

# L GETS E SUPPORT

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Stern  
Staff Writer

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# COMPARISON IS MADE OF ADVER- TISING RATES OF NEWSPAPERS

The Roanoke Leader has on file for the inspection of anyone inter- ested a reprint sheet from a new copy of a Country Newspaper Directory, showing the circulation, advertising rate, etc., of 25 representative weekly newspapers of Florida and 2 semi-weekly newspapers of this neighboring state to Alabama.

As the question of advertising rates is of particular interest to many business people, this paper is presenting the figures shown in this directory in comparison with the figures in The Leader's case. The comparison is entirely favorable to The Roanoke Leader and its adver- tising clientele.

Among the 23 weekly and 2 semi-weekly newspapers reported only 4 had a larger circulation than The Leader, though some were published in much larger towns. Only 4 had a lower advertising rate than the Roanoke paper, while 1 had the same rate. However, of these 5 all had much smaller circulations than The Leader—less than one-third in four of the five cases.

The remaining 20 papers had rates on display advertising ranging from 35 to 60 cents per inch. In other words, these papers, some of them with less circulation than your home paper, had rates from 5 to 30 cents per inch higher than the 30-cent rate charged by the Roanoke paper, and the latter's rate carries a discount for regular advertisers.

Figures on advertising rates of Alabama weeklies are not at hand just now, but this paper challenges comparison with any others, circula- tion and reader interest considered.

## Young People Lining Up To Fight Booze

An intensive educational cam- paign among young people's orga- nizations in the state to secure their full support in the anti-repeal fight was outlined today at a meeting of youth leaders at headquarters of the Alabama Temperance Alliance, 1601-04 Comer Building.

A platform address by a young the state vince the prohibi- m in the pl on the in other g voters s will be anities.—

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## Wins Literary Prize



NEW YORK . . . Agnes Replie (above), has been awarded the gold medal by the National Institution of Arts and Letters for distinction in Belles-Lettres. Her essays giv her a nation-wide audience.

## President's Party Is To Be A Gala Affair

January 30th is the birthday of President Roosevelt, and it is being celebrated

# CARVER SPEAKS TO LARGE CROWD

## Noted Scientist Is Heard In Roanoke With De- light By All

The coming to Roanoke last Fri- day of the aged but active Negro scientist, Dr. George Washington Carver, who has headed the depart- ment of chemistry at Tuskegee In- stitute for some forty years, was not an ordinary event. His fame had preceded him, as it has indeed spread to continents beyond the seas, and so the large assembly hall of the City auditorium was almost fill- ed at 10 o'clock Friday by the pu- pils of the advanced grades of the Roanoke schools and very many citizens of this and other communi- ties. Pupils of the Randolph Coun- ty Training school were seated in the gallery.

The lecture given by the invited speaker was remarkable because the man who brought it is remarkable. While richly endowed by nature, he has by hard work and consecration developed his gifts to a degree that has enabled him to achieve many wonderful results in his chosen field of activity.

Dr. Carver made it evident in the beginning that he had gone to the Source of all wisdom and learned lessons from the Great Teacher that had guided him into the marvelous measure of success that has attend- ed his labors. His discussion on this occasion pertained specifically to his experiments with the peanut, from which he has already made three hundred useful products. Quite a number of these were placed on ex- hibit as he mentioned them. He did not undertake to discuss his success- ful experiments with the sweet po- tato or mention other avenues that he has explored.

He makes it a rule to work with the common products we have right here at hand, some of which are go- ing to waste.

Rarely if ever has a speaker ap- peared in Roanoke who could hold the close attention of so many peo- ple, of varying ages, for an hour and a quarter and who could elicit long- er and more sincere applause at the close as was true in this

