

# THE ALAMANCE GLEANER.

VOL. XL

GRAHAM, N. C., THURSDAY, MAY 7, 1914.

NO. 12

## Tutt's Pills

After eating, persons of a bilious habit will derive great benefit by taking one of these pills. If you have been DRINKING TOO MUCH, SICK HEADACHE, and nervousness which follows, restore the appetite and remove gloomy feelings. Elegantly sugar coated. Take No Substitute.

### PROFESSIONAL CARDS

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NEWS & OBSERVER PUB. CO.,  
RALPH, N. C.

The North Carolinian and THE ALAMANCE GLEANER will be sent for one year for Two Dollars. Cash in advance. Apply at THE GLEANER office. Graham, N. C.

## Constipation

"For many years I was troubled, in spite of all so-called remedies I used. At last I found quick relief and cure in those mild, yet thorough and really wonderful

**DR. KING'S New Life Pills**  
Adolph Schlegel, Buffalo, N. Y.  
25 CENTS PER BOTTLE AT ALL DRUGGISTS.

### A Great Unreached Territory.

Writing of the missionary needs of Columbia, Mr. John L. Jarrett says:

"With Senior Redondo I spent the past month on an evangelistic tour, after holding some special meetings here, we spent a week in a canoe, visiting some hitherto unreached towns and villages on the banks of the River Simu. We had a perfectly wonderful time. In towns of 4,000, in villages of 500, and in little groups of houses we found ready listeners. There is a vast amount of similar territory still untouched.

"We have great opportunities for evangelistic work in this country. This section of it may not be the most desirable from a health point of view, for I suppose it would be hard to find more difficult conditions, but the people are so accessible, so needy, so responsive. We have the oft repeated question ringing in our ears, 'When are you coming back?' We found several villages of over 1,000 inhabitants without even a school for the children. In several the church was in ruins and seldom used. Many had no church, and only in one town was there a resident priest.

Indigestion! Can't Eat No Appetite!

A treatment of Electric Bitters increases your appetite, stops indigestion, you can eat everything. A real Spring tonic for liver, kidney and stomach troubles. Cleanses your whole system and you feel fine. Electric Bitters did more for Mr. P. D. Feeble's stomach troubles than any medicine he ever tried. Get a bottle to-day. 50c and \$1.00 at your druggist.  
Bucklen's Arnica Salve for Eczema.

## Advertising Talks

### HOW ADLETS MADE CHICKEN FARM PAY

Classified Columns Used Exclusively by Young Man to Build Up Business.

"Perhaps you wouldn't think there could be a close connection between a poultry business and want ads," says Edward S., "but I have used classified advertising from the time I first made-up my mind to go into the business until I was well established in it, and I will use it to a greater extent in the future.

"I was born on a farm and lived in the country until I was sixteen. Then, like many other young fellows who don't know when they are well off, I went to town—and a few years later was trying like all possessed to get back to the country. With me it was not a case of wanderlust or dissatisfaction, or of wanting to be some place else no matter where I was—it was simply a case of being lured by the glamour of the town while young and of awakening to the value of the country life as soon as I gained mature judgment.

"Perhaps I was luckier than most city men who dream of enjoying the calm life of the country, or perhaps I was more in earnest in my efforts to get on to the land, but I was back in the country by the time I was thirty.

Many of the town men who plan to live on a farm in our old age still are talking of the delights of the simple life while they drink creme de cocoa, listen to the orchestra and spend the money they should be saving. Less Capital for Chicken Farm.

"While in town I learned the trade of carpenter. This, as you will readily see, aided me when I went back to the farm. From this fact alone you will gather that I received good wages, but never exceptionally large pay. Indeed, many of my acquaintances who boasted loudly on the joys of the simple life were drawing larger salaries than I, but today they have nothing to show for this money.

"From the start I had set a certain sum as the amount to be saved before I again would tackle the farming game. At that time I had in mind a farm of at least eighty acres on which I would do general farming—corn, oats, clover, pigs, and perhaps a few steers. But soon my ideas grew more moderate.

"After considering the matter, I decided it would take far less capital to start a chicken farm, orchard or truck farm than a 'regular' farm. Not needing so much money, naturally I would be able to get on to the land while younger, while I still had many years of good work in me. Furthermore, the more I looked into the matter the more it seemed to me that a small, intensively cultivated place ought to bring almost the same net returns as a larger place which the old-fashioned system of farming was in vogue.

"About the time that I had fully decided to try out a small farm the want ad for the first time entered into my scheme of life. I had gotten into the habit of scanning the want ads columns daily from picking out small farms to rent or for sale in the garden spots of the country—each and every one a 'garden spot' incidentally—and one day I ran across what struck me as a particularly good proposition in the 'farm help wanted' classification.

Inducements to Help.

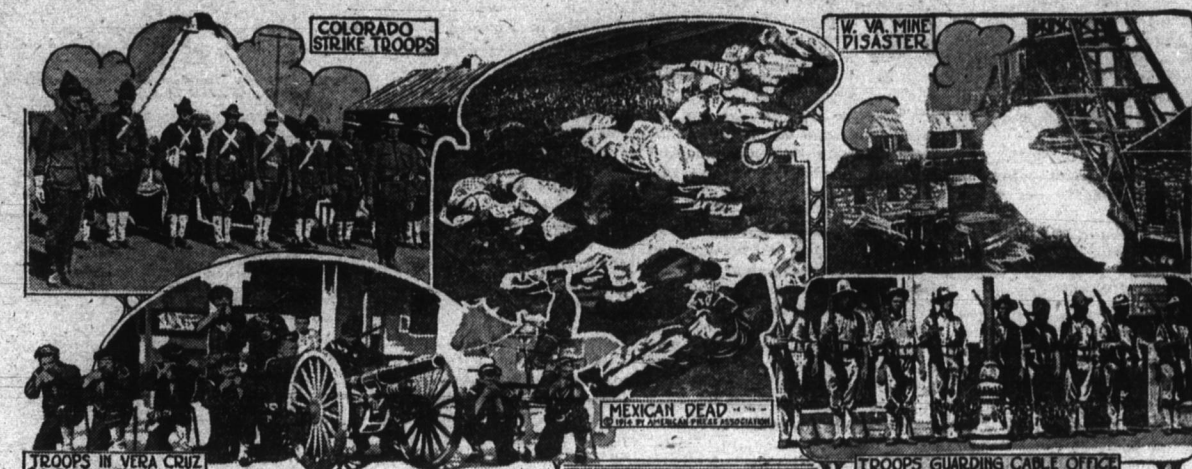
"Perhaps in order to explain the cause of this exceptionally good offer I ought to tell of the conditions that existed in our neighborhood, less than 150 miles from Chicago. At that time many of the farmers were finding difficulty in securing good hired hands—they are yet, in fact. The young unmarried fellows were apt to be lured to town by the magnetic power of the movies and other amusements, or induced to go west by the stories of large wages prevailing in the newer lands of the western country.

"Farmers had found by experience that the married men were steadier, not nearly so likely to find fault over trifles and leave without warning, but that when more in one family lived in one house the two or more Mrs. Hired Hands engaged in spirited debates—with words, fists and fatigues—rather than but making. For this reason, therefore, one of the progressive farmers of the neighborhood—a dairyman who especially needed milk—had built several tenant houses. Each of them stood in a small plot of ground on which were set out a few fruit trees, a truck garden was laid out and a chicken yard built. This farmer then made a proposition to the married farm workers to allow them the use of this plot in addition to their salary if they would agree to stay 'on the job' for a year.

"I have forgotten the exact wording of the ad that attracted me, but the gist of it was that a farmer had built a new tenant house in a peach orchard that he had just set out and wanted a married man to live in it.

"I was not married, but, as I told the farmer when I interviewed him, if I were to live in the midst of the farm peaches I would be in danger of matrimony, so I accepted.

Home Among the Peaches.



### vs Snapshots the Week

any wounded in clashes between the strikers and the state militia and mine guards. An explosion in the coal mine at Eccles, W. Va., caused 172 miners. Over sixty were rescued from their dire peril in underground chambers, but the others were dead when found. It was one of recent American mine disasters.

result in small profit for him. To protect the fruit from polite marauders, he wished to install a man in the little five-room house he had built in the orchard.

"At that time I had some money saved up—not enough to buy even a small farm but enough to start a chicken business if I rented the land. I looked the peach orchard over and then made this proposition:

"I would rent the land and the house from the farmer, paying a small rent, and was to guard the fruit from the trees—I simply was to use the land for my chicken farm. I would build small colony houses for the chickens—houses that could be moved about and small enough to go between the rows of trees. Although I was not married, the farmer could depend upon my 'ticking,' for otherwise I would not invest my money. If at the end of a year or later we disagreed, the farmer was to buy my houses at a fair valuation, or if we could not agree on a price I would cart them off.

More Work for the Want Ad.

"My next move was to get some chickens—for in starting I confronted the proposition which was to come first, the hen or the egg. I decided that it would be cheaper for me to buy an incubator and eggs rather than grown chickens.

"Then I got busy with the want ad again. I advertised for a second-hand incubator and got one. I had exceptional luck in buying eggs by means of the want ad.

"As you may know, it is hard to buy eggs of thoroughbred chickens for five dollars a hundred—that, indeed, is about the lowest price. I had decided to raise light Brahmas, and among the answers I received to my ad was that of an old farmer who had light Brahma eggs to sell at three dollars per hundred.

"The reason for this small price was that the farmer was a man over eighty years old. He lived with his daughter and nephew on his old place many miles out in the country and had no one to send to town. He therefore preferred to sell eggs at three dollars per hundred on the farm rather than at five dollars per hundred in town. For 40 years, he said, he had raised nothing but light Brahmas, but he had not exhibited his fowls at poultry shows. He had fine, big, thoroughbred chickens, but no blue ribbons or newspaper clippings.

"I drove out to the old man's farm in a borrowed buggy, and loaded it up with eggs. The want ad in this case saved me six dollars every time I set my incubator, as the machine held 300 eggs.

They Sold the Goods.

"Having found want ads such hard working friends I decided to use them to sell my goods. When, therefore, I had a few chicks to sell I ran this ad: 'If you want some baby beauties, order a basketful of light Brahma day old chicks from E. S., Rural Route 3.'

"Now, I haven't the slightest idea whether my ads were well written or not. I am inclined to think they were a little too flippant. But whether well written or not, they show the value of the want ad in the chicken business, for not one of them missed fire.

"From my first ad I received more orders than I was willing to fill. I wanted to sell only a few baby chicks. The following ad, which I used when the chickens were at the broiler age, also brought me an excess of orders: 'For a chicken what is a chicken write E. S., Rural Route 3.'

the next day received four orders, the first of which was for 15 dozen squabs.

"Of course I couldn't fill it—and this I find is a good thing for an advertiser to remember, he must be sure to be ready to fill his orders, for it is surprising what pullers these little ads prove to be."

"The purpose of all retail advertising is to serve the public; to give information that will help to satisfactory buying; to present the true character and personality of the store; to represent the store as it is, its merchandise as it is, its service as it is. In doing this it becomes what the store itself is; an inspiration to those who will study its spirit; education to those who will understand its message; a pioneer in art, in science, in merchandising; a leader in human service.

"The Wanamaker business can never change so long as it holds the personality of the founder. Wanamaker advertising can never change so long as it reflects this Wanamaker spirit.

"Does it pay? Is never asked by Mr. Wanamaker. 'Does it serve the public? Is his only query.

"Profit is a by-product, just as happiness is a by-product. 'Those who keep looking everlastingly for happiness never find it.

"Those who go along quietly doing the right thing by themselves and by their neighbors find happiness all the time."—Joseph H. Appel.

### ADVERTISING NOT A SCIENCE

No Two Propositions Are Alike and for This Reason Standardization Is Impossible.

In a talk before the Buffalo Ad club Truman A. DeWeese, director of publicity for the Shredded Wheat company, gave his views on newspaper advertising. Mr. DeWeese had this to say: "Advertising is not a science because no two advertising propositions are alike. News cannot be standardized. You cannot guarantee that a certain definite number of subscribers to a newspaper will read a certain advertisement, nor can you guarantee the kind of impression that it will make on these readers; neither is it possible to compare any advertisement with the value of newspaper or magazine circulation.

"Advertising is an art. It calls for the genius of the writer, the sketch artist and the salesman. If literature is an art, then advertising is surely an art—although advertising is not literature. The writing of successful advertising calls for a combination of literary talent and merchandising genius.

"Advertising is the persistent and consistent dissemination of information regarding a salable product. Advertising must have news value. If you are in a newspaper your advertising should not only have news value, but it should have a timeliness that appeals to human interest. It should be as interesting and instructive to readers as any editorial or news story in the paper. If it isn't, you are going to attract the attention of readers? If you are advertising in a newspaper that enjoys the confidence of its readers—a paper that is a true tribune of the people—you must not fail to take full advantage of that relation by gradually appropriating the good will and confidence of the paper through honest advertising and honest merchandising.

The newspaper is the live wire of industrial and political civilization. It is the motion picture of civilization. The advertiser should get on the film that is world's publicity. He must have a being rolled off in the white light of the message each day that is vibrant with life and so vivid in its appeal to human interest that no reader can skip it or overlook it."

### HELPING OUT CHURCH BELL

Religious Advertising in Newspapers by No Means Experimental—Calls Attention to Sunday Duties.

that thought, "ought to go to church today," into terms of action.

The problem of getting people into the pews is one of the most vexing of all the problems of religion today. The choice of the ministers of the gospel is only a choice as to how they shall go about it to get people to remember their duties, to slough off the habit of neglect, to recognize the source from which flow the greater blessings of our civilization. The advertising pages of the newspapers, until recently, have not been considered a medium for reaching the non-churchgoer and the only occasional churchgoer. It cannot be said that this was so because of any defect in the medium, because it was vulgar or tainted in the least degree. It was merely custom, which caused the church to ignore this method of reaching whom it would.

All in the Family.

Suburbs—The million out in our place won't marry you unless you have a medical certificate. Crawford—Is it hard to get one? Suburbs—Why, no. It happens his brother is a doctor—Judge.

KIN HUBBARD'S HUMOR

Frank McKinney Hubbard, caricaturist and humorist, of Indianapolis, has written many clever bits of philosophy. Here are a few examples:

Don't worry over trouble, it never broke a date yet.

A loafer must feel funny when a holiday comes along.

One good thing about a little town—your kin git in 't band.

Some folks don't seem 't have nothing but a lot o' information.

Ther' hain't nothin' a woman likes better'n havin' somethin' changed.

Sombody was seen comin' out o' our Carnegie library Wednesday forenoon.

People that burst out just what they think wouldn't be so bad if they thought.

Th' only time some fellers ever dig in the garden is just before they go a fishin'.

A feller never knows what he would 'o done till he's been married a couple o' years.

Nothin' sounds as good as your wife's slaps, whether she knows how or not.

Th' trouble with banquets is that they set you so close 'tether it knocks th' peas off your knife.

The number of cows in the dairy does not mean success always, but it's the kind of cow that counts.

Hand separator cream produces better butter than that separated any other way, say those who know.

Physicians say that a laboring man can do as much work on a diet of eggs as he can if fed on pork or beef.

Parsnips have the finest flavor? If allowed to stay in the ground rather late. A frost or two makes them sweeter.

Farming is becoming a more systematized business. This is one thing that has removed the drudgery from the work.

The manure on the farm is the most valuable by-product, but it doesn't do any good as long as it is left in the barn yard.

No hen is going to lay winter eggs if her system is run down, her molt not over, and she is made to scratch her own living.

It is better to raise your own calves, for then you know what you have. To buy up heifer calves promiscuously is an uncertain business.

The good road brings the market nearer your farm and adds materially to the value of the place whether you want to sell or live there.

A painted fence post is certainly an addition to the road side, but a painted post hidden by nice thrifty weeds is not exactly a good combination.

The housewife who makes good butter, so good that it has a distinction of its own, can always find a ready market and eager customers.

This is a good time to buy that pure bred male, or that breeding pen of fine fowls. Breeders will sell a little cheaper now than they will be a little later.

Every farmer owes it to himself and his posterity to do a limited amount of experimenting in crop production, stock breeding and the maintenance of soil fertility.

Most of the visible dirt in milk is stable manure. However disgusting that may be, the real harm is done by the growing bacteria washed from the stable manure.

Keep a good, deep, dry bed under the horse while he is in the stable, day or night, on Sundays especially. The more he lies down the longer his legs and feet will last.

Cows must be fed regularly in order for them to do their best work. We have found regular meals to be a necessity for our own welfare, and the same applies to animals.

## NOTES FROM MEADOWBROOK FARM

William Pitt



Do your churning today.

Diversification is excellent.

Alfalfa does best on manured soil.

British India alone has \$4,000,000 head of goats.

The proper way to sow alfalfa is with some form of drill.

Be sure that the male at the head of the flock is pure bred.

Don't try to winter more birds than you have room for, or time to care for.

The man who has already used the silo will tell you whether it pays or not.

Crowded houses are sure to become damp, and hens will not lay when crowded.

Don't expect a good cow to develop from a stunted calf. They don't grow that way.

Feed plenty of charcoal, as it is one of the best things for keeping the poultry healthy.

A scrub hen is not worth much, but she is as good as any for the man who will not give his flock good care.

It is claimed that early-sown fall wheat is benefited when pastured with sheep to keep down the rank growth.

One of the successful ways to grub out white grubs in old sod ground is to enlist a drove of active pigs in the good work.

When removing a calf from its dam, do so while the cow is away from her stall so she will not associate you with the loss of her calf.

Adding the silo to the farm simply means applying one of the first principles of modern manufacturing industry to the oldest of all industries.

Don't sacrifice your heifer calves to the veal pen. Cows are going to be in demand and you may not only have none to sell, but will be compelled to buy.

The boy who has an interest in the farm is usually pretty quick to see the possibilities of the farm and he is not in so much of a hurry about getting away.

Celery banked with earth late in the fall seems more palatable than where boards are used. Do not bank when the foliage is at all moist as this will aid decay.

Newly purchased hogs should be carefully examined for vermin, and should not be turned out with the herd until they are known to be free from these pests.

When you test your cows for quantity, you must also test for quality in order to determine definite results. Some cows give a greater per cent of butter fat than others.

The first thing to do after drawing the buttermilk from the churn is to pour a pailful of cold water on the butter and give the churn three or four quick revolutions.

## Indigestion and Dyspepsia

USE Kodol

When your stomach cannot properly digest food, of itself, it needs a little assistance—and this assistance is readily supplied by Kodol. Kodol assists the stomach, by temporarily digesting all of the food in the stomach, so that the stomach may rest and recuperate.

Our Guarantee. Get a dollar bottle of Kodol. If you are not benefited—the druggist will return your money. Don't hesitate any longer to tell you Kodol on these terms. The dollar bottle contains five times as much as the 50c bottle. Kodol is prepared at the headquarters of J. C. DeWitt & Co., Chicago.

Graham Drug Co.

## The CHARLOTTE DAILY OBSERVER

Subscription Rates  
Daily - - - \$6.00  
Daily and Sunday 8.00  
Sunday - - - 2.00  
The Semi-Weekly Observer  
Tues. and Friday - 1.00

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 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 COMPANY,  
CHARLOTTE, N. C.

### LIVES OF CHRISTIAN MINISTERS

This book, entitled as above, contains over 200 memoirs of Ministers in the Christian Church with historical references. An interesting volume—nicely printed and bound. Price per copy: cloth, \$2.00; gilt top, \$2.50. By mail 20c extra. Orders may be sent to

P. J. KERNODLE,  
1012 E. Marshall St.,  
Richmond, Va.

Orders may be left at this office.

## Are You a Woman?

## Take Cardui

## The Woman's Tonic

FOR SALE AT ALL DRUGGISTS

North Wilkesboro Hustler: The news has reached here that a party named Penny from Massachusetts has purchased the Elkin and Alleghany railroad, and that work in earnest has been started again. The steam shovel has resumed and more men have been put on.

You Know What You Are Taking

When you take Grove's Tasteless Chilli Tonic because the formula is plainly printed on every bottle showing that it is Iron and Quinine in a tasteless form. No cure, no pay—50c.

The Robesonian says a young lawyer of Lumberton delivered an address at a school closing in Robeson county a few days ago and received an honorarium 133 eggs—real hen eggs. Each child in the school brought an egg to the speaker.

Coughed for Three Years.

"I am a lover to your godsend to humanity and science. Your medicine, Dr. King's New Discovery, cured my cough of three years standing," says Jennie Fleming, of New Dover, Ohio. Have you an annoying cough? Is it stubborn and won't yield to treatment? Get a 50c bottle of Dr. King's New Discovery to-day. What it did for Jennie Fleming it will do for you, no matter how stubborn or chronic a cough may be. It stops a cough and stops throat and lung trouble. Relief or money back, 50c and \$1.00 at your druggist. Bucklen's Arnica Salve for pimples.

Mr. D. T. Edwards, for some years editor and publisher of the Kingston Free Press has sold the paper to a company and retired from newspaper work. H. Gail Braxton of Raleigh will be editor and manager under the new management.