

THE LOST ART OF GROCERY ADVERTISING.

(Continued From Page One.)

man who has goods can find some way to reach them. In the olden days on importer announced whenever he expected certain goods to arrive from foreign lands and the trade who needed those goods would come in and buy them. Is the same human interest in available goods any the less existent today because our supply of foreign goods is less spasmodic and periodical?

The jobber is complaining of being a slot machine. He has declared to the manufacturer that he is a distributor only, not a pusher. He has left the power of advertising to be captured by the producer on the one side and the consumer on the other, and now complains that there is too little profit in advertised brands which he has to handle against his will. Who is to blame?

"I've got nothing to advertise," says the grocer. Ridiculous. If he's got anything to sell, he's got something to advertise. Advertising is nothing but salesmanship. If he's got any talking points about his goods—or his service, or his superior supply, or his more favorable prices, or his superior skill in selection, or packing, or the uniformity of quality and packing or freshness of goods—he's something to advertise. His salesman argues these things to hundreds of customers, retailers or consumers, or hotels, or whatever they be why not go further and tell it to men the salesman knows nothing about?

There isn't a grocer—wholesaler or retailer—who has anything to sell who has nothing to advertise. Are they doing it? Are they reaching out to quarters unknown which may spell opportunity to them? Or are they satisfied to stay in the comfortable rut and leaving others to speed ahead in the race? Look over the field of the jobbing trade. Some houses are complacent and prosperous; others are going to seed; and still others are reaching out and forging ahead with unmistakable effect.

Once in a while one hears it said that a jobber can't force trade. If so he has failed to install the right kind of pushers. No line of business presents such positive and permanent encouragement for successful exploitation as the grocery trade. The hundred million people of America, with better buying power than any people on earth, are a sure element of demand. The 350,000 retail grocers of the country are sure mediums of distribution. The 3,000 wholesalers of the country will continue selling them their supplies; but what will each of the 3,000 wholesalers get as his share of the business? It's entirely up to each of them to decide for himself. If he is satisfied, very well. What's the use of trying to go ahead of his competitors?

Only remember the lesson of the old hen. When the worms are scarce, she doesn't stop scratching. She might scratch out a few if she keeps at it.—Journal of Commerce and Commercial Bulletin.

DEMOCRATIC TARIFF SILENCE.

A conference has just been held at the White House to decide upon the issues that should be brought forward by the Democrats in the Congressional campaign. Party leaders at Washington met with the President to determine what subjects were safe to discuss, and what ones were so filled with political dynamite as to be dangerous to handle. In its report of this meeting, a newspaper that is a zealous supporter of the Administration, states that "it was decided that the tariff question is too involved to be presented."

A wise judgment, surely, to leave the tariff alone. To explain the Democratic action upon that subject to the satisfaction of the country would not only be an "involved" undertaking, it would be impossible. No juggling of words, no flow of rhetoric could explain. The campaign orator would be face to face with an audience that knows the facts, and which would take no stock in the repetition of the pleasing promises and glittering generalities of 1912.

It is not because the tariff question is "too involved" that the Democrats are to leave its discussion out of their campaign program, but because it is just the reverse. It is far too simple, understood far too well by the people, to be anything but dangerous to the Democratic touch. The result of the Democratic tariff law is so plain and clear that not only he who runs may read, but he who reads should run, and fast and far from the tariff issue.

It is a very simple issue, that of the Democratic tariff policy. One year of it was sufficient to make it known and understood by all. It is a policy that sends our money abroad to enrich foreigners at the expense of our own people; that gives our own great market away to foreign nations that protect their market against us; that promotes foreign industry by depressing American industry; that drives American labor out of work in order to give work to foreign labor.

There is nothing "involved" or complicated about such a policy. There is nothing mysterious about a tariff law that forces American business to the wall to increase business in other lands. Fortunate, indeed, would the Democrats be if it were not so plain. It is perfectly simple to understand a law that invites foreign ships to unload their cargoes here; that has opened no market anywhere for American products, but

has opened the American market everywhere for the entrance of the products of the cheap labor of foreign nations.

Two years ago the Democratic campaign orators, headed by Mr. Wilson himself, delivered with emotion as they went from place to place and told of the high cost of living and how Democratic success would reduce it. But prices are still the same. The reduction has come in revenues, in business, in wages, and in employment. The purchasing power of our own people has been reduced. These are the real and tangible results of the tariff law of the Wilson Administration.

The people of the United States are not in a mood to watch calmly another calcade of political soothsayers and jugglers dash about the country and telling of the glorious benefits of a Democratic tariff. They would have no patience with a further blowing of an empty horn of plenty. There is too much listless business, too many idle workshops. The country has had too much un-American legislation that favors only the foreign producer.

It is no wonder that the Democrats have decided to remain silent upon the issue of the tariff. But their silence will only accentuate the issue, it will not remove it. Democracy made a solemn compact and contract with the people. This is violated. It obtained control of the Government by false pretenses. Failure to go upon the witness stand in its own defense will not change the verdict of Guilty that the country will render in November.—Philadelphia Press.

DID YOU KNOW IT?

Did you know that there was issued in 1903 fifty thousand dollars worth of bonds to pay off a county debt contracted by a Democratic administration, did you know that in 1911, there was issued twenty-three thousand dollars worth of bonds to pay off a county debt contracted by a Democratic administration, did you know that in 1912 there was issued fourteen thousand dollars worth of bonds to pay off a county debt, contracted by a Democratic administration, did you know that in 1913 there was issued twenty thousand dollars worth of bonds to pay off a county debt, contracted by a Democratic administration, did you know there has been issued in the last ten years, (count them) one hundred and seven thousand dollars worth of bonds to pay off a county debt, contracted by a Democratic administration? Yes it is a fact, and not one dollar of this amount was voted upon by the people, the tax payers was not even consulted about it, few if any knew of it, and yet it is the truth. Mr. Tax Payer what are you going to do about it, and lastly, did you know that it will take another hundred thousand dollars worth of bonds to pay off the present floating indebtedness and leave anything in the treasury for working capital, yea, yea, boy, these do sure be troublesome times for the taxpayers of this grand old County of Alamance, and all for what, because the people have blindly voted the Democratic ticket, and more blindly followed a set of leaders who have been deceiving them as to the true condition of the county finances. Even at this date, with your county credit ruined, your county officials, our county officials if you please, will not tell you how your finances stand, and the true condition of your county affairs. What are you going to do, Mr. Tax Payer, wait a while longer, well do it if you will, but great will be the penalty that you will have to pay, have a house cleaning. If there is no one running for office that you have confidence in, of whom you have confidence in, or whom you think can or will do any better. Call you another convention. Lay these facts before the people, and nominate you a ticket, whom you can trust, and who will not deceive you. We tell you in all candor, that the Republican party has men now in the field, who will give you good sound, economical, honest county government. They have done it in the past, they can and will do it in the future, if entrusted with the reigns of county government. Try them, you could not do worse than now. We pledge you that you can do better. Your tendency is at the polls will you exercise it? We shall see.

WARNING TO TAX PAYERS.

I understand from a reliable source, that our county has a very large outstanding floating debt, probably more than sixty thousand dollars, the interest alone would be three thousand and six hundred dollars per year. From my understand of the county exhibit published in a county paper for the year ending November 3rd, 1913, there has been the awful sum of one hundred and seven thousand dollars worth of bonds issued in the last ten years by the Board of County Commissioners, without submitting the question to the vote of the people or tax payers, in fact I do not believe that there is twenty-five people in the county that knows this has been done, and yet it has been done, and your property and mine is called upon to pay the sum of five thousand six hundred and thirty five dollars every year upon these bonds in interest. Add to this the three thousand and six hundred dollars interest upon the sixty thousand of floating indebtedness, and you have the grand total of nine thousand two hundred and thirty-five dollars in interest money that you and I have to pay from our hard-earned money, earned by the sweat of our brow by going from early morning until late at night in all kinds of weather. People, tax payers, do you catch this. What are you going to do about it? Another ten years of such extravagance and inefficiency and our county will be bankrupt, it is upon the verge of it now. This amount does not include the two hundred

thousand dollars of supposed good roads bonds, the interest upon which is another ten thousand dollars per year. The tax payers of this county (you and I) paid out for interest upon borrowed money and bonds during the year 1913, the huge sum of nineteen thousand dollars. Does this not make you, and I, in my opinion the present county administration is planning to have the Legislature authorize another bond issue of at least a hundred thousand dollars in bonds without submitting it to a vote of the people. The last hundred and seven thousand dollars in bonds was authorized by the legislature, a Democratic Legislature at that, and they will do it again, if the present Democratic ticket is elected. Friends, Tax payers, you must wake up, it will be too late to lock the stable after the horse is stolen. Let's get busy and put a stop to this high-handed method of running our county in debt without our knowledge and consent. Every dollar worth of property in this county is bound for this debt. This debt is a lien or mortgage upon your property and mine until every cent of it is paid. There are many other things going on in this good county, just as bad as this, but I have not the time to call your attention to them, but wake up, be alert, ask about these things, there are others that know about them. Look out for your interests. Ask yourself this question: Why will not the men who I helped elect to office as my representatives tell us how the county finances are, Why do they try to keep it a secret? When you have asked yourself this question, there can be but one answer, and it is this, conditions are so bad, that they are ashamed to tell the true condition. Are you willing to re-elect the men who are responsible for these terrible conditions, and me thinks I hear a thundering No.

Respectfully,

R. T. KERNODLE.

TAXES—CANDIDATES.

I will attend the following appointments for the purpose of receiving taxes. The legislative and county candidates will attend these appointments and address the people.

Patterson Township, O. N. Hornaday's, Thursday, October 15, noon. Speaking at Alamance Mills at night.

Coble's Township, Friendship, Friday, October 16, 1 o'clock P. M. Morton's Township, Morton's Store, Saturday, October 17, noon. Speaking at The Hub at night.

Speaking at Bellmont Mills at night.

Fauette Township, McCray's E. Long's Store, Monday, October 19, noon. Speaking at Glendon at night.

Pleasant Grove Township, Dailey's Store, Tuesday, October 20, noon.

Melville Township, Mebane, Murray's Store, Wednesday, Oct. 21, at night.

Newlin Township, Sutphin's Mill, Friday, October 23, noon. Speaking at Saxapahaw at night.

Thompson's Township, Lafayette Bradshaw's Saturday, October 24, noon. Speaking at Swepsonville at night.

Boon Station Township, Elon College, Monday, October 26, noon. The speaking at Glen Raven at night.

Albright Township, Eureka School House, Wednesday, October 28, noon.

Graham Township, Speaking at the Court House, Thursday, October 29, at night.

Haw River Township, Friday, October 30, at night.

Burlington, Saturday, October 31, at night.

Please attend at the appointments prepared to settle your taxes.

R. N. COOK, Sheriff.

TRUSTEE'S SALE.

On Saturday, October 17th, at 2:00 o'clock P. M., the undersigned will offer to the best bidder for cash the entire stock of goods of S. A. Thomy, Burlington, N. C., which inventories \$3,850.00 and consists of fixtures, cash register, dry goods, notions, millinery, etc. The stock will be sold as a whole with the privilege reserved to reject

any and all bids.

This is a good stock of goods, in a good location in the best town in the State and arrangements can be made to continue the business at the same stand.

J. M. FIX, Trustee.

October 8th, 1914.

THINK OF IT.

30,000 Persons Publicly Recommend Our Remedy. Some Are Burlington People.

Over one hundred thousand have recommended Doan's Kidney Pills, For backache, kidney, urinary ills, Thirty thousand signed testimonials:

Are appearing now in public print. Some of them are Burlington people.

Some are published in Burlington. No other remedy shows such proof. Follow this Burlington woman's example.

Mrs. T. A. Amick, Means St., Burlington, N. C., says: "I like Doan's Kidney Pills and I am glad to tell about the good they did me. My back ached and my sides pained me. I was nervous and my kidneys were weak. When someone told me about Doan's Kidney Pills, I used them. They relieved me in every way."

Mrs. Amick is only one of many Burlington people who have gratefully endorsed Doan's Kidney Pills. If your back aches—If your kidneys bother you, don't simply ask for a kidney remedy—ask distinctly for Doan's Kidney Pills, the same that Mrs. Amick had—the remedy backed by home testimony. 50c all stores. Foster-Milburn Co., Props., Buffalo, N. Y. "When Your Back is Lame—Remember the Name."

Twenty-six traction engines are being used by the Germans to transport two immense siege guns that are to be used in the siege of Brussels. Each gun is in four pieces, and each piece is drawn by three engines, with two extra engines used on the heavier hills.

HEADQUARTERS FOR FEED.

We are headquarters for all kinds of feed. We make a speciality of Dairy and horse and mule feed. Our business is wholesale, but we will sell such goods as the merchants do not carry in stock to any one wanting them, this line comprises hay, cotton seed meal, cotton seed hulls & meal mixed which is called a balanced ration, beet pulp, the great milk producer, Alfalfa dairy feed, horse & mule feed, this is called sweet feed, its fine.

We also have corn, oats, shipstuff, bran, corn meal, flour, lard, sugar coffee, onions, potatoes, apples, oranges, candies, full line grocers drugs and sundries.

Remember we buy in car lots for cash, we are in position to give you better prices than any other dealer, we buy cheaper, we buy larger.

SEE US BEFORE YOU BUY.

Merchants Supply Company

Burlington, N. C.

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Graham, N. C.