A BUSINESS THAT IS Worth Having IS Worth Advertising EVERY DAY IN THE YEAR.

Be Sure You are right by first writing an advertisement setting forth the bargains you offer, and insert it in the GOLD LEAF. Thus prepared for business, you can Then Go Ahead.

GOLD LEAF.

State Library

ADVERTISING IS THE FOUNDATION OF SUCCESS IN ANY BUSINESS

If You Want To reach the people of Henderson and surrounding country, let them know the inducements you hold out to get their trade by a well displayed advertisement in The GOLD LEAF

THAD R. MANNING Publisher. "CAROLINA, CAROLINA, HEAVEN'S BLESSINGS ATTEND HER." SUBSCRIPTION $1.50 Cash.

VOL. XXVIII. HENDERSON, N. C., THURSDAY, APRIL 15, 1909. NO. 17.

Bad Symptoms.

The woman who has periodical headaches, backache, sees imaginary dark spots or specks floating or dancing before her eyes, has gnawing distress or heavy full feeling in stomach, faint spells, dragging-down feeling in lower abdominal or pelvic region, easily startled or excited, irregular or painful periods, with or without pelvic catarrh, is suffering from weaknesses and derangements that should have early attention. Not all of above symptoms are likely to be present in any case at one time.

Neglected or badly treated and such cases often run into maladies which demand the surgeon's knife if they do not result fatally.

No medicine extant has such a long and numerous record of cures in such cases as Dr. Pierce's Favorite Prescription. No medicine has such a strong professional indorsement of each of its several ingredients—worth more than any number of ordinary non-professional testimonials. The very best ingredients known to medical science for the cure of woman's peculiar ailments enter into its composition. No alcohol, harmful, or habit-forming drug is to be found in the list of its ingredients printed on each bottle-wrapper and attested under oath.

In any condition of the female system, Dr. Pierce's Favorite Prescription can do only good—never harm. Its whole effect is to strengthen, invigorate and regulate the whole female system and especially the pelvic organs. When these are deranged in function or affected by disease, the stomach and other organs of digestion become sympathetically deranged, the nerves are weakened, and a long list of bad, unpleasant symptoms follow. Too much must not be expected of this "Favorite Prescription." It will not perform miracles; will not cure tumors—no medicine will. It *will* often *prevent* them, if taken in time, and thus the operating table and the surgeon's knife may be avoided.

Women suffering from diseases of long standing, are invited to consult Doctor Pierce by letter, *free*. All correspondence is held as strictly private and sacredly confidential. Address Dr. R. V. Pierce, Buffalo, N. Y.

Dr. Pierce's Medical Adviser (1000 pages) is sent *free* on receipt of 21 one-cent stamps for paper-covered, or 31 stamps for cloth-bound copy. Address as above.

City Barber Shop
Murrell & Page, Proprietors
An Easy Shave!
A "Slick" Hair Cut!
Is what you get every time you patronize this shop. We are experienced Barbers, and give every customer our very best service. Shop newly furnished throughout. Chairs upholstered in leather—clean, cool, sanitary.
We solicit your patronage.
MURRELL & PAGE.

HENRY PERRY,
INSURANCE.
A strong line of both LIFE AND FIRE COMPANIES represented. Policies issued and risks placed to best advantage.
Office: : : : : In Court House.

FRANCIS A. MACON,
DENTAL SURGEON.
Office in Young Block.
Office hours: 9 a. m. to 1 p. m., 3 to 6 p. m. Residence Phone 88; Office Phone 25. Estimates furnished when desired. No charge for examination

PAIN

Pain in the head—pain anywhere, has its cause. Pain is congestion, pain is blood pressure—nothing else usually. At least, so says Dr. Shoop, and to prove it he has created a little pink tablet. That tablet—called Dr. Shoop's Headache Tablet—coaxes blood pressure away from pain centers. Its effect is charming, pleasingly delightful. Gently though safely, it surely equalizes the blood circulation.

If you have a headache, it's blood pressure.
If it's painful periods with women, same cause.
If you are sleepless, restless, nervous, it's blood congestion—blood pressure. That surely is a certainty, for Dr. Shoop's Headache Tablets stop it in 20 minutes, and the tablets simply distribute the unnatural blood pressure.

Bruise your finger, and doesn't it get red, and swell, and pain you? Of course it does. It's congestion, blood pressure. You'll find it where pain is—always. It's simply Common Sense.

We sell at 25 cents, and cheerfully recommend

Dr. Shoop's Headache Tablets
"ALL DEALERS"

Henderson Marble Works,
(Branch of the Suffolk Marble Works.)

We are located on Garnett street, next to A. T. Barnes' new brick building. We are prepared to handle or execute any work in the Marble or Granite line. No larger dealers in the marble business in the South. It will be to your interest to pay us a visit.

Henderson Marble Works.

A. G. Daniel,
Wholesale and Retail Dealer in . .
Shingles, Laths, Lumber, Brick, Sash, Doors and Blinds. Full stock at Lowest Prices. Opposite Southern Grocery Company.
Henderson, N. C.

Liberty of the Press

Threatened by Law Establishing Censorship of Newspapers.

Man from Missouri Would Show Others — Busy-Bodies Who Butt-in on Other People's Business Having Meddled Disastrously With Nearly Every Legitimate Industry in the United States Have Now Begun to Harass the Newspapers.

The Southern Publisher.

The article published on page 5 contains a bill recently introduced in the Missouri Legislature regulating newspapers, shows the drift of proscription run to seed in the minds of all too many would-be savers of the nation and its dear people by regulation of everything by law. The article deserves the careful perusal and the thoughtful consideration of every publisher. The great power of the press and a fair minded public is due to be exercised in self-defense when a drift is seen in a direction that would make a newspaper and even a job printer liable to a minimum fine of $100 if a jury should render a decision that an assertion printed or an article advertised did not exactly square with the facts in the case. We need to be saved from the pernicious influences of rampant radicals and their drastic drifts.

Following is the article in question:

The busybodies who butt-in on other people's business travel a lane that has no turning. Having meddled disastrously with nearly every legitimate industry in the United States they have now begun to harass and nag the newspapers. Not content with cajoling Legislatures into passing new libel laws that may result in destruction of the freedom of the press, the Federal Government has dug up an archaic statute under which it is attempting to punish two editors for criticism of the Panama canal affair.

The postoffice authorities are interpreting laws in a way that is humiliating and intrusive to a degree approaching Russia's system of surveillance.

The vulgar theatre trust, quick to note the signs of the time, has instituted what amounts practically to a press censorship throughout the land.

The newspaper profession has endured the above indignities with an amazing supineness, but now the meddlers have determined to regulate the advertising columns, thus attacking the very vitals of the business, the time has come for every publisher to fight. The proof that the advertising columns are under fire is contained in the extraordinary document reproduced below. No doubt many publishers who read this bill will smile in derision and esteem it a joke, but Mr. Foristel, its father is in dead earnest, and there is a Foristel buzzing about the corriders of every one of the 46 State capitols.

Read "House Bill No 648," sentence by sentence, and conceive of you conducting a paper under its provisions. It would not be safe for an editor to print the most commonplace advertisement of a corner grocery unless he acted by advice of a lawyer, an analytical chemist and a detective. "Fresh eggs, 15 for 25c.," the grocer pays you to print. Mrs. Pruyn, the boarding-house keeper, reads the advertisement, buys 15, finds one bad, complains to the court, you are arrested and fined $100. This is not a *reductio ad absurdum*. It is a plain statement of what could and would happen in your State if there were to be enacted a measure like the following one.

The bill which was introduced in the Missouri Legislature by Representative Foristel, designated as House Bill No. 548, is as follows:

COPY OF AN ACT

Regulating advertisements and prohibiting and providing penalties for objectionable, pernicious, false, fraudulent or misleading advertisements.

Be it enacted by the General Assembly of the State of Missouri as follows:

SECTION 1. All persons, firms, corporations and associations are hereby forbidden to print or otherwise to produce, publish, use, circulate, display or transport, or to cause to be printed or otherwise produced, published, used, circulated, displayed or transported, any fraudulent, false or misleading advertisement or advertisements or any advertisement or advertisements which is or are objectionable or pernicious as hereinafter defined, and each violation hereof shall constitute a misdemeanor and be punishable by a fine of not less than one hundred dollars ($100.00), the determination of the precise amount in each case being left to the discretion of the court; provided, that in all cases where the violation is for the sake of direct profit as by pay for production, publication, transportation, or the like, said fine shall always be of an amount not less than three times the amount of such pay, unless treble such pay should fall below the prescribed minimum fine of one hundred dollars ($100.00). Each day's continuance of the production, publication, use, circulation, display or transportation of an advertisement or advertisements such as prohibited by this act shall constitute a separate offense thereunder. Within the meaning of this act, an advertisement shall be defined to be any means of publishing or giving notice of information of certain things, and shall include oral as well as physical forms of publication intended to reach a plurality of persons. Among the kinds of advertisements which, within the meaning of this act, shall be deemed either objectionable or pernicious, or both, and prohibited thereby, are the following: Advertisements of "damaged goods sales," of "fire sales," "bankrupt stock," or other stock represented in the advertisement is offered, represented or sold as a part of such stock. Advertisements stating former selling values, or former worth, in excess of recognized trade standards of such selling values or worth, or where values or worth are stated and are represented as worth more than such prices at which the goods or commodity advertised were sold in regular course of business to numbers of persons within a period of eighteen months prior to date of such advertisement. Advertisements which represent merchandise to be other than as stated upon labels or other markings upon containers or packages of such merchandise, as in the case of food labeled and sold in compliance with pure food laws of this or other States or of the United States. Advertisements wherein is contained any statement or statements of quantity or quality of merchandise to be sold, and containing exaggerated or false statements of quantity, or where the goods offered are seconds, inferior quality, or otherwise not of standard quality and such facts are not disclosed in the wording of the advertisement. Advertisements offering for sale any merchandise or other commodity described as of one material or substance only, when it is a combination of two or more materials or substances, especially where the undisclosed material or substance is an adulterant or material used to cheapen the merchandise or other commodity, as in instances where goods are represented as "all wool" goods, but are "cotton and wool." Advertisements containing statements as of fact, when it is a matter of opinion, unless clearly stated as opinion, as where the words "the best in the world," "finest cheviots," etc., are used. Advertisements in which are contained so-called guarantees or promise of guarantee of future increase in value of shares stocks, bonds, real estate, merchandise or other commodity. Advertisements predicting future greater values or stating present value of stocks, bonds, lands, merchandise or other commodities, and wherein is contained, as an incentive to purchase the stocks, bonds, lands, merchandise or other commodities, a description of the procedure, success or results of any similar enterprise or process of manufacture or similar merchandise. Advertisements of remedies for diseases or treatment of diseases wherein symptoms of diseases are enumerated, or wherein claims of superior professional skill are made, or where offers of "no cure, no pay," "money back if not cured," "contract of cure," or similar offers are published. Advertisements in which are contained so-called guarantees or promises to guarantee a cure of disease, or references, direct or indirect, to private diseases of men or women, as when the words man medicine, diseases of men, irregularities of women, disordered male or female functions, or the like, are used, or fictitious testimonials as to effectiveness of any remedy or treatment for any disease. Advertisements of seers, clairvoyants, fortune tellers, mediums or the like, wherein are contained any so-called guarantee or promise of guarantee, assurance or claims of ability to predict future events, or claims of miraculous or unusual psychic power. Advertisements offering employment wherein is contained a so-called guarantee of results, or where money or other equivalent is asked to be paid in advance for samples or outfits.

Stand By Your Home Town.

Albemarle Enterprise.

The place that gives a man his living is entitled to his best efforts to advance everything calculated to benefit the place and the community. No man has a right to live in a live town who seeks to enrich himself and not actively identify himself with its interests. To be classed as a drone, or chronic kicker and opposed to every measure believed to be for the good of the citizens is a stigma that should not attach to any man in the corporation. The improvements necessary to be made and the manner of making them a monument to the enterprise and intelligence of the citizens is the duty each person owes to the place in which he lives. No man has a right to oppose progress in his town simply because he is not personaly benefited by the proposed improvements or perchance may have to pay a little toward it, for in the end it will no doubt have proven a wise proceeding. Let all join in any movement calculated to better the town and community in which you live.

DeWitt's Little Early Risers, the best known pills and the best pills made, are easy to take and act gently and are certain. All druggists sell and recommend them.

Nothing More Valuable to a Town than a Newspaper.

Monroe Journal.

The *Post* is a new paper at Rockingham, edited by Mr. W. E. Dockery, and it certainly starts off beautifully. It is full of zeal for its town and section and its enthusiasm must have a good effect in arousing town pride and local ambition. Here is an example:

"It has an abiding faith in these parts. It believes, and is almost ready to swear to it, that soon we will have not only 'the best town at all,' but 'the biggest town at all.' And the *Post* is here to take off its coat and roll up its sleeves to make it bigger and better. Good roads, good schools, good lands and good people! Who can beat it? Let's all join hands—and hearts. Make 1909 memorable for all time. And Blewett's Falls will be completed during the year; then the hum of industry and machinery will make sensitive ears deaf and factories will become so thick that it will take a census man to keep up with them. Get ready, and all together!"

And we add that there is nothing more valuable to a town than a newspaper which has both sense and enthusiasm, and the *Post* seems to have a full stock of each.

Children especially like Kennedy's Laxative Cough Syrup, as it tastes nearly as good as maple sugar. It not only heals irritation and allays inflammation, thereby stopping the cough, but it also moves the bowels gently and in that way drives the cold from the system. It contains no opiates. Sold by all druggists.

Words to Freeze the Soul.

"Your son has consumption. His case is hopeless." These appalling words were spoken to Geo. E. Blevens, a leading merchant of Springfield, N. C., by two expert doctors—one a lung specialist. Then was shown the wonderful power of Dr. King's New Discovery. "After three weeks use," writes Mr. Blevens, "he was as well as ever. I would not take all the money in the world for what it did for my boy." Infallible for Coughs and Colds, it's the safest, surest cure of desperate Lung diseases on earth. 50c. and $1.00. Guarantee satisfaction. Trial bottle free at Melville Dorsey's drug store.

ROYAL BAKING POWDER

The most highly refined and healthful of baking powders. Its constant use in almost every American household, its sales all over the world, attest its wonderful popularity and usefulness.

GRAND AUCTION SALE!

150 BUILDING LOTS 150

"GARY'S ADDITION,"

adjoining the thriving and progressive town of

HENDERSON, N. C.

—ON—

Thursday, April 15, 1909.

Sale to commence promptly at 2:30 P. M., on the premises.

I will offer at public auction at the day, hour and place above named ONE HUNDRED AND FIFTY of the most beautiful building sites adjacent to the Town of Henderson.

HENDERSON is a live, wide-awake, growing city, with a delightful climate, exceedingly healthy, magnificent churches of all denominations, and the PUBLIC SCHOOL ADVANTAGES EQUAL TO ANY AND SURPASSED BY NONE IN THE STATE. Ample railroad facilities and all modern necessities, such as Electric Lights, Water Works and Sewerage, Telephone and Telegraph systems, etc. This will be a rare opportunity to invest your earnings, as the progress of the City lies in that direction, and you will be sure to receive a profit in the near future.

Come and inspect these beautiful lots before the day of sale and see the great advantages they possess. A plot has been made and can be seen at my office in the court house. The property will be shown to any party who may apply, and full information given. Don't fail to attend this sale. *Terms will be exceedingly liberal and announced at sale.*

J. L. CURRIN, Auctioneer. W. E. GARY.

THE Steadfast is a strictly high grade shoe—in fit, finish, workmanship and materials a vast improvement over ordinary $5 and $6 shoes. Something you don't usually get—a *hand-lasted*, silk-fitted shoe for the same price you have been paying for cotton-fitted, machine-lasted shoes.

We claim for THE Steadfast SHOE that this integrity in material and workmanship—absolute high art in shoe making—cannot be duplicated except in made to order footwear retailing for $10 to $12.

We are showing the new Oxfords in tans, patent leather and the dressy dull leathers. The "swellest" line of shoes this city ever saw.

Prices $5 and $6

Made by SMITH, DRISCOE SHOE CO., Inc., Guyandotte, Va.

Henderson Shoe Co.

Two Houses—Same Size

When you paint your house bear in mind what a gallon costs, $5; look out for your gallons.

Shut your eyes to everything else but gallons. Look out for nothing but gallons.

Example

10 gallons another paint, put-on costs $50
6 " Devoe, " " 30
Devoe saves $20

And the paint that takes 6 gallons will wear a third longer than the paint that takes 10. Look out for the gallons.

Allen-Moss Hardware Co.

Music and Melody For North Carolina Schools.

SONGS OF SEASONS—By Mary Best Jones, Director of Music in the Hemenway Schools, Wilmington, N. C. Price 25 cents. Published by American Book Company, New York, Cincinnati and Chicago.

With the compliments of the publishers we have received a copy of the above entitled work which seems to us to fill a "long felt want" in our North Carolina schools. And "Songs of the Season" should have a place in the homes of our people as well. Perhaps we cannot give a better criticism of the book than the following from the February number of *North Carolina Education:*

"No sooner had our eyes run down a column of the index and glanced over a few pages of this new book than we felt like exclaiming, 'Hurrah! Here it is!—a song book for North Carolina schools!' Music and melody and singing—how they add to the joy of school days and to the delight of school work! And if the music and songs are just what you want then all the greater is the joy of making melody with them.

"If you are teaching in a North Carolina school, this new book, by Miss Mary Best Jones, of Wilmington, contains the songs you want to sing. In the first place, there are in it both 'The Old North State,' and 'Ho, for Carolina'—words and four-part music for both of these stirring songs. This is the first time, so far as we know that both of these fine pieces of patriotic melody have been accessible to North Carolina schools in a book of this kind. This alone is something to be proud of in this new collection of school songs.

"But the book is praiseworthy in other respects. It contains also 'America,' 'Dixie,' 'The Star Spangled Banner,' 'The Homespun Girl,' 'Bonnie Blue Flag,' and other patriotic songs. It is to be accounted good fortune that all these may now be had in a single collection. And then, there are those matchless melodies about which ten thousand tender memories hang, like 'Home, Sweet Home,' 'The Old Folks at Home,' and 'My Old Kentucky Home'—these, too, both words and music are to be found in this excellent collection. Songs in lighter vein and merrier mood are not neglected. 'The Bumblebee's Party,' 'The Three Blind Mice,' and 'Little Cherry Blossom' will greatly please the little folks.

"For morning or evening exercises a number of hymns are provided, and the religious element in such exercises has not been overlooked. 'Awake, My Soul,' 'Jerusalem, the Golden,' 'Joy to the World,' 'Onward Christian Soldiers,' and 'Lead Kindly Light,' are some of the 'psalms, hymns and spiritual songs' which lend completeness to this very welcome book of school songs.

"Welcome is not used amiss. The appearance of such a book is a happy circumstance for North Carolina schools. We are glad that the author cherished such an idea and has given it expression with such fine skill. We are glad that the publishers have made such an attractive book."

"Buster Brown" April 21st.

Again we are to have "Buster Brown." Manager Aronson announces the little fun maker and his bevy of attendant girls for an appearance at the Grand Theatre April 21st. This year Master Reed who plays "Buster" has fully demonstrated that he is the right little comique in the exact spot, for he is so immersed in and imbued with the spirit of Mr. Outcalt's character that those who have seen him declare that he is not playing a part, that he is the typical "Buster" himself. As those who have seen the play know, "Buster Brown" is one of the best known and most satisfying of the many latter-day musical comedy attractions. This season it is given with an entire new scenic dress, costumes and effects, while the cast includes the best class of players, among whom are little Harold West, as "Mary Jane," Thomas Colton, as "Tige," "Buster's" dog, John and George Gorman, comedians, late stars of the famous Gorman Brothers' Minstrels, and a big chorus of pretty maidens, and is said to be the best yet seen in its several characters. This latest edition of "Buster Brown" will be served with all new music and the latest popular songs.

Proposed Good Road From New York to Florida.

A Wilson dispatch says Rev. Thad A. Cheatham, who recently returned from Pinehurst, says that a number of wealthy Northerners informed him that the Automobile Association of the North had leagued together to build a macadamized road as near direct as possible from New York to Florida, to pass along the coast line down to Weldon, and from thence either by Henderson or Wilson, in order to take in Pinehurst. The gentlemen informed him that they wanted the counties and cities along the route to help build the road since it would benefit the hotels and the territory through which it passed, and would prove a great advertisement for towns along the route as tourists would be stopping over at different points in their travels.

The Carolina, Clinchfield & Ohio Railroad is now running double-header freight trains to Bostic, the Seaboard Air Line junction point. By double-header is meant freight trains pulled by two engines. Nearly all of the freight is coal and great quantities are being delivered at Bostic. About May 10, through passenger service between Charlotte and Johnson City, thence to Cincinnati, will be put on, which will mean the opening of a new trunk line for Charlotte.—Charlotte *Observer*.

Swept Over Niagara.

This terrible calamity often happens because a careless boatman ignores the river's warnings—growing ripples and faster current. Nature's warnings are kind. That dull pain or ache in the back warns you the Kidneys need attention if you would escape fatal maladies—Dropsy, Diabetes or Bright's disease. Take Electric Bitters at once and see Backache fly and all your best feelings return. "After long suffering from weak kidneys and lame back, one $1.00 bottle wholly cured me," writes J. R. Blankenship, of Belk, Tenn. Only 50c. at Melville Dorsey's drug store.

State Guard Officers.

Governor Kitchin Announces Full List of Military Appointments.

General Thomas R. Robertson Becomes Chief of Ordnance, Being Succeeded as Adjutant General by Gen. J. F. Armfield, Who is Succeeded as Brigadier General by Col. B. S. Royster—Gen. F. A. Macon Remains as Quartermaster General.

Gov. Kitchin has announced his full list of military appointments. Some weeks ago he named Gen. J. F. Armfield, of Iredell, as Adjutant General to succeed Gen. Thomas R. Robertson, and Col. B. S. Royster, of Granville, Brigadier General to succeed General Armfield. Other appointments were deferred until a later date. We copy from the Raleigh *Evening Times* the following:

Governor Kitchin today announced his full list of military appointments. Brigadier General Macon, of Vance county, remains as quartermaster general, a position he has filled with great credit for eight years. General Thos. R. Robertson, adjutant general under Gov. Glenn is transferred to the ordnance department. Col. J. G. Hollingsworth, of Cumberland, becomes paymaster general. Col. A. C. Davis, attorney at law, formerly head of the Davis military school, becomes judge advocate general.

The full list of appointments is as follows:

F. A. Macon, quartermaster general, brigadier general, Vance county.

W. E. Gary, assistant quartermaster, lieutenant colonel, Vance county.

C. H Gattis, assistant quartermaster, major, Wake county.

Mark W. Williams, assistant quartermaster, major, Mecklenburg county.

J. W. Dalton, assistant quartermaster, major, Forsyth county.

J. L. Currin, assistant quartermaster, captain, Vance county.

Thos. R. Robertson, chief of ordnance, colonel, Mecklenburg county.

W. F. Robertson, assistant ordnance officer, lieutenant colonel, New Hanover.

J. B. Thomas, assistant ordnance officer, major, Franklin county.

A. K. Powers, ordnance officer, major, Pender county.

J. C. Mills, ordnance officer, major, Rutherford county.

J. M. Campbell, ordnance officer, major, Buncombe county.

J. G. Hollingsworth, paymaster general, colonel, Cumberland county.

W. W. Pierce, assistant paymaster general, lieutenant colonel, Duplin county.

R. T. Daniel, assistant paymaster, major, Halifax county.

R. G. Allsbrook, assistant paymaster, major, Edgecombe county.

E. L. Conn, assistant paymaster, major, Wake county.

E. G. Sherrill, assistant paymaster, major, Guilford county.

A. C. Davis, judge advocate general, colonel, Wayne county.

V. C. Bullard, assistant judge advocate general, lieutenant colonel, Cumberland county.

T. A. Lyon, assistant judge advocate general, major, Bladen county.

J. D. Proctor, assistant judge advocate general, major, Robeson county.

A. L. Godwin, assistant judge advocate general, major, Gates county.

Elijah Moffitt, assistant judge advocate general, major, Randolph county.

Bank Advertising.

At a recent meeting of the members of the Philadelphia chapter of the American Institute of Banking Mr. T. D. MacGregor, of New York, manager of the publicity department of the *Banking Magazine*, emphasizes the benefits that accrue to financial institutions from the use of printer's ink and paid splendid tribute to the value of newspapers in the capacity of mediums.

Mr. MacGregor said in part:

"The two most important factors of resultful advertising are right mediums and right copy. The daily newspaper is the most valuable advertising medium for any bank seeking local business. There is no better way to reach a larger number of persons cheaply and effectively.

"The newspaper is a part of the daily life of the American people. It goes everywhere. Everybody reads it. Every day it comes entirely fresh and new. If he is wise the advertiser in it makes his message fresh and new daily too.

"The daily newspaper can best give the constant repetition that wears away forgetfulness and forces attention. It enables the advertiser to tell his story quickly.

"It makes it possible for him to reach many whom he could reach to advantage in no other way, as everybody who reads at all reads some newspaper.

"Size of circulation is not the only thing to be considered in choosing an advertising medium. There is a quality as well as a quantity factor which enters into the case. For some kinds of advertising 20,000 of a high class circulation is worth 100,000 of a poorer class.

"The editorial policy and the character of the news columns of a newspaper have an important bearing upon the advertising value of the medium. A wide-awake paper which is clean, ably edited and progressively managed is a splendid place for an advertising bank to present its announcements."

And what is said of banks applies with equal force to other lines of business—the retail merchant especially.

Any lady reader of this paper will receive, on request, a clever "No-Drip" Coffee Strainer Coupon privilege, from Dr. Shoop, Racine, Wis. It is silver-plated, very pretty, and positively prevents all dripping of tea or coffee. The Doctor sends it, with his new free book on "Health Coffee" simply to introduce this clever substitute for real coffee. Dr. Shoop's Health Coffee is gaining its great popularity because of: first, its exquisite taste and flavor; second, its absolute healthfulness; third, its economy—1½lb 25 cents; fourth, its convenience. No tedious 20 to 30 minutes boiling. "Made in a minute" says Dr. Shoop. Try it at your grocer's, for a pleasant surprise. Sold by all dealers.

The Home Cheerful

THE Home Cheerful is the *bright* home. Home environment is mostly wall decorations. Impressive papers are also *oppressive*: they are not cheerful. Cheap papers soil quickly. *All* wall papers and kalsomines are unclean, unsanitary.

¶ Decorate this year with

WALL CEMENTICO COATING

Reg. U. S. Patent Office.

The modern, ideal wall treatment. Beautiful, bright, clean, sanitary.

¶ Not a mere surface coating—will not crack, peel or rub off. Dust-proof. Damp-proof. Fire-proof. Colors harmless.

¶ Easily mixed with water and applied by *any one* who can wield a brush.

¶ Fifteen Beautiful Tints and Colors: artistic, restful, *cheerful*. Sealed 5 lb. packages, *very* economical. Ask for Cementico Color Chart.

Made only by
United States Gypsum Co.

Sold by
J. S. POYTHRESS,
Henderson, N. C.

New Meat Market.

I have opened a MEAT MARKET in the Loughlin building, across the street from the old Dispensary, and respectfully solicite a share of the public patronage. Will have an experienced cutter in charge and purpose at all times to furnish my customers with the best to be had in the line of fresh meats of all kinds. Prompt attention to all orders.

Phone 359—F.

GEORGE R. IVEY.

Publication of Summons.

THE STATE OF NORTH CAROLINA:

To James R. Henderson, Nannie Mackey, Joseph Henderson, Lizzie Fogg, Hopkins Burwell and Carrie Burwell, colored, late of Townesville, N. C.—GREETING:

You and each of you are hereby summoned to appear at the next Superior Court to be held for Vance county at the Court House in Henderson, and plead, answer or demur to the complaint of Susan Henderson, already filed in this court, in which she alleges that a certain paper purporting to be a deed from Joseph Townes, James Townes and Isabella H. Townes to Peter Henderson, dated May 28, 1872, is a forgery and asks the court to cancel the same. And you are further notified that unless you appear and answer said complaint or defend said action at said term plaintiff will demand judgment according to the prayer of the complaint.

Witness the signature of the Clerk and seal of said court.

[L. S.] HENRY PERRY,
Clerk of the Superior Court of Vance County, N. C.

ORINO
Laxative Fruit Syrup
Pleasant to take
The new laxative. Does not gripe or nauseate. Cures stomach and liver troubles and chronic constipation by restoring the natural action of the stomach, liver and bowels.
Refuse substitutes. Price 50c.
For Sale at Parker's Drug Store.

Women
Women who suffer from female ailments, frequently neglect their trouble, till a general break-down follows. Don't wait till your case is as bad as that—take Cardui in time. It is a safe, reliable medicine, for all women.

Take CARDUI

Mrs. Rena Hare, of Pierce, Fla., tried Cardui and afterward wrote: "I was a sufferer from all sorts of female trouble, had pain in my side, drawing pains in my legs, could not sleep, had shortness of breath.
"I suffered for years, until my husband insisted on my trying Cardui. The first bottle gave me relief and now I am almost well."
Try Cardui.
It will help you.
E 48