

## LESSON FROM TROLLEY CARDS.

Advertising Men Alive to Value of Home Trade.

### THEY URGE LOCAL BUYING.

Cars of Bronx Borough, New York City, Carrying Appeals to Purchasers to Get Their Goods From Their Own Stores—A Policy of Mutual Helpfulness and Co-operation.

In the trolley cars of Bronx borough, New York city, are displayed some advertising cards placed among the other advertisements, presumably without charge, by the company which controls the advertising in the cars of the borough. The cards inform the riders and readers that the articles advertised in the cars are to be found in the stores of the borough and advise the intending purchasers to procure them at home. It is understood, of course, that the quality of standard articles is the same wherever they are purchased. It is assumed that the merchants of the borough will make as reasonable prices on the articles as any one will.

The position taken by the advertising company in thus helping along the men who help it certainly seems to be a wise one. Local purchasers are induced to buy standard goods, advertised all over the country as well as in the local cars, from the local merchants. The latter are, in turn, enabled to buy advertising space in the cars. The Germans, who are prolific makers of wise sayings, have an old saw which says, "One hand washes the other, and both become clean." It is an encouraging sign of the growing prosperity of the borough that the local merchants are using more and more space in the cars and that the borough newspapers are flourishing as never before.

Isn't there here a moral to be gleaned by other places? The moral is, Encourage home trade by all means. The trade that goes out of a town does not benefit it; it is the trade that seeks and finds its natural outlet at home that helps. It counts not only for the man who gets it, but for the man who gives it, for the latter helps his neighbor as well as himself.

The uplifting of the general level of prosperity which is apt to follow keeping trade at home helps every man and woman in a town by keeping up wages, by distributing profits so that everybody in a town gets a share, direct or indirect, of the benefit.

The mail order houses have their place in the business world, and they do good—to the men who run them many of whom have accumulated much money in the business. But when they take out of any particular town money that should be spent there legitimately they cannot be said to be a benefit to that town.

In addition, there is the personal and social side of the question. Looking at it as fairly as you will, buying goods from a catalogue and sending to a strange, faraway city the money that has been earned in one's home town, often with the advice and co-operation of one's neighbors, is a cold blooded proposition.

How much better it is to meet your neighbor man to man, over your counter or over his, and sell to him or buy from him what one needs! If "life is made up of little things," as has been said very often, the little friendlinesses and greetings of personal intercourse are worth something, probably more than the small profit that is to be gained by patronizing a house far away that can be nothing but the embodiment of "business." And in many cases the monetary profit is only imaginary when the time and bother involved in the transaction and the real worth of goods bought are taken into consideration.

CHARLES N. LURIE.

### Dustless Ash-Removal Scheme.

Street Cleaning Commissioner Edwards of New York appeared before the finance committee of the board of aldermen recently and asked for \$15,000 with which to make experiments aimed to do away with the dust and exposed garbage nuisance. The scheme proposed contemplates the carrying of ash cans from houses to the dump direct without emptying them into carts. The \$15,000, if obtained, is to be spent for an auto car carrier, a relay truck, cans, dustless cover devices and other things of the kind. This is considered by many an excellent idea, for it will undoubtedly tend to keep towns and cities in a clean and healthful condition.

### Don't Murder Your Trees.

Frequently large signboards are placed against street trees. Where they are fastened with iron bands the latter will soon cut into the very life of the tree, preventing the free circulation of the sap and thereby injuring top and root equally. It is nothing new to see trees half dead standing for years in front of handsome residences, fighting hard for life, shortened by neglect and abuse. The owner is too indolent to have the dry limbs removed, the old, exhausted soil renewed, and so improve, at least for a time, the appearance of the sufferers.

### A Town's Main Street.

A drummer whose route takes in fifty towns in Illinois and Indiana says that a town which will not keep its main business street in good repair steadily loses its farmer trade and by and by its best business men.

### GERMS IN HER SYSTEM.

Every Woman Should Read This Advice and the Generous Offer That Goes With It.

The number of diseases peculiar to women is such that we believe this space would hardly contain a mere mention of their names, and it is a fact that most of these diseases are of a catarrhal nature. A woman cannot be well if there is a trace of catarrh in her system.

Some women think there is no help for them. We positively declare this to be a mistaken idea. We are so sure of this that we offer to supply medicine absolutely free of all cost in every instance where it fails to give satisfaction, or does not substantiate our claims. With this understanding, no woman should hesitate to believe our honesty of purpose, or hesitate to put our claims to a test.

There is only one way to overcome catarrh. That way is through the blood. You may use all the snuffs, douches or like remedies for years without getting more than temporary relief at best. Catarrh in general is a diseased condition of the system that shows locally most frequently in discharges from mucous membranes. Local treatment should be assisted by internal treatment for the general diseased condition if a complete cure is to be reached. That internal treatment should be scientifically devised and faithfully administered.

Renall Mucuo-Tone is scientifically prepared from the prescription of an eminent physician who for thirty years made catarrh his specialty. This remedy is admirably adapted to the treatment of the catarrhal ailments of women. It purifies and enriches the blood, tends to stop mucous discharges, acts in removing impurities from the system, soothes, heals and strengthens the mucous tissues, and brings about a feeling of health and strength.

We want you to try Renall Mucuo-Tone on our guarantee. If you are not benefited, or for any reason not satisfied, simply tell us and we will hand back your money. Renall Mucuo-Tone comes in two sizes, 50 cents and \$1.00. Remember, you can obtain Renall Remedies only at—The Rexall Store

The Rexall Drug Co.

### NOTICE

Having this day qualified as administratrix of L. S. Afford, deceased, this is to certify to all persons holding claims against the estate to present them to me on or before October 24th, 1911 or this notice, and be paid in full of their recovery. All persons owing said estate will please make immediate payment. This October 24th 1911.

MRS. SUE S. AFFORD, Adm. Bickett & White, Atty.

### JUST PUBLISHED

Webster's NEW INTERNATIONAL Dictionary, (G. & C. Merriam Co., Springfield, Mass.) surpasses the old International as much as that book exceeded its predecessor. On the old foundation a new superstructure has been built. The reconstruction has been carried on through many years by a large force of trained workers, under the supervision of W. T. Harris, former United States Commissioner of Education, and reinforced by many eminent specialists. The definitions have been rearranged and amplified. The number of terms defined has been more than doubled. The etymology, synonymy, pronunciation, have received unsurpassed scholarly labor. The language of English literature for over seven centuries, the terminology of the arts and sciences, and the every-day speech of street, shop and household, are presented with fullness and clearness. In size of vocabulary, in richness of general information, and in convenience of consultation, the book sets a new mark in lexicography.

400,000 words and phrases.  
6000 illustrations.  
2700 pages.



Write to the publishers for Specimen Page.

### GOWANS King of Externals

Is the one Standard preparation universally and enthusiastically endorsed by Doctor, Druggist, Layman. GOWANS Cures Pneumonia, Croup, Colds, Coughs, Pleurisy and all ailments caused from Inflammation or Congestion.

Gowans Preparation has one of the largest and most satisfactory sales of any preparation carried in our stock. We consider it a wonderful success.

THE MURRAY DRUG CO., Wholesale Druggists, Columbia, S. C., July 11, 1910

BUY TO-DAY HAVE IT IN THE HOME

All Druggists. 51, 50c, 25c. GOWAN MEDICAL CO., DURHAM, N. C. Satisfactory, money refunded by your Druggist.

### FOR SALE.

124 acres of good farm land three miles from Wood's store. Apply to T. MURPHY, R. F. D. Castalia, N. C.

A big bowl of Quaker Oats is the best dish you can serve.

Delicious and nourishing. Good for all ages and all conditions. Economical and strengthening.

Packed in regular size packages, and in hermetically sealed tins for hot climates. 38

### HOW TO CURE RHEUMATISM

It is an Internal Disease That Requires an Internal Remedy.

The cause of Rheumatism and kindred diseases is an excess of uric acid in the blood. To cure this terrible disease this acid must be expelled and the system so regulated that no more acid will be formed in excessive quantities. Rheumatism is an internal disease and requires an internal remedy. Rubbing with Oils and Liniments will not cure, affords only temporary relief at best, causes you to delay the proper treatment, and allows the malady to get a firmer hold on you. Liniments may ease the pain, but they will no more cure Rheumatism than paint will change the fibre of rotten wood.

Science has at last discovered a perfect and complete cure, which is called "Rheumacide." Tested in hundreds of cases, it has effected the most marvelous cures we believe it will cure you. Rheumacide "gets at the joints from the inside," sweeps the poisons out of the system, tones up the stomach, regulates the liver and kidneys and makes you well all over. Rheumacide "strikes the roots of the disease and removes its cause." This splendid remedy is sold by druggists and dealers generally at 50 cts. and \$1 a bottle. In tablet form at 25c. and 50c. a package. For sale by Get a bottle today. Booklet free if you write to Bobitt Chemical Co., Baltimore, Md. Trial bottle tablets 25c. by mail.

Beasley-Alston Drug Co., Louisburg, N. C.

### ASTHMA AND CATARRH CURED

Expert Medical Scientists Announce Startling Results, Obtained by Sempine.

New York—Thousands are taking advantage of the generous offer made by The Woodworth Co., Dept. O., 1161 Broadway, N. Y. City, requesting an experimental package of Sempine, the great discovery for asthma, hay fever, Bronchitis and catarrh, which is mailed free of charge to all who write for it. It is curing thousands of the most stubborn cases. It makes no difference how long you have been suffering or how severe the climatic conditions are where you live. Sempine will cure you. If you have experimented with other treatments and have failed to find a cure do not be discouraged but send for a trial of this wonderful truly meritorious remedy which is a scientific compound discovered by a Professor of Vienna University, and is being recommended by thousands.

### LOUISBURG COLLEGE

North Carolina

A school for girls and young women owned by the North Carolina Conference. It offers healthful conditions. A happy home, Christian influences. A liberal culture, a thorough education at moderate cost. Special care given to younger girls.

Preparatory Department, Collegiate Department, With Thirteen Schools Normal Department

For full information, address Pres. M. D. ALLEN, LOUISBURG, N. Carolina

### CINCHESTER'S PILLS

DIAMOND BRAND  
LADIES!  
Ask your Druggist for CINCHESTER'S PILLS. They are the most reliable, most pleasant, and most effective medicine ever prepared. They are sold by all Druggists. Sold by ALL DRUGGISTS EVERYWHERE.

### IMPORTANT NOTICE TO-TOWN TAX PAYERS

The commissioners of the town of Louisburg have ordered me to make immediate collection of the taxes due the town regardless of means. See me in the next few days and let us settle same without further cost and trouble. D. C. HIGM, Town Tax Collector

## LADIES TAKE NOTICE

We Have Just Received Two Hundred of the Latest Shapes and Styles in Ladies s.t Ha.

From one of the leading Manufacturers and for the next ten days we are going to offer these hats at greatly reduced prices. In the lot we can sell you a ladies hat

For \$1.50

That would have cost you from \$2.50 to \$3.50 each at the beginning of the season. It will pay you to see ours before you buy.

### LADIES WOOL SWEATERS

Red, White and Gray are here in all sizes and at prices ranging, from \$1.00 UP

These are by far the best goods we have shown this season and are cheaper than ever before. Bring the children too as we can fit them size. Our best advertisement is our pleased customers who have traded here. If you haven't been in to see us, ask your neighbor about us for he has been in and we are sure he will advise you right. Our store is for your convenience and we invite you to come, whether to trade or meet your friend.

Yours to Serve

## CANDLER-CROWELL CO.

## JUST - RECEIVED

55 Head of Fine

## Horses & Mules

from St. Louis Come to see them before they are picked over Remember they are sound, young and well-broke. Also buggy and wagons and harness. A solid car load of Surries for cash or on time.

Big Mortgage Sale Dec. 22

Everybody Come.

K. P. MILL LOUISBURG, N. C.