

**WHY RETAIL MERCHANTS SHOULD ADVERTISE IN THE LOCAL PAPERS**

About the most necessary element connected with advertising is courage on the part of the man who spends the money, or rather invests it, for that is what all suitable advertising is says the Boston Grocer's Magazine.

There are any number of retail merchants who have been influenced to advertise in their local paper, once, twice or a few times, but who soon came to the conclusion that it didn't pay because few, if any, persons came into the store, as far as they knew, in direct response to the advertising.

Every advertising solicitor for a local paper has heard merchants say something like this:

"We liked your tea ad very well, but it has been in the paper two or three times and yet we cannot trace the sale of a single pound of tea to it."

This is generally accompanied by the broad statement that "advertising doesn't pay us."

The fact is that scarcely any customers will come into a store and say, "I want a pound of that tea you are advertising in The Courier."

If the advertisement impresses the people they are much more apt to ask for "a pound of tea" when they want it.

The great thing, however, is to convince the possible customers that that is the best store to go to for tea when it is needed.

Advertisers who are not really advertisers take a very narrow view of advertising and measure it by what are called direct results, that is, direct answers. For instance, an advertiser who spends \$10 wants to be able to directly trace sales amounting to \$50 or \$100 to that particular advertising. There are even some advertisers, so-called, who, if they spend \$50 think they should sell enough goods directly from that advertising to increase their profits more than \$50.

Large advertisers, almost without exception, say it is impossible to trace direct results. They simply know that advertising stimulates their sales, keeps the salesmen enthusiastic and keeps the goods before the trade or public.

They also feel that if they stopped advertising that their sales would fall off materially, as has repeatedly been the case with parties who have quit, thinking they could save money by so doing.

As a rule, such results are absolutely impossible. They might be if there were no other man advertising, but that is not the case.

Very little advertising is to be measured by the direct results from it. The purpose of advertising, in large part, is to create prestige or reputation, or get the store or business known and keep it known.

If parties who expect extraordinary direct results from advertising would make a serious study of the matter, they would feel very differently, and it is claimed that any business can be successfully advertised in some way.

If the retailers and others who measure their advertising results purely from the matter of direct responses would stop and think, they would see how foolish a conclusion is.

Great as is the power of advertising, if the publisher of a local paper, or any paper, could produce, through his advertising columns, such amazingly profitable returns as some of these beginners in advertising desire, or expect, the newspaper or periodical publishing business would be far the finest business in the world.

It would have banking and manufacturing beaten many a mile.

If for every dollar expended for advertising the advertiser could be guaranteed a direct return of \$1.25 or even \$1.10, there would be no need of advertising solicitors or space sellers of any sort.

Every business man in the community would be lined up in front of the newspaper offices waiting for an opportunity to hand the paper copy for his advertisement.

In the large cities such lines of people would contain hundreds of persons and remind one of recruiting stations in war-times. The publishers would simply have to take in the money.

Plenty of courage is necessary in advertising. The biggest advertisers there are most all had a larger stock of nerve than money when they began advertising. They have kept plugging away, and using their business judgment, but never letting up.

That is the retailer's position today just as much as that of any other advertiser. He should advertise continuously, and give the subject his closest attention.

It is worthy of it, and the time is coming when the man who does not advertise at all will scarcely be able to carry on even a small business.

Advertising has become a necessity for almost everybody.

The retail merchant who does not advertise or who only carries a formal card in his local paper, will do

well to devote a certain sum to suitable advertising each year. It needn't be a large sum.

The announcement, if in the local paper, should be changed each time. It should consist of brief talks on the goods advertised and not merely consist of names of goods and prices. People want to know about the goods as much as they do the price.

**THE REPUBLICAN CAMPAIGN**

Fayetteville Observer.

The Republicans of North Carolina are casting about for a candidate to carry the banner in the campaign of 1916. "To carry the banner" ought to be his sole duty, for under ordinary circumstances there would be no danger of the Republicans capturing the stronghold of Democracy. But the Democrats had best not feel too secure, as there is some danger of one or two Republican Congressmen being elected through sheer lukewarmness or carelessness on the part of their opponents. The battle is "not to the strong alone, but to the vigilant and active."

There is some dissatisfaction in the Democratic ranks, always was and always will be, and the only way to get rid of that dissatisfaction is to find where it lies and get to work on the dissatisfied element. In all conscience, there should be no dissatisfaction, as the Democrats have given the people good government, both State and National, during the past four years, and to look for any improvement by electing Republicans to fill the offices is the height of folly. We have tried them in North Carolina, and the experience should be sufficient to satisfy us that we had best stick to the Democrats from governor to township constable, and to be sure that a Democratic Congressman is elected in every district. There is little doubt that Woodrow Wilson will be renominated and re-elected President for another term, and his followers will fall short of their duty if they do not use every effort to elect a strong Democratic Congress to help him complete the great but difficult work of reform which he has so successfully wrought thus far despite tremendous obstacles and much adverse criticism on the part of the Republicans.

As we said above, however, the Democrats should be just as earnest and determined in their efforts to win success in 1916 as they were in any past campaign, and if such is the case, substantial and sweeping victory will be theirs. The Republicans know this full well, and will endeavor to get in an entering wedge here and there by the election of a State Legislator or a Congressman. It is said by those who claim to be posted that the Republicans will throw most of their strength into the fight for Governor and Congressmen, and that would very likely be good generalship. They will have a hard road to travel, however, as the unusual condition of affairs brought on by the European war has thrown politics badly out of joint, leaving a dearth of issues on which an outside party could conduct a campaign. Hence their strong card will be to profit by Democratic over-confidence and any dissatisfaction that might be found in different sections. That dissatisfaction may be slight and without just cause, but still it could be distorted and magnified and votes made thereby.

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**CHRYSANTHEMUM SHOW.**

Held at Franklinsville Saturday—Winners of Prizes.

Potted Plants.—Largest bloom on potted plant, any variety, \$3.00, given by Hugh Parks. Won by Mrs. Nora Maner.

Second largest bloom, any variety, \$2.00, given by Hugh Parks. Won by Mrs. Ellen Cox.

Cut Flowers.—Largest 6 blooms, white, set of dinner plates, given by J. H. Featrisa. Won by Mrs. Lena Buie.

Second largest 6 blooms white, dish-pan, given by Clarence Parks. Won by Minnie Craven.

Third largest 6 blooms, white, bureau scarf, given by Mrs. Lizzie West. Won by Mrs. Nora Maner.

Fourth largest 8 blooms white, box of toilet soap, given by Mary Tippet. Won by Lily Allred.

Largest 8 blooms yellow, preserving kettle, given by B. F. Craven. Won by Mrs. Frank Craven.

Second largest 8 blooms yellow, pair of linen towels, given by Miss Lucy Stutis. Won by Mrs. T. I. Fox.

Third largest 8 blooms yellow, bureau scarf, given by Miss Bessie Williamson. Won by Minnie Craven.

Fourth largest 8 blooms yellow, piece of china, given by Miss Eura Ausley. Won by ———.

Largest 6 blooms pink, 50c, given by L. F. Featrisa. Won by Mrs. L. F. Featrisa.

Second largest 6 blooms pink, a broom, given by H. T. Parks. Won by Mrs. Frank Craven.

Third largest 6 blooms pink, bureau scarf, given by Miss Vannie Ausley. Won by Mrs. Mary C. Weatherly.

Fourth largest 6 blooms pink, six cakes Ivory soap, given by Miss Blanche Moon. Won by Mrs. Hugh Buie.

Largest 10 blooms black hawk, water pitcher, given by Miss Lula Hayes. Won by Mrs. Frank Craven.

Second largest 10 blooms black hawk, cake plate, given by H. B. Buie. Won by Mrs. G. H. Patterson.

Third largest 10 blooms black hawk, gingham apron, given by Miss Maggie York. Won by ———.

Largest 12 blooms pink, white and yellow, 4 each, tea kettle, given by Mrs. Frank Craven. Won by Mrs. Frank Craven.

Second largest 12 blooms pink, white and yellow, berry bowl, given by Miss Lelia Ausley. Won by Mrs. G. H. Patterson.

Largest 6 blooms bronze, centerpiece, given by Mrs. Virgie Williamson. Won by Mrs. R. D. Garrison.

Second largest 6 blooms bronze, shirtwaist pattern, given by Miss Mary L. York. Won by Mrs. T. I. Fox.

Largest 6 blooms mixed variety, bureau scarf, given by Miss Bessie Martindill. Won by Mrs. Hugh Buie.

Largest 8 blooms lavender, picture, given by A. W. Farris. Won by Mrs. Frank Craven.

Best vase of 7 blooms, ostrich plume waiter, given by W. A. Grimes, won by Mrs. Frank Craven.

Prettiest vase of old-fashioned winter pinks, box of handkerchiefs, given by Mrs. Clarissa Swaney, won by Mrs. R. D. Garrison.

Best leaf of bread, sack of flour, given by Franklinsville Roller Mill, won by Mrs. Hugh Buie.

Second best leaf of bread, \$1.00, given by J. W. Brady, won by Mrs. J. H. Featrisa.

Best biscuits, piece of enameled ware, given by J. M. Ellison, won by Mrs. R. D. Garrison.

Second best biscuits, piece of China, given by Miss Ella Martindill, won by Miss Vannie Ausley.

Best loaf cake, rug, given by Randolph Mfg. Co., won by Mrs. Mary C. Weatherly.

Second best loaf cake, mixing bowl, given by Mrs. Mary C. Weatherly, won by Mrs. J. H. Featrisa.

Third best loaf cake, 2 bottles flavoring, given by A. C. Pugh, won by Mrs. J. L. Wright.

Best layer cake, 10-piece kitchen set, given by C. H. Julian, won by Mrs. J. H. Featrisa.

Second best layer cake, pair of pillow cases, given by Mrs. A. W. Tippet, won by Mrs. Mary Thomas.

Third best layer cake, piece of embroidery, given by Mrs. T. B. Dove, won by Mrs. B. E. Prenell.

Best molasses cake, one piece of Rogers' silverware, given by J. T. Buie, won by Mrs. Lou Buie.

Best canned apples, peaches and pears, 1 quart each, 50 cents, given by Mrs. Bessie Butler, won by Mrs. Frank Craven.

Second best canned fruit, 6 cakes Ivory soap, given by Mrs. Della M. Steel, won by Mrs. T. A. Slack.

Third best 3 cans fruit, 2 gingham aprons, given by Mrs. D. S. Sumner, won by Mrs. T. I. Fox.

Best canned corn, beans and tomatoes, 1 quart each, set of napkins, given by Miss Gessie Moon, won by Mrs. Frank Craven.

Second best canned vegetables, 4 yards crochet lace, given by Mrs. A. P. Routh, won by Mrs. Nora Maner.

Third best vegetables, box of Magnolia soap, given by Mrs. Wincie Jordan, won by Mrs. Jane Craven.

Best can of best sour pickles, apron, given by Mrs. A. H. Burgess, won by Mrs. Frank Craven.

Second best sour pickles, handkerchief bag, given by Mrs. Lena Buie, won by Mrs. Jane Craven.

Best sweet pickled peaches and beets, 1 quart each, salad bowl, given by A. W. Farris, won by Mrs. G. C. Russell.

Second best sweet pickles, piece of China, given by Miss Mattie Buie, won by Mrs. R. D. Garrison.

Best pound of taffy candy, pair of towels, given by Mrs. J. H. Featrisa, won by Mrs. R. D. Garrison.

Best pound of sea foam candy, 3 yards tatting, given by Mrs. Eliza Stuart, won by Mrs. T. I. Fox.

Best pound molasses candy, milk pan, given by Mr. W. A. Grimes, won by ———.

Best pound of fudge, 25 cents, given by Herman Garrison, won by ———.

For Girls Under 18 Years of Age. Best loaf cake, 50 cents, given by Mrs. C. M. Ellison, won by Minnie Craven.

Second best loaf cake, 50 cents, given by Mrs. C. H. Ellison, won by Katherine Buie.

Best 3 glasses jelly, apple, grape and blackberry, centerpiece, given by Mrs. Garrison, won by Katherine Buie.

Second best jelly, embroidered shirt waist, given by Mrs. G. C. Russell, won by Ollie Featrisa.

Best plate ginger snaps, 50 cents, given by James Buie, won by Ollie Featrisa.

Best plate teacakes, 50 cents, given by James Buie, won by Katherine Buie.

Best biscuits, 50 cents, given by Mrs. L. F. Featrisa, won by Verda Brower.

Second best biscuits, box toilet soap, given by Mrs. Mattie Buie, won by Lena Grimes.

Fancy Work. Best embroidered table runner, pair hemstitched pillow cases, given by L. M. Welch, won by Miss Vannie Ausley.

Second best table runner, crochet centerpiece, given by Mrs. Ora Tippet, won by Mrs. L. F. Featrisa.

Best embroidered towel, enameled pan, given by Mrs. Mary Thomas, won by Miss Nelda Allred.

Best embroidered shirt waist, porcelain lined bucket, given by Walter Williamson, won by Mrs. G. C. Russell.

Prettiest pair pillowcases, cake pan, given by Miss Nelda Allred, won by Mrs. Lena Buie.

Prettiest 1/2 dozen hand made handkerchiefs, sauce pan given by Mrs. Lydia Allred, won by Mrs. Eliza Stuart.

Best embroidered pillowtop, white milk pitcher, given by Mrs. G. H. Patterson, won by Mrs. Herbert Edwards.

Second best pillowtop, piece of China, given by Mrs. T. A. Slack, won by Miss Elsie Martindill.

Best crochet baby cap, 50 cents, given by Mrs. Sarah Hutson, won by Mrs. C. H. Ellison.

Prettiest crochet picnicher, pair of hose, given by Miss Pattie Lutterloh, won by Miss Nelda Allred.

Best crochet centerpiece, pair towels, given by Miss Minnie Tippet, won by Mrs. R. D. Garrison.

Miscellaneous. Largest pumpkin, piece of China, given by Mr. Monroe Craven, won by Mr. Frank Craven.

Peck of finest Irish potatoes, necktie, given by A. M. Swaney, won by D. M. Weatherly.

Largest turnip, butter dish, given by Mrs. Ida Craven, won by Lilly Allred.

Best 6 ears corn, any variety, hand seeder, given by Arthur Ellison, won by D. M. Weatherly.

**EAT WITHOUT FEAR OF INDIGESTION OR SOUR, ACID STOMACH**

Instant Relief! "Pape's Diaperin" Ends Your Stomach Trouble Forever.

Wonder what upset your stomach—what portion of the food did the damage—do you? Well, don't bother. If your stomach is in a revolt; if sour, gassy and upset, and what you just ate has fermented into stubborn lumps; head dizzy and aches; belch gases and acids and eructate undigested food; breath foul, tongue coated—just take a little Pape's Diaperin and in five minutes you wonder what became of the indigestion and distress.

Millions of men and women today know that it is needless to have a bad stomach. A little Diaperin occasionally keeps this delicate organ regulated and they eat their favorite foods without fear.

If your stomach doesn't take care of your liberal limit without rebellion; if your food is a damage instead of a help, remember the quickest, surest, most harmless relief is Pape's Diaperin which costs only fifty cents for a large case at drug stores. It's truly wonderful—it digests food and sets things straight, so gently and easily that it is really astonishing. Please, for your sake, don't go on and on with a weak, disordered stomach; it's so unnecessary.

**TO PREVENT SMUT IN SEED OATS**

A formula to prevent smut in seed oats is as follows: To each three gallons of water add one ounce (about 2 tablespoons) of formalin. Soak the seed 10 to 15 minutes, then drain off the surplus water, cover the pile of oats with a cloth that has been dipped in a stronger solution of formalin and leave covered from 8 to 10 hours. Next spread the grain on a clean floor (cleaned with formalin) and dry them rapidly, stirring with clean implements.

The seed should be sown soon after they become dry—but in sowing damp seed a larger amount must be sown to allow for the swollen condition of the grain.

**FAMILY AVOIDS SERIOUS SICKNESS**

By Being Constantly Supplied With Theford's Black-Draught.

McDuff, Va.—"I suffered for several years," says Mrs. J. B. Whitaker, of this place, "with sick headache, and stomach trouble."

Ten years ago a friend told me to try Theford's Black-Draught, which I did, and I found it to be the best family medicine for young and old.

I keep Black-Draught on hand all the time now, and when my children feel a little bad, they ask me for a dose, and it does them more good than any medicine they ever tried.

We never have a long spell of sickness in our family, since we commenced using Black-Draught.

Theford's Black-D