The Sum and Substance

of being a subscriber to this paper is that you and your family become attached to it. The paper becomes a member of the family and its coming each week will be as welcome as the arrival of anyone that's dear.

It will keep you informed on the doings of the community and the bargains of the merchants regularly advertised will enable you to save many times the cost of the subscription.

We're Opposed to Mail Order Concerns Because—

They have never contributed a cent to furthering the interests of our town—

Every cent received by them from this community is a direct loss to our merchants—

In almost every case their prices can be met right here, without delay in receiving goods and the possibility of mistakes in filling orders.

But—

The natural human trait is to buy where goods are cheapest. Local pride is usually secondary in the game of life as played today.

Therefore

Mr. Merchant and Business Man, meet your competitors with their own weapons—advertising.

Advertise!

The local field is yours. All you need do is to avail yourself of the opportunities offered. An advertisement in this paper will carry your message into hundreds of homes in this community. It is the surest medium of killing your greatest competitor. A space this size won't cost much. Come in and see us about it.

PATENTS

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KILL THE COUGH AND CURE THE LUNGS

WITH Dr. King's New Discovery

FOR COUGHS COLDS PRICE 50c & $1.00 Trial Bottle Free

AND ALL THROAT AND LUNG TROUBLES.

GUARANTEED SATISFACTORY OR MONEY REFUNDED.

DO YOU know of anyone who is old enough to read, who has not seen that sign at a railroad crossing?

If everyone has seen it at some time or other, then why doesn't the railroad let the sign rot away? Why does the railroad company continue to keep those signs at every crossing?

Maybe you think, Mr. Merchant, "Most everybody knows my store, I don't have to advertise."

Your store and your goods need more advertising than the railroads need do to warn people to "Look Out for the Cars."

Nothing is ever completed in the advertising world.

The Department Stores are a very good example—they are continually advertising—and they are continually doing a good business.

If it pays to run a few ads 'round about Christmas time, it certainly will pay you to run advertisements about all the time.

It's just business, that's all, so

ADVERTISE in THIS PAPER

A KIDNEY REMEDY ADVERTISEMENT BROUGHT GREAT HAPPINESS.

I take pleasure in stating that I have used Dr. Kilmer's Swamp-Root, that I was greatly benefited by the same and have used it in my family. I had a son, when quite young he suffered from bladder or kidney affliction. I called in my physician, he attended him, but did him no good. Almost by accident I noticed an advertisement about the curative properties of Dr. Kilmer's Swamp-Root. I procured a bottle and gave it to him according to directions. It cured him of what we thought was almost impossible and the same with others of my family. I have such strong faith in Swamp-Root that I have never done without it in my family since the wonderful cure of my son as well as myself. I recommend it to all who suffer from kidney or bladder troubles and I am led to believe that it is one of the best medicines for the purpose for which it is used, that has ever been discovered.

This is my experience from the use of Swamp-Root. Wishing the promoters of this wonderful medicine a large sale to the suffering public, I am,

Yours respectfully,
W. H. M'AFEE,
College Park, Ga.

Witness,
E. O. WILLIAMS, Notary Public.

Letter to Dr. Kilmer & Co. Binghamton, N. Y.

Prove What Swamp-Root Will Do For You

Send to Dr. Kilmer & Co., Binghamton, N. Y., for a sample bottle. It will convince anyone. You will also receive a booklet of valuable information, telling all about the kidneys and bladder. When writing, be sure and mention this paper. Regular fifty-cent and one-dollar size bottles for sale at all drug stores.

Guess What.

Tom—Yes, Miss Roxley and I are strangers now. I've been asked not to call there again.

Jack—I'll bet old Roxley had a hand in that.

Tom—Well-er not a hand exactly.

A Quarter Century

Before the public. Over Five Million Free Samples given away each year. The constant and increasing sales from samples proves the genuine merit of Allen's Foot-Ease, the antiseptic powder to be shaken into the shoes for Tired, Aching, Swollen Tender feet. Sample free. Address, Allen S. Olmsted, Le Roy, N. Y.

Curative Agent.

"Do you think an ice cold plunge is good for people?"

"Well," replied the indolent person, "I fell in while skating and I must admit that the fright cured me of hiccoughs."

THE ONE GIRL FOR HIM.

The Girl (who has been suffering from sore throat)—The doctor told me that I must never talk for more than two minutes at a time.

The Man—How delightful! Darling, will you marry me?

HARD TO DROP
But Many Drop It.

A young Calif. wife talks about coffee:

"It was hard to drop Mocha and Java and give Postum a trial, but my nerves were so shattered that I was a nervous wreck and of course that means all kinds of ills.

"At first I thought bicycle riding caused it and I gave it up, but my condition remained unchanged. I did not want to acknowledge coffee caused the trouble for I was very fond of it.

"About that time a friend came to live with us, and I noticed that after he had been with us a week he would not drink his coffee any more. I asked him the reason. He replied, 'I have not had a headache since I left off drinking coffee, some months ago, till last week, when I began again, here at your table. I don't see how anyone can like coffee, anyway, after drinking Postum'!

"I said nothing, but at once ordered a package of Postum. That was five months ago, and we have drank no coffee since, except on two occasions when we had company, and the result each time was that my husband could not sleep, but lay awake and tossed and talked half the night. We were convinced that coffee caused his suffering, so we returned to Postum, convinced that the coffee was an enemy, instead of a friend, and he is troubled no more by insomnia.

"I, myself, have gained 8 pounds in weight, and my nerves have ceased to quiver. It seems so easy now to quit the old coffee that caused our aches and ills and take up Postum." Name given by Postum Co., Battle Creek, Mich.

Read the little book, "The Road to Wellville," in pkgs. "There's a reason."

Ever read the above letter? A new one appears from time to time. They are genuine, true, and full of human interest.

INTERNATIONAL SUNDAY SCHOOL LESSON

(By E. O. SELLERS, Director of Evening Department, The Moody Bible Institute of Chicago.)

LESSON FOR MARCH 24.

FEASTING AND FASTING.

LESSON TEXT—Mark 2:13-22.
GOLDEN TEXT—"I came not to call the righteous, but sinners."—Mark 2:17.

Levi Matthew, who calls himself by the opprobrious title of "the publican," represents that class of grafting patriots who through all ages have exemplified the seven cardinal points of a politician, viz., "the two loaves and five fishes." Men who will weep over sentimental patriotism and serve the oppressor for profit. Better still, however, Matthew is a type of conversion in that he left all and followed Jesus. No weeping, but rather great rejoicing for he made a feast; no record of great conviction, though he had enough to act at once upon Jesus' invitation. It was a brief, sudden call, but what vast results were involved. First a demonstration upon his part, secondly a demonstration upon the part of Jesus, and lastly a record of the life of the Master that has been termed the most important book ever written. Chronologically this lesson follows that of last Sunday. In Luke's account we are told of the feast Matthew prepared that he might entertain Jesus. Some believe that Jesus began his work by trying to win the Jews through teaching in their synagogues and that, receiving him or not, he turns to those outside of the circle of the scribes and the pharisees. Be that as it may, we know they murmured greatly that this rabbi should consort with publicans and with sinners.

Came to Call Sinners.

Jesus hears of their complaint and his reply is a fine bit of irony and sarcasm. "They that are whole have no need of a physician but they that are sick. You self righteous Pharisees, why do you complain if you are all right and these be all wrong, why then not let me minister to those that need me?" At the same time Jesus utters one of his greatest and most comforting sayings, "I came not to call the righteous but sinners."

Jesus chooses one of their own social outcasts to write the only distinctly Hebrew account of his life; one who had been faithful as a business man to be a leader and historian; one willing to renounce all, say farewell to ambition and follow him.

Following this, the disciples of John the Baptist and of the Pharisees are fasting and they observe that the disciples of Jesus are not so engaged. They came to Jesus with the question and his reply is a perfectly logical one, "Why should they fast, am I not with them?" "Do you fast at your weddings while the bridegroom is present?" The day is to come, however, when he is to be taken away, then there shall be times for fasting.

Jesus has feasted with "many publicanslicans;" when the bridegroom returns he will sit down with many publicans and sinners in glory whom he has associated with in order that he might save them. Are we following his example? If so, let us be sure we do it from the same motive. The disciples of John did the right thing to bring their perplexities to Jesus. He answers their question as we have seen and we are now in the day he mentions when there is a place for fasting. Jesus teaches us in his reference to the wine bottles (leather sacks which could bear but one stretching process due to fermentation of the wine), that we are to be new creatures in him and must leave the old life and habits. We are not to make patchwork of this new Gospel and the old law.

His Work That of Physician.

There are two difficulties thus presented in this lesson; first, that Jesus should hold fellowship with those properly not of his circle or social standing for he was a rabbi or teacher, and, secondly, that he did not nor did his disciples observe fasting. Jesus admits the character of the company he kept, but his reply was, "I came for this purpose to call not the righteous but the unrighteous." His work was to be that of a Physician. He assumes that his authority is not of man but of God, and that this ministry is to bring joy. Jesus had emptied himself that he might come and when he was to leave there it would be time enough for his disciples to fast. Jesus was not merely one who came to teach a system of ethics a little higher than the prophets. Jesus is more than a good man or even a holy man; he is the Great Physician, able to heal both body and soul, a Saviour.

Before these lost ones can be saved, however, they must realize they are lost, for we cannot save those who will not acknowledge themselves as being lost. When we acknowledge we are sinners he will save us (I Tim. 1:15). Turn a deaf ear to his call and there is no more hope (Luke 13:3).

It has been suggested that the parable of the prodigal son and the elder brother was uttered at this feast in Levi's house; probably not, we do not know, but how truly it applies. The prodigal representing those lost publicans and sinners.

Not That Kind.

"It would save a lot of trouble," said a newspaper man the other day to Representative Slayden of Texas, after the Democratic caucus on the Henry resolution to investigate the "money trust," "if you would allow us to attend the caucus."

"On the contrary," replied Mr. Slayden, with a twinkle in his eye, "I thought it would make a lot of trouble."

"Well, can't you give me an interview on it, now that the fight is over?"

"No," answered Mr. Slayden, "it would be against my principles. "I never kiss and tell!"

PHYSICIAN SAID ECZEMA CAME FROM TEETHING

"When my little girl was about eight months old, she was taken with a very irritating breaking out, which came on her face, neck and back. When she first came down with it, it came in little watery-like festers under her eyes, and on her chin, then after a few days it would dry down in scaly, white scabs. In the daytime she was quite worrysome and would dig and scratch her face nearly all the time.

"I consulted our physician and found she was suffering from eczema, which he said came from her teething. I used the ointment he gave me and without any relief at all. Then I wrote for a book on Cuticura, and purchased some Cuticura Soap and Ointment at the drug store. I did as I found directions in the Cuticura Booklet, and when she was one year old, she was entirely cured. Now she is three years and four months, and she has never been troubled with eczema since she was cured by the Cuticura Soap and Cuticura Ointment. (Signed) Mrs. Freeman Craver, 311 Lewis St., Syracuse, N. Y., May 6, 1911. Although Cuticura Soap and Ointment are sold everywhere, a sample of each, with 32-page book, will be mailed free on application to "Cuticura," Dept. L, Boston.

The young man who marries an heiress may not have to wait fifty years in order to celebrate his golden wedding.

When Your Eyes Need Care

Try Murine Eye Remedy. No Smarting—Feels Fine—Acts Quickly. Try it for Red, Weak, Watery Eyes and Granulated Eyelids. Illustrated Book in each Package. Murine is compounded by our Oculists—not a "Patent Medicine"—but used in successful Physicians' Practice for many years. Now dedicated to the Public and sold by Druggists at 25c and 50c per Bottle. Murine Eye Salve in Aseptic Tubes, 25c and 50c.
Murine Eye Remedy Co., Chicago

In every action, reflect upon the end, and in your undertaking it consider why you do it.—Jeremy Taylor.

For COLDS and GRIP
Hicks' CAPUDINE is the best remedy—relieves the aching and feverishness—cures the Cold and restores normal conditions. It's liquid—effects immediately. 10c., 25c., and 50c. At drug stores.

Some men try to avoid paying as they go because they don't expect to come back.

A very successful remedy for pelvic catarrh is hot douches of Paxtine Antiseptic, at druggists, 25c a box or sent postpaid on receipt of price by The Paxton Toilet, Co., Boston, Mass.

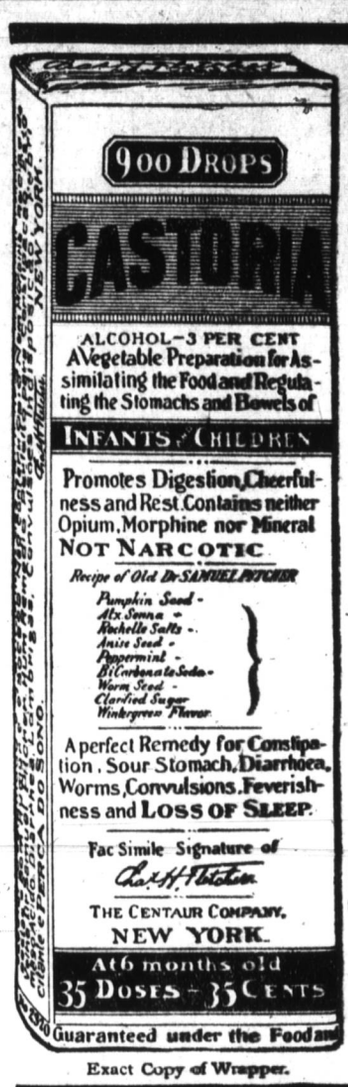
Some women are passing fair—and some others cannot pass.

Dr. Pierce's Pleasant Pellets first put up 40 years ago. They regulate and invigorate stomach, liver and bowels. Sugar-coated tiny granules.

A woman seldom eats if there is anything else for her to do.

When the Millennium comes Garfield Tea and Holy Church will not be longer needed.

Usually a man is a poor judge of his own importance.



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"Vaseline" is the purest, simplest, safest home remedy known. Physicians everywhere recommend it for its softening and healing qualities.

Nothing so good as "Vaseline" for all affections of the skin, scratches, sores, etc. Taken internally, relieves colds and coughs. For sale everywhere in attractive glass bottles.

Accept no substitute for "Vaseline"

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Reduce The Feed Bill—Improve The Animals

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Cottonseed Meal and Cottonseed Hulls

For Breeding or Nursing Stock, Mares, Cows, Sows or Ewes, it is especially valuable. Much better than Hay, far cheaper than Corn.

Write for free Booklet containing much valuable information to Feeders and Stock Raisers to

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Interstate Cottonseed Crushers Association
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NOTE THE NAME

CALIFORNIA FIG SYRUP CO. in the Circle, on every Package of the Genuine.

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SYRUP OF FIGS AND ELIXIR OF SENNA HAS GIVEN UNIVERSAL SATISFACTION FOR MORE THAN THIRTY YEARS PAST, AND ITS WONDERFUL SUCCESS HAS LED UNSCRUPULOUS MANUFACTURERS OF IMITATIONS TO OFFER INFERIOR PREPARATIONS UNDER SIMILAR NAMES AND COSTING THE DEALER LESS, THEREFORE, WHEN BUYING,

Note the Full Name of the Company

CALIFORNIA FIG SYRUP CO.

PRINTED STRAIGHT ACROSS, NEAR THE BOTTOM, AND IN THE CIRCLE, NEAR THE TOP OF EVERY PACKAGE, OF THE GENUINE. REGULAR PRICE 50c PER BOTTLE; ONE SIZE ONLY, FOR SALE BY ALL LEADING DRUGGISTS.

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SYRUP OF FIGS AND ELIXIR OF SENNA IS THE MOST PLEASANT, WHOLESOME AND EFFECTIVE REMEDY FOR STOMACH TROUBLES, HEADACHES AND BILIOUSNESS DUE TO CONSTIPATION, AND TO GET ITS BENEFICIAL EFFECTS IT IS NECESSARY TO BUY THE ORIGINAL AND ONLY GENUINE, WHICH IS MANUFACTURED BY THE

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EGGS

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Wanted Men and Boys to take 30 days practical course in our machine shop to learn automobile business. New and modern machinery; new cars. A position for every graduate. Catalogue Free.
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THERAPION Used in French Hospitals with GREAT SUCCESS, CURES KIDNEY, BLADDER DISEASES, PILES, CHRONIC ULCERS, SKIN ERUPTIONS—EITHER SEX. Send address envelope for FREE booklet to DR. LE CLERC MED. CO., HAVERSTOCK RD., HAMPSTEAD, LONDON, ENG.

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