

The Danbury Reporter

PEPPER BROS., EDITORS AND PUBLISHERS.

Subscription: 3 mo., 25c.; 6 mo., 50c.; one year, \$1.00
WEDNESDAY, JAN. 22, 1913.

IS THE COUNTRY MERCHANT DOOMED?

Since the Parcel Post has begun operations the great city mail order houses are increasing their country advertising 100 per cent. The mails are being flooded with circulars, catalogs and letters descriptive of a hundred thousand kinds of merchandise which will be delivered at the consumer's door cheaper than the express companies can haul it.

The situation assumes a gloomy aspect to the country merchant who is trying to do business on a plan which has been in operation for centuries—sitting down and waiting for the customer to come in and look him up. The only hope for the country merchant, as we see it, is to adopt the very same methods which the city merchants have achieved success at, and which they are going to work to the finish in the country now that the transportation problem has been immensely simplified: Advertise—advertise—advertise. The business of the merchant who fails to advertise is conducted fundamentally wrongly, and will die, unless the owner is willing to give his time for nothing and lose money steadily on his investment.

The Liggett-Myers Company recently set aside \$100,000 to be spent in advertising during the year 1913. The American Tobacco Company spends nearly half a million dollars per year in printer's ink. Both of these concerns use nearly all the country newspapers in the United States. They do not charge up the amount of money expended in advertising as expense, but as an investment which keeps their businesses alive and prosperous. They meet and grapple with competition, and their past successes show how well they succeed in conquering it. Sears-Roebuck, Montgomery-Ward, Fields, Siegel-Cooper, and the others will be competitors in Stokes and adjoining counties with our home merchants seriously from this on. The best way to fight the devil is said to be with his native element, and the only way to whip the aliens is to use advertising fire constantly, conservatively and wisely. Give a description of your goods, the prices at which you can sell, supplement with a courteous and earnest invitation to buy—these are the essential principles of advertising. We know many merchants who not only do not advertise, but who keep cases of goods lying under their counters. The customer is supposed to inquire the way to their stores, go in and ask if certain articles can be found there, and then pay a small fee above the selling price for the privilege of being allowed to buy.

Advertising is the mainspring of the science of business. Without it you may sell a few of your friends, but in the great scuffle for business worth while you will always be the loser.

This paper reaches weekly nearly 20,000 people who have money, and who buy their supplies to eat, wear and work with. Our rates are reasonable, all inquiries whether by letter or in person answered promptly, and estimates furnished free. We can write your copy, and help you plan a campaign that will largely increase your business. Will you try it?

IMPENDING DANGER.

The farmers of Stokes county during the year just closed received handsome prices for their crops of tobacco, and the greatest prosperity in the history of the country exists on the farms. Naturally, every tobacco grower, flushed with his happy experiences on the 1912 market, will go in strong for a big crop for 1913, and a large per cent. of farmers will produce tobacco to the exclusion of every other crop.

This is where the danger comes in. You have probably resolved in your mind that you will produce two pounds of tobacco where last year you produced one. The indications are that your neighbor has formed the same resolution. This intention is doubtless spread to the extent of the tobacco-producing countries. Then with favorable seasons the result will be a 2-billion pound crop—about twice the size of last year's. Can any person doubt that the 1912 prices will then become only a happy memory, not to be experienced again for many years?

One of the fundamental principles of Farmers' Unionism is the production at home of home supplies. Search all over the country and every time you find a farmer in good circumstances, land paid for and money in the bank, he will tell you he has always made it a rule to grow his home supplies, whether tobacco is high or low.

The price of living is growing higher every day. Corn, wheat, hay, daisy middlings—if you have to buy them, your fund of tobacco money is quickly exhausted. The old theory that it is better to raise all tobacco, and buy supplies with tobacco money, is economically fallacious. The idea of making enough money off one acre of tobacco to buy all the corn that may be raised on ten acres, looks good, but it won't work out.

BILL TO STOP SHIPMENT OF LIQUOR INTO DRY STATES.

It will no doubt be interesting to both wet and dry readers of the Reporter to know the main features of the Kenyon bill, now pending before Congress, which is aimed to stop the railroads from hauling liquor into dry States. The bill is as follows:

"That all fermented, distilled, or other intoxicating liquors transported into any State or Territory, or remaining therein for use, consumption, sale, or storage therein, shall, upon arrival within the boundaries of such State or Territory, and before delivery to the consignee, be subjected to the operation and effect of the laws of such State or Territory enacted in the exercise of its reserved police powers, to the same extent and in the same manner as though such liquors or liquors had been produced in such State or Territory, and shall not be exempt therefrom by reason of being introduced therein in original packages or otherwise."

An overwhelming sentiment of Congress appears to be on the side of the passage of bill, and the consensus of opinion is that it will become law.

There were 9,152 murders committed in the United States in 1912, and \$1,645,000,000 spent for liquors.

OUR ROLL OF HONOR

Recent Paid-in-Advance Subscriptions to The Danbury Reporter.

The following subscribers are entitled to the thanks of the Reporter for recently paying their subscriptions up in advance:

- J. W. Baker, to Nov. 7, 1913.
- J. A. Tatum, to Aug. 1, 1913.
- Willie Collins, to Jan. 2, 1913.
- W. T. Dunlap, to May 28, 1913.
- J. Will Morefield, to Aug. 4, 1914.
- R. J. Petree, to Feb. 25, 1914.
- J. A. Mabe, to Aug. 14, 1913.
- J. M. Boles, to Jan. 20, 1913.
- Yancy Yates, to Jan. 15, 1914.
- James Robertson, to Nov. 12, 1913.
- W. H. Southern, to Aug. 4, 1913.
- D. C. Browder, to July 2, 1913.
- R. K. Long, to Jan. 1, 1914.
- W. W. Boyles, to Jan. 1, 1914.
- N. A. Stephens, to June 26, 1913.
- J. W. Lawson, to January 8, 1914.
- A. G. Jackson, to January 6, 1914.
- W. G. Slate, to January 1, 1914.
- M. C. Paris, to February 8, 1913.
- W. J. Sheppard, to January 6, 1915.
- Mrs. W. N. Lackey to April 6, 1913.
- Watt Mabe, to April 4, 1913.
- W. R. Stovall, to April 5, 1913.
- Miss Clara Boyles, to January 6, 1915.
- R. G. Gentry, to December 1, 1913.
- Miss Martha Edwards, to Dec. 18, 1913.
- R. F. Bondurant, to August 11, 1913.
- L. T. Smith, to May 34, 1913.
- B. H. Boyles, to June 4, 1913.
- J. F. Pruet, to April 6, 1913.
- H. C. White, to November 30, 1912.
- S. L. Venable, to July 20, 1913.

- T. H. Ferguson, to December 2, 1913.
- Gilmer Zigar, to December 21, 1913.
- A. P. Shelton, to January 1, 1914.
- W. E. Martin, to April 28, 1913.
- W. L. Hall, to June 24, 1914.
- Abel Hicks, to March 6, 1914.
- W. P. Ray, to July 20, 1913.
- G. L. Simmons, to April 1, 1913.
- W. E. Shelton, to April 30, 1914.
- H. B. Hauser, to January 1, 1914.
- Mrs. W. K. Thore, to January 1, 1914.
- F. P. Stone, to September 13, 1913.
- M. F. Tuttle, to July 21, 1913.
- G. A. Hill, to June 13, 1913.
- A. L. Payne, to January 1, 1914.
- Miss Lydia Martin, to March 8, 1914.
- J. N. Brown, to February 20, 1913.
- W. M. Rhodes, to April 7, 1913.
- H. H. Reid, to April 5, 1913.
- S. J. Martin, to July 1, 1913.
- D. H. Wilkins, to July 1, 1914.
- J. R. Johnson, to January 1, 1914.
- A. J. Gann, to November 10, 1913.
- Willie H. Mabe, to January 1, 1914.
- B. S. Joyce, to January 1, 1914.
- G. E. Dillion, to January 1, 1914.
- J. H. Nance, to April 1, 1913.
- W. A. Petree, to January 28, 1915.

Best Cough Medicine for Children.


"I am very glad to say a few words in praise of Chamberlain's Cough Remedy," writes Mrs. Lida Dewey, Milwaukee, Wis. "I have used it for years both for my children and myself and it never fails to relieve and cure a cough or cold. No family with children should be without it as it gives almost immediate relief in cases of croup." Chamberlain's Cough Remedy is pleasant and safe to take, which is of great importance when a medicine must be given to young children. For sale by all dealers.

HARNESSES


J. W. SHIPLEY

Successor to
1886 HINE & SHIPLEY 1912.
The Old Reliable Manufacturer For Twenty-Six Years
of Harness and Saddlery and Dealer in Lap Robes, Horse
Covers, Whips, Collars, Harness Oils, etc.
See me before you buy.

J. W. SHIPLEY, Sign of the Gray Horse. Trade St., WINSTON, N. C.



**WATCHES AND
JEWELRY**



All kinds of watches and jewelry at lowest prices. Also all kinds of repair work and engraving. Give me a trial and I will please you.

CHAS. F. SAPP,
WINSTON-SALEM, N. C.

DO YOU WANT TO GO

To a good School—We've got it.
To study Practical Shorthand—We've got it.
To learn Practical Typewriting—We've got it.
To learn Bookkeeping by practice—We've got it.
To learn office practice—We've got it.
To Salesmanship—We've got it.
To learn Penmanship—We've got it.
To learn things to increase your salary—We've got it.
Where you can always get employment—We've got it.
Where you learn only practical things—We've got it.
Where you can learn the quickest—We've got it.
To the city of Pay-rolls—We've got it.
To the fastest growing town in the SOUTH—We've got it.
To experienced instructors—We have them.

**This ad is good for \$10 if presented
to the school by Jan. 15, 1913.**

NOTICE!

I have bought the interest owned by J. P. Lewis in the Clothing business run by Lewis & Simmons at Pilot Mtn., N. C. I now own the whole thing and shall move my stock in a few days to the W. T. McDaniel store building next door to O. N. Swanson old stand. I bought the stock at a good discount and shall make some very low prices on my goods in order to reduce my stock and get ready for spring goods. I shall run the business on just as we have been running it and try hard to please all my customers and give them good values for their money.
Don't forget me, and come to see me at the W. T. McDaniel old stand.

POWELL E. SIMMONS,
Pilot Mountain, N. C.

15jan2t.

**Harness, Lap Robes,
Buggies, Saddles,
Wagons, Etc.**

Smoak & McCreary
Winston-Salem, N. C.

MUTUAL LIFE Insurance Co. of NEW YORK

OLDEST and LARGEST ANNUAL DIVIDEND LIFE INSURANCE CO.

Are you getting Dividends out
of your Life Insurance? If not
buy in the--

Mutual Life!

The Policyholders are the Com-
pany--No Stockholders.

N. E. PEPPER AND JONES & EAST
LOCAL AGENTS.

H. T. TATEM, District Mgr.
WINSTON-SALEM, N. C.

The CHARLOTTE DAILY OBSERVER

SUBSCRIPTION RATES.

Daily	-	-	-	\$6.00 Per Year
Daily and Sunday	-	-	-	8.00 Per Year
Sunday only	-	-	-	2.00 Per Year

**The
Semi-Weekly Observer**

Tuesday and Friday - - - \$1.00 Per Year

The Charlotte Daily Observer, issued Daily and Sunday is the leading newspaper between Washington, D. C., and Atlanta, Ga. It gives all the news of North Carolina besides the complete Associated Press Service.

The Semi-Weekly Observer issued on Tuesday and Friday for \$1.00 per year gives the reader a full report of the week's news. The leading Semi-Weekly of the State. Address all orders to

The Observer Co.
CHARLOTTE, N. C.