduced the cost.

**Commonwealth for Results**