

## DID YOU EVER

 STOP TO THINK?That successful merchants concentrate their business n advertised lines of goods

The most reliable merchandise on the market today is advertised.
That the most reliable and trustworthy merchants are advertisers.

Eivery merchant who has consistently used newspaper advertising has proved to his own atisfaction that it pay
"If not as represented we will make good" is behind
dvertised merchandise. All the people know it; that is one of the reasons why it pays to buy advertised merchandise.
Advertised merchandise is continually making new friends and customers.
The ambition of every merchant is to do a bigger busi ness. Newspaper advertising is a business builder:

Customers flock to the stores that are persisent advertisers.
Stores that advertise are extremely popular with the people.
Newspaper advertising assures turnover of stocks.

## Henturwtu

Can Anderson Break The N. C. STATE SETSTO Jinx Held By Carolina WORK FOR CAROLINA


FOOTBALL SPECIAL<br>TO KNOXVILLE, TENN. For Accommodation Of<br>Team-Band-Students<br>Alumni and Fans<br>Account<br>Duke-Tennessee Game<br>Saturday, October 27th<br>THROUGH PULLMANS AND COACHES



The incoming generation indisput-
ably is entitled to complain that its
preceding generation has scand ty mismanaged the world's saffairs., but
that isn't true o ot he presen incom-
in generation alone; it has been true
of every incoming of every incoming generation back to
thed awn of history. The present in
coming generation undoubtedly will be cursed similarly by the succeeding
incoming generation.
The younger younger New Deal crowd
trikes me, in short, as a little too
hrash and sassy. Regulations for Hunting of Ducks

 eral regulations have been consider-
ably confused by the legal wording of
the various regulations covering bas

REAL ESTATE
We buy, sell or trade, both city

Fred B. Hight Co.

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W. C. Cates Agent

