

**ABOUT ADVERTISING.**  
 Every newspaper that is published in the United States has a preponderating influence with some people. There is no weekly newspaper so small or so insignificant, but that it exerts a great influence upon some people.  
 Merchants who advertise have, along with the rest of the population, gone crazy over the matter of quantity. If one paper has a thousand circulation, and another three thousand, they readily assume that the influence of the larger is three times that of the smaller. As a matter of fact the reverse may be the truth. The influence of a newspaper as an advertising medium depends upon the interest which its readers show in it, and the extent to which its contents appeal to them.  
 This newspaper does not claim the

**STRENGTH-SAVING**  
 Nowadays nearly every one is impressed with the health-building and strength-saving merit of **Scott's Emulsion** of invigorating cod-liver oil. Millions of bottles are sold every year. A very little used regularly daily builds health and helps keep the body in strength.

**RED PEPPER FOR RHEUMATIC PAIN**  
 Red Pepper Rub takes the "ouch" from sore, stiff, aching joints. It cannot hurt you, and it certainly stops that old rheumatism torture at once.  
 When you are suffering so you can hardly get around, just try Red Pepper Rub and you will have the quickest relief known. Nothing has such concentrated, penetrating heat as red peppers. Just as soon as you apply Red Pepper Rub you will feel the tingling heat. In three minutes it warms the sore spot through and through. Pain and soreness are gone.  
 Ask any good druggist for a jar of Rowles Red Pepper Rub. Be sure to get the genuine, with the name Rowles on each package.

largest circulation in the state but it does claim the right to expect a reasonable percentage of the advertising of all fair minded merchants, unless the business man, who, we admit, has the right to do as he pleases, chooses to arbitrarily discriminate against it. If there were any just grounds for such a penalizing attitude we would have nothing to say; but where no just reason exists except in the personal caprice of the advertiser we merely put it down to the vagaries of humanity in general.  
 We do not become incensed at the advertiser. Far from it; if he can get along without us we can get along without him. It may be a little harder to make ends meet but nevertheless, and that is all that is required. We wish all local business men good fortune, good profits and growing trade—this goes to advertisers and non-advertisers, as well.  
 Not so long ago a merchant, when asked how he paid for his advertising, replied: "I don't pay for it; I non-advertise competitor does. I find that my sales are increased through advertising and that through this, I can reduce prices to the public. The merchant in my line who does not advertise loses ground, and his loss pays for my advertising." This advertiser is wise; there are many like him, some of them in our midst.  
 Advertising, like other things, may be overdone. You frequently run across splendid prizes, where a merchant will pop out with a big advertisement about one year. This man spends much money, but according to leading advertising authorities, he does not get the cumulative effect which goes with regular persistent, steady advertising. We never try to persuade a merchant to spend more money for advertising; we urge wiser expenditure, because, that, of itself, will mean more business for him, and more for us.



**With One Arm**  
 Marshall Claiborne of Hartsville, Tenn., has only one arm, but he placed second in an old-time fiddlers contest at Nashville. He holds the bow between his knees and moves the violin back and forth against it with his left arm.  
 Simmons and Blaise, N. C. Christian Advocate.  
 Citizens not only of North Carolina but of the country at large have noted the difference between Senator Simmons of North Carolina and Senator Cole Blaise of South Carolina in the record they are making in Washington. Senator Simmons is an influential, constructive statesman with tremendous influence, while Senator Blaise—well, read the press dispatches from Washington to know just what the reports are. Yet a great many people in other sections of the country look upon the two Carolinas as twin sisters. It will be gratifying to North Carolinians if the public will keep in mind that we have no part nor lot in the senator from South Carolina. Senators Simmons and Overman are our senators.

**COUNTRY CORRESPONDENCE**

**GEORGEVILLE.**  
 The next regular Community meeting will meet on next Friday, January 28, at 7 p. m. A very interesting program is being arranged by the program committee. The talk for the evening will be made by Mayor C. H. Barrier, of Concord. A hearty welcome is extended to the public Friday, January 29, 7 p. m. The program appears elsewhere.  
 Miss Elma Eudy is confined to her room on account of sickness.  
 Mr. A. I. Shinn spent Saturday in Concord on business.  
 Rev. Mr. Scott preached a very interesting and inspiring sermon at the Methodist Church here last Sunday.  
 Mr. W. W. Harrington spent the week-end in Salisbury with his brothers. On Friday night he attended a banquet given by his brother of Salisbury.  
 Mr. and Mrs. Sandy Drive, of near Norwood spent the week-end here with Mr. and Mrs. John Eudy.  
 Road forces have been very busy keeping the roads in shape after the snow and rain.  
 Mr. and Mrs. Joyner attended the funeral of Mrs. Joyner's brother, who was killed by an automobile last Thursday.  
 Misses Carrie Barrier, Inez Shinn and Harry Barrier attended a party given Miss Laura Mae Shinn in Midland on last Friday evening.  
 The condition of Mr. Frank Furr is improved at this writing.

**TULIP.**  
**ENOCHVILLE.**  
 Mr. Bill Sims, who has been critically ill at the home of his son, Mr. Gip Sims, is considered very low. The physicians give very little encouragement or hopes of recovery on account of his age and physical condition. The children have been gathered by his bedside for several days.  
 Mrs. Rose, of Kannapolis, was buried Thursday afternoon. Mr. and Mrs. A. D. Correll attended the funeral which was held in the Baptist Church at Kannapolis.  
 Prof. F. B. Brown has had a new well bored, his other well having gone dry.  
 Mr. Will Dennis moved his family to Kannapolis this week, leaving empty the house belonging to Mr. A. A. Wallace.  
 The Old Leazer house, belonging to Mr. H. H. Overcash, is also empty.  
 It is rumored that Mrs. Laura Stirewalt and daughter, will return in the near future.  
 Mr. Mack Allman has traded Fords. Mr. H. S. Rumble's daughter, Dorothy, has been sick. Pneumonia is feared.  
 Mr. Preston Sims, of Florida, has been called to the bedside of his father, Mr. William Sims.  
 Mr. J. S. Overcash is sawing.  
 Mrs. Ethel Brown has also been on the sick list.  
 Mr. Lowell Overcash is butchering a nice porker today. BUSY BEE.

**EASTERN NO. 11.**  
 We are having some spring weather along now.  
 The little daughter of Mr. and Mrs. F. O. Faggart is very sick at this writing.  
 Miss Gladys Biggers, of Concord High School, spent the week-end with her parents, Mr. and Mrs. W. M. Biggers.  
 Mrs. Alice Isenhour and daughter, Miss Johnnie Lee, of Concord, spent Sunday with Mr. and Mrs. Fred Faggart.  
 Mr. John Best has returned to his home near Bosts Mills, after spending several weeks in Jacksonville, Fla.  
 Little Miss Lela Abigail Biggers, daughter of Mr. and Mrs. J. E. Biggers, has returned home, after spending several days with Mr. and Mrs. Pearl Hargett, of Concord.  
 Mr. Clyde Isenhour and Miss Della Hopkins, of Concord, spent a few hours Sunday with Mr. and Mrs. F. O. Faggart.  
 Mr. and Mrs. Will Biggers spent Sunday with Mr. and Mrs. Hugh Best, of Oak Ridge.  
 Mr. Lacy Biggers made a business trip to Concord last Saturday.  
 Miss Opha Litaker, of Kannapolis, spent the week-end with her parents, Mr. and Mrs. Bob Litaker.  
 Misses Virginia Cline and Beulah Georgia Biggers, of M. A. S., spent a few days at their respective homes.  
 Mr. Lawrence Burris, of Salisbury, spent Sunday with his parents, Mr. and Mrs. John Burris.  
 Mr. Calvin Press has purchased a new car.  
 Mrs. Alice Isenhour and family will soon move in their new home on the Best Mill Road.

**PRETTY GIRLS.**  
**ROBERTA.**  
 The weather seems like Spring to us.  
 Mrs. Besta Pethal, of Kannapolis, spent Friday night with her mother, Mrs. Stowe, and her sister, Mrs. Della Mason.  
 The friends and relatives of T. C. P. Cochran gathered together and gave him a surprise birthday dinner. All left wishing him many returns of the day.  
 Edward Arthur had the misfortune of getting his arm broken last Thursday morning while cranking his car.  
 Miss Mattie Blume spent the week-end with her parents, Mr. and Mrs. Blume.  
 Prayer meeting was held at Tillous Blackwelder's last Saturday night.  
**SOUTH CAROLINA BOUNDS.**  
**FAITH.**  
 Mrs. L. M. Peeler, who has been confined to her bed for two weeks, is up and about in the house.  
 Little Agnes Ruth Williams, daughter of Mr. and Mrs. R. R. Williams, is confined to her bed sick for the past few weeks.  
 One little boy of Granite Quarry writes to Venus and says his dog died January 15th, was the oldest dog in Granite Quarry, age 13 years, was a friend to everybody and if I can beat it, trot out the dog.

**No thump! No ping! No Knock!**

The instant this new Sinclair H-C Gasoline begins to explode in your cylinders you'll notice a decided improvement in your engine's performance!—you'll feel the engine running more smoothly—you'll get a more eager and power-full response from your accelerator..... This new Sinclair anti-knock gasoline is the final answer to your question: "What gas can I put in my tank to keep the knock out?" And it's a pure gasoline—100% petroleum. —It all comes out of an oil well—

The better all-year Anti-Knock fuel

**SINCLAIR H-C GASOLINE**  
 ONLY THREE CENTS MORE THAN REGULAR SINCLAIR

**It is good citizenship to be prosperous**

THE South has just completed a prosperous year. Many Southern enterprises have contributed to and shared in this prosperity.

Prosperity is a give and take proposition. It is prosperous industry that gives consumers better products; that gives regular employment and pays good wages; that distributes earnings in dividends which add to the purchasing power of the consuming public; that pays a large share of the cost of carrying on the business of our local, state and national governments.

Prosperous industry, prosperous agriculture and prosperous railroads make for good citizenship.

Southern Railway System also has just completed a successful year both in service rendered and in earnings. The public comment, in the press and elsewhere, on this record has sounded a unanimous judgment that it is to the best interest of the South that the Southern's prosperity continue.

Only a prosperous railroad can render the transportation service needed by the people of a prosperous country.

The South's prosperity has helped education. About \$125,000,000 for the construction of new school buildings has been spent in the last 12 years in the states served by the Southern Railway System.

**SOUTHERN RAILWAY SYSTEM**  
 The Southern serves the South

Here is a letter we received:  
 Salisbury, N. C., Jan. 20, 1926. Dear Venus: You have been telling of big hogs and various big things. I want to know if you can beat this. My son-in-law, W. W. McAllister, who resides in Vero Beach, Fla., caught a fish whose weight was 65 pounds, length five feet seven and a half inches. It was caught with a hook and line. I heard a pretty girl say she was in love with you and was anxious to meet you. If any one can beat this fish, trot out your fish. Resp. C. W. Windsor.  
 When the boys in North Carolina go to the navy or the standing army or any other place at a distance, they always let their paper follow them so they can hear from back home and read Venus' items. Here is a nice letter we just received. You can tell how long it was coming by the date, Panama, Wednesday, December 30, 1925. Dear Venus: I take the Concord Times and sure do like to read your items. I am on the U. S. S. Cleveland and am in Panama now, where the sun is hot and I have never seen it cold down here yet. We are going to fire all of our battle practices this month and the guns that make a bang or firing get twenty dollars prize money for each member of the crew and the sight setter, pointer and trainer get five dollars a month extra for one year, that is if their gun makes an "E." We are all going to do our best for it is worth working for, and along comes the good things, also lots of holidays and a good place to go on liberty for the people in Panama are good and clever and we have a fine time down here, but we can't help but mention New York as we will be back up there in July and most of all I must name my home town, Concord, Cabarrus county, the best of all. Oh yes, I forgot to tell you everybody on the ship got a Christmas bag from the Red Cross and from different churches. Mine was from a Methodist Church in LaGrange, Ga., and it sure was nice. I hope you had a merry Christmas and more yet a happy and prosperous new year. Well I guess I had better "ring off" before I write too much or my letter will be long. Come on with your items, Mr. Venus. I like to read them.  
**BASIL NORMAN DORTON.**  
 If any one can beat that letter from a navy boy who reads Venus' items, trot out your navy boy from some other ship for our items.  
 Mrs. C. M. McManus, of Baden, is sure a good clever lady. She sent us the cash to pay for a jar of our homemade eczema cure alive and told us to bend it to her friend at Cabarrus Route 1. We mailed it today. That's the way to do. Don't let your friends suffer with eczema.  
 We met Milton Whitman. He lives near Mocksville. He could shuck more corn than anybody when he was young and went to corn shuckings.  
**VENUS.**  
**WHITE HALL.**  
 We sure are having some windy cold weather since the snow and

I am not wrong we will have more snow before the winter is over.  
 Robert Christenbury, of Albemarle, was a visitor at the home of Mr. and Mrs. R. O. Christenbury Thursday evening.  
 Grief has once more entered our hearts. This time our sympathy goes to the home of Mrs. D. J. Little. The husband left home Monday evening as "fussy as ever." At about 6 o'clock he was struck by an automobile driven by a Whitley fellow, who is employed at the Franklin Mill. He was at once rushed to the Concord Hospital but died about 10:30 Tuesday morning. The funeral service was held at Cold Water Wednesday evening and interment was made in the cemetery there. Surviving are a wife and four sons and one daughter. The sons are: Claud Little, Ross Little, Master Robert Little and Master Joe Little, all of Concord Route 6. The girl is Miss Edith Little. Mr. Little will be missed from the good people of White Hall.  
 The Tribune is still believing in giving us good stories to read. First they gave us "The Lost World." Then "The Limited Mail." Next "The Winds of Chance." Then "Bobbed Hair," and now they are giving us "Satan in Sabes." I, Carolina Kid, as one of the many readers of The Tribune, send my best regards to Mr. Sherrill, the editor, who is giving us this good story, "Satan in Sabes."  
 Great interest is aroused in this neighborhood about the new hotel or by what name it will be called. It was first stated that the new hotel would be called The Hotel Concord or the Concord Hotel. Then the D. A. R.'s suggested that it be called after the man that put Concord on the map, Stephen Cabarrus. I also am with the Daughters of the American Revolution in calling it the Stephen Cabarrus. I feel sure that the board of directors for the new hotel will select a just and honorable name for the new hotel.  
 Our roads are in bad shape since the snow and rain. Our people are giving a hard time going out and coming into their homes.  
 I would like to ask Venus, of Faith, what has become of Venus No. 2, of Kannapolis. We haven't read any of his news in the Tribune or Times in a few weeks. Venus, I think you had better get after him because if all Venuses are like you, you mustn't let him ruin your item writing name.  
 No games of basketball were played last week at White Hall but we expect to play some in the near future.  
 The White Hall Literary Society met Friday, January 22nd. The program was rendered as follows:  
 Roll called and minutes read by the secretary.  
 Song—Society.  
 Quartette—Miss Grace Kiser, Miss Nettie Litaker, Miss Willene Linker and Roy Christenbury.  
 Dialogue by Rose Ellen White, Buddy Joyner, and Clarence Barber.  
 Recitation—Rose Ellen White.  
 Debate. Query: Resolved that firemen are of more importance than

policemen. The affirmative side was upheld by Roy Christenbury and Miss Viola Sides while the negative side was upheld by Lloyd Garmon and Miss Pollie McDonald. The judges, C. P. Wilson, Mrs. Jack Bost and Miss Dora Bundy, after much argument decided in favor of the negative side. Both sides made good speeches. It would have made the firemen and policemen feel good to have heard it.  
 Jokes—Elias White.  
 Critic's Report and Business.  
 The society then adjourned to meet January 28th for the purpose of electing new officers.  
 Come on, Venus, of Faith, also Krazy Kid, from Harrisburg, and not only them but all the item writers in Cabarrus county.  
**CAROLINA KID.**  
 Georgieville Community Club Program Friday, January 29, 1926.  
 Murdered—Boyd Barrier.  
 Woman's Rights—Elma Eudy. Duet.  
 Counted Too Soon—Ramelle Shinn. Wanted A Wife—Curtis Little. Duet.  
 Debate—Possum Run. Debating Society.  
 Address—Mayor Barrier, of Concord.  
 Program Committee—Ethel Blackwelder, W. W. Harrington, A. M. Kriminger.

**Stop Night Cough This New Way**  
 Quick Relief Through Simple Treatment  
 Thousands who have been unable to sleep nights due to irritating night coughing can now obtain practically instant relief and sleep soundly the very first night—through a simple but wonderfully effective treatment.  
 This treatment is based on the prescription known as Dr. King's New Discovery for Coughs. You take just one teaspoonful at bed-time and hold it in your throat for 15 or 20 seconds before swallowing it. The prescription has a double action. It not only soothes and heals soreness and irritation, but it quickly removes the phlegm and congestion which are the real cause of night coughing. So with the throat soothed and cleared, coughing stops quickly, you sleep undisturbed, and the entire cough condition soon disappears.  
 Dr. King's New Discovery is for coughs, chest colds, sore throat, hoarseness, bronchitis, spasmodic croup, etc. Fine for children as well as grown-ups—no harmful drugs. Economical, too, as the dose is only one teaspoonful. At all good druggists. Ask for

**"ACHED & ACHED"**  
 Lady Says Her Back "Hurt Night and Day"—Least Noise Upset Her. Better After Taking Cardui.

Winfield, Texas—"My back hurt night and day," says Mrs. C. L. Eason, of R. F. D. 1, this place. "I ached and ached until I could hardly go. I felt weak and did not feel like doing anything. My work was a great burden to me. I just hated to do up the dishes, even. I was no-account and extremely nervous."  
 "My mother had taken Cardui and she thought it would do me good, so she told me to take it. My husband got me a bottle and I began on it. I began to improve at once. It was such a help that I continued it until after the baby's birth."  
 "I took eight bottles and I can certainly say that it helped me. It is a fine tonic. It built me up and seemed to strengthen me. I grew less nervous and began to sleep better."  
 "I can certainly recommend Cardui to expectant mothers, for to me it was a wonderful help. . . . In every way I felt better after taking it and I think it is a splendid medicine."  
 Cardui is purely vegetable, and contains no harmful drugs.  
 For sale everywhere. NC-163

Take **CARDUI** THE WOMAN'S TONIC

**OPEN NOSTRILS! END A COLD OR CATARRH**

How To Get Relief When Head and Nose are Stuffed Up.

County fifty! Your cold in head or nostrils disappears. Your clogged nostrils will open, the air passages of your head will clear and you can breathe freely. No more snuffing, hawking, mucous discharge, dryness or headache; no struggling for breath at night.  
 Get a small bottle of Ely's Cream Balm from your druggist and apply a little of this fragrant antiseptic cream in your nostrils. It penetrates through every air passage of the head, soothing and healing the swollen or inflamed mucous membrane, giving you instant relief. Head colds and catarrh yield like magic. Don't stay stuffed-up and miserable. Relief is sure.

Elvengard Wedding Invitations and announcements on short notice at Times-Tribune office. We represent one of the best engravers in the United States.

**DR. KING'S NEW DISCOVERY FOR COUGHS**