

Fundamental Principle of Successful Business.

"What I shall have to say will be founded upon the experience and moderate success that have come to me during a period of business life extending over forty years.

"During this time experience has been teacher, and through many mistakes and blunders, and even failures that have come to me, I have learned to recognize that the fundamental principles which I shall mention below are the sure foundations of all first-class, legitimate and successful business.

The merchant is one who buys and sells for the sake of profit, especially one who buys and sells in quantity or by wholesale, hence, the laws governing the merchant's business must be those that tend always to profit.

"The first of these laws which I shall mention is energy.

"The first essential of a successful merchant is that interest and love for his business that will betget in him the energy to push every detail of his work. Energy enables the merchant to give personal oversight to his business, to look carefully after details, to be quick to spy out leaks that are eating up his profits and correct them.

"The energetic merchant stands for promptness, which begets credit and stands for so much in the world of business, and when the day's work is done, his desk is clear of unanswered correspondence and ready for the new day's business.

"He keeps in close touch with progress and all improved methods at home and abroad, and never allows a competitor to outstrip him.

"The next essential law in business is Good Judgment.

"Notwithstanding I put energy as the first essential law to a successful business, the man with energy is like a ship without a rudder, unless his energy be directed by good judgment.

"Good judgment knows the needs of the trade, good judgment catches the opportunity and avoids blunders; good judgment lessens loss of ratio and puts good accounts on the books; good judgment wards off litigation and keeps peace and popularity in your business.

"For instance, a man may do a fine day's business, everything comes his way, and then before he sleeps he may make a stroke of poor judgment and loss, not only his good day's work, but may be a month's or even a year's work.

"Another essential requirement, be the business large or small, is Discipline.

"Every enterprise must have a head, a governing power, that directs every department and is capable of enforcing rigid discipline, and effective organization; such as to prevent jars and clashes and render profitable business.

"The wise merchant is grateful for outside suggestions that acquaint him with conditions unknown to him and oftentimes he may need council, but at the same time the self-reliant head is the power that effects real discipline. Once an effective organization is made and discipline is taught and respected, the road to success, at least looks smooth.

"The next law that I mention is Accuracy.

"This is the element that preserves the business fabric whole and unshaken, and without it there ever lurks the danger of unsightly and disastrous holes and rents, appearing at a moment when and where least expected. The most energetic watchfulness must be observed to preserve accuracy.

"Inaccuracy disturbs organization, inaccuracy undermines your business inaccuracy means indifference upon the part of some one to the business.

"It means goods going out of the house uncharged, accounts transferred incorrectly to the ledger; one man overcharged, another undercharged, one dollar charged for one hundred dollars.

"It drives the customer from your store and without rigid oversight would soon drive you to failure and bankruptcy.

"The last of the five laws that I mention as essential to success in business is Integrity.

"It is my conviction that in all the varied industries in which I am engaged, the mercantile business puts a man more on his honor, integrity and veracity than any other business.

"The customer is at the mercy of the merchant. Whether he be deceived or cheated depends entirely upon his own good sense and judgment and the integrity of the merchant.

"However, integrity gives confidence, strength and permanent growth to success. In fact, the largest asset in any business which assures it lasting and unquestioned success, is the integrity and character upon which it is founded. It is pure gold and will pass upon the markets of the whole world.

"Recognizing as I do the necessity of the first four principles named, nevertheless, I feel free to declare that integrity is the pure influence that crowns Energy, Good Judgment, Discipline and Accuracy with a wholesome success.

"A business not having integrity for a cornerstone, is found upon the quicksands of temptation and dishonesty, and unfit to stand the storms that come to all.

"Even in times of panic and financial stress, at the call of integrity bank vaults click open and credit is content.

"And now in conclusion I repeat, that what I have said is founded on hard wrought experience. I don't know that it ever occurred to me to analyze the laws necessary to successful business before, but I have given them as they have come to me.

"There is no honorable occupation that claims more true, honest Christian gentlemen than the merchants.

"He is the farmer's truest and best friend, and the success of one is the success of the other; they live or die together. He is loyal to the up-building of his town or community and every public spirited enterprise finds in him a staunch friend and material helper, and it is my opinion that in Greensboro, the merchant is honored for his usefulness, admired for his ability and enterprise, and revered for his ever helping hand, as well as his princely charities.

Mexican Imperial Band at Jamestown.

Norfolk, Va., July 6.—The Mexican band, assigned by President Diaz, of Mexico, to represent that country at the Jamestown Exposition, arrived June 28th and went into camp on the military reservation.

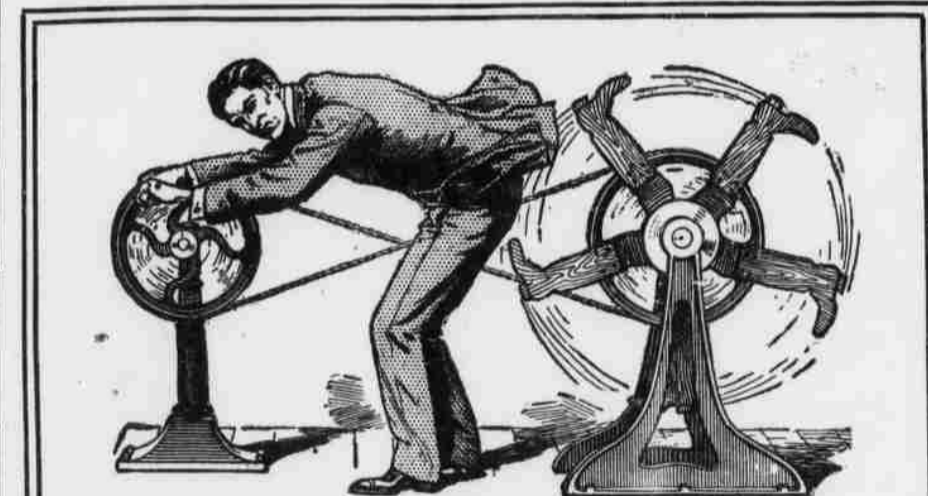
The band consisting of forty-one pieces, is attached to the general staff of the Mexican army, and stands next in importance to the Presidential band. At home it is stationed in the City of Mexico and twice a week plays in the park or plaza for the enjoyment of the people.

Dr. James Dinwiddie, for many years president of Peace Institute at Raleigh, died Wednesday of last week at San Francisco. He was making preparation for a trip around the world. He is survived by eight children. The remains were brought to Raleigh for interment.

NOTICE.

Having qualified as Executor on the estate of Josiah Luther, deceased, before W. C. Hammond, Clerk of the Superior Court of Randolph county; all persons having claims against said estate are notified to present them to the undersigned, duly verified, on or before the 5th day of July 1908, or this notice will be pleaded in bar of their recovery; and all persons owing said estate will come forward and make immediate settlement.

This 1 day of July 1907.
J. W. Luther,
Executor of Josiah Luther.



This man bought a supply of tobacco without acquainting himself with the distinctive taste of SCHNAPPS Tobacco, which has the cheering qualities that gratify his desire to chew, and at less expense than cheap tobacco.

SCHNAPPS has been advertised in this paper so that every chewer has had an opportunity to get acquainted with the facts and know that drugs are not used to produce the cheering quality found in the famous Piedmont country flue-cured tobaccos, and that SCHNAPPS is what he ought to chew. Still there are chewers who accept other and cheaper tobaccos that do not give the same pleasure.

Some day they'll get a taste of the real Schnapps—they'll realize what enjoyment they've missed by not getting SCHNAPPS long ago—then they'll feel like kicking themselves.

SCHNAPPS is sold everywhere in 5 cent cuts, and 10 and 15 cent plugs. Be sure you get the genuine.

Hell.

In the July American Magazine Farmer David Grayson reports an argument he had lately with an infidel. On the subject of hell Mr. Grayson observes:

"We don't always know just where our hells are. If we did we might avoid them.

"Why, I've seen men in my time living from day to day in the very atmosphere of perpetual torment, and actually arguing that there was no hell. It is a strange sight, I assure you, and one that will trouble you afterwar s. From what I know of hell, it's a place of very loose boundaries. Sometimes I've thought we couldn't be quite sure when we were in it and when we were not.

"There are in my experience a great many different kinds of hells. There are almost as many kinds of hells as there are men and women upon this earth. Now, your hell wouldn't terrify me in the least. My own makes me no end of trouble. Talk about burning pitch and brimstone: how futile were the imaginations of the old fellows who conjured up such puerile torments. Why, I can tell you of no end of hells that are worse—and not half try."

What is a Republican.

The Journal recently commented upon the fact that the Republican party was as badly demoralized as the Democratic party. A few months ago, before there were so many Republican candidates for the Presidency all with different opinions as to what republicanism is, it was the thing to ask "what is a Democrat?" But the worm has turned. While the various factions of the Republican party have been getting wider apart, the Democrats have been noting on the issues of tariff reform, strict regulation of trusts and monopolies, an economical administration and other Democratic principles, including income and inheritance taxes, the latter of which will also be advocated by the Roosevelt school of the Republican party.

The press of the country is beginning to have quite a little fun at the expense of the various Republican candidates and at the condition generally of the Republican party. The Chicago Record-Herald aptly asks the following question, which will be as hard to answer as "what is a Democrat?" would have been a few months ago:

In the name of clear thinking and historic truth, let us know what a "Republican" is, what the present tests of Republicanism are, and why it is that men like Aldrich and Foraker and Penrose have as much right to the name Republican as Roosevelt and Taft, La Follette, and Hughes and Cummins?—Winston-Salem Journal.

George Charles, a respected citizen of Germantown, was fatally wounded by a negro while boarding a train at that place last Tuesday morning. The negro pushed the four-year-old son of Mr. Charles from the platform of the train, and Mr. Charles resented the act with a stick. The negro used a knife, cutting two ugly gashes on the throat of Mr. Charles and cut his coat in several places.

Help! Help! I'm Falling

Thus cried the hair. And a kind neighbor came to the rescue with a bottle of Ayer's Hair Vigor. The hair was saved! This was because Ayer's Hair Vigor is a regular hair medicine. Falling hair is caused by a germ, and this medicine completely destroys these germs. Then the healthy scalp gives rich, healthy hair.

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CHERRY PECTORAL.

Is There No "Criminal Class"?

The notion that there is a "criminal class" is the native belief of unscientific sociologists and "slummers." There is no "criminal" class; there is simply a punished class, or a caught class. Any one can see that this is so by looking at the world about him for a single day, or, if he cannot see things himself, by reading of things in the newspapers which so imperfectly see them for him. He will see hundreds of men who are doing wrong, committing sins and crimes and violating statutes, but no one ever thinks of looking upon them as belonging to the criminal class; no one regards them in any such light at all. And yet men commonly speak of the criminal class as if mankind were artificially divided into two distinct classes, one class composed wholly of "good" people, and the other of "bad" people; and they go on to speak as if the "good" were gradually rounding up all the "bad" people, corralling them in prison, and branding them, and as if as soon as they get them all caught and all penned up, the world would be "good."—Brand Whitlock in the May Everybody's.

Chatham Notes.

Dr. T. A. Kirkman has moved to Siler City to practice medicine.

J. T. Johnson, of Pittsboro, has been elected manager of the Farmer's Alliance Store at Siler City.

The monument to the Confederate veterans of Chatham county, will be unveiled on the 23rd day of August. This is one of the four days on which crosses of honor will be presented to the veterans. Only about \$100.00 is needed for the monument fund.

A fine mule belonging to Buck Smith at Harpers X Roads, fell into a well on Mr. Smith's farm. The mule was drawn out of the well with block and tackle, little injured except a few scratches.

We hope all will bear in mind that no information will be given out as to the standing of contestants except the information published in the Courier.

P. P. P.

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you will regain flesh and strength. Waste of energy and all diseases resulting from overtaxing the system are cured by the use of P. P. P.

Ladies whose systems are poisoned and whose blood is in an impure condition due to menstrual irregularities are peculiarly benefited by the wonderful tonic and

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