

Free Advertising Abuse.

The demand for free advertising is in extent, persistence and ingenuity beyond the belief of any but those who have had experience in the business. A man who would never think of going into a grocery store and requesting the proprietor to donate a barrel of flour or into a shoe store and telling the owner that if he has no objection he thinks he'll help himself to a pair of shoes will walk confidently into a newspaper office and prefer his request for several dollars' worth of free advertising and feel mightily offended if refused.

The solicitor of free advertising is always sure that the proprietor would be "glad of something to help fill up the paper." He is just as glad as the grocery man is glad of some one to help carry off his stock without payment. Time and again under the guise of news items matter is presented which is plain advertising and if used at all should be paid for as such.

The newspaper proprietor expects to furnish a certain amount of free advertising to religious,

charitable and public enterprises. If he didn't he would be looked on as a heathen, hardhearted mercenary, liking to public spirit. His contribution is accepted as matter of course, and rarely is he accorded a word of thanks. Sometimes he refuses to donate as much space as the promoter of some enterprise desires, and then he is looked upon as unreasonable and disobliging. The proprietor also expects and is willing to give a little free advertising to those who run paid advertising in his paper.

This is a matter of business courtesy which is rarely abused. But with the hordes of solicitors free advertising which constantly besiege the newspaper offices which no possible claim upon his courtesies save the hope of getting something for nothing, the proprietor has no sympathy what ever.

The duties that the newspaper proprietor and editor owe to the public are numerous, diverse and exacting. It is high time that the public should understand these duties do not include the sacrifice of a considerable amount

of valuable space for the benefit of individuals or enterprises which give nothing in return.—Exchange.

Mrs. J. Shupling, of Morganton, was in the city Tuesday. She was returning from a visit to her daughter, Miss Mary Shupling at Davenport Female College in Lenoir.

Bitten By a Spider

Through blood poisoning caused by a spider bite, John Washington of Bosqueville, Tex., would have lost his leg, which became a mass of running sores, had he not been persuaded to try Bucklen's Arnica Salve. He writes: "The first application relieved, and four boxes healed all the sores." 25c. Guaranteed at C. M. Shuford's Menzies Drug Co., and W. S. Martin, druggist:

The only true constipation cure must begin its soothing, healing action when it enters the mouth. Hollister's Rocky Mountain Tea restores the whole system to a healthy, normal condition. 35 cents, Tea or Tablets. E. B. Menzies.

VALUABLE INFORMATION.

Something Every Person in Hickory Should Know.

Nearly three hundred years have passed since the medicinal, curative elements known to exist in the cod's liver were first discovered and recognized by physicians as a specific in the treatment of pulmonary and wasting diseases, and as a body-builder and strength creator; but how to extract those medicinal elements from the oil in which they were enveloped, has been the study of some of the most expert chemists in the world.

Now, the process discovered by two eminent French chemists, Morgues and Gautier, should interest every person in Hickory. By an extractive concentrating process they discovered a way separate the tonic, body building and curative elements contained in fresh cods' livers from their useless oil. By this process Vinol is made.

Because Vinol contains no oil, but embodies all the medicinal value of cod liver oil, with tonic

iron added, it is fast superseding old-fashioned cod liver oil and emulsions. As a body builder and strength creator for old people, weak women, delicate children, after sickness, and for all pulmonary troubles, nothing has ever been known to excel Vinol. We ask Hickory people to try Vinol on our offer to return their money if it does not give satisfaction. Menzies Drug Co., Hickory, N. C.

Kodol For Indigestion

Our Guarantee Coupon
If, after using two-thirds of a \$1.00 bottle of Kodol, you can honestly say it has not benefited you, we will refund your money. Try Kodol today on this guarantee. Fill out and sign the following, present it to the dealer at the time of purchase. If it fails to satisfy you return the bottle containing one-third of the medicine to the dealer from whom you bought it, and we will refund your money.
Town _____
State _____
Sign here _____

Digests What You Eat
And Makes the Stomach Sweet
E. C. DEWITT & CO., Chicago, Ill.

Doing Business Again

"When my friends thought I was about to take leave of this world, on account of indigestion, nervousness and general debility," writes A. A. Chisholm, Treadwell, N. Y., "and when it looked as if there was no hope left, I was persuaded to try Electric Bitters, and I rejoice to say that they are curing me. I am now doing business again as of old, and am still gaining daily." Best of all tonic medicines. Guaranteed by C. M. Shuford, Menzies Drug Co., and W. S. Martin, druggist. 50c

If taken patiently and persistently will relieve the most obstinate cases of indigestion, constipation, bad blood, bad liver no matter how long standing. That's what Hollister's Rocky Mountain Tea will do. 35 cents, Tea or Tablets. E. B. Menzies

Miss Annie Duke, one of the graded school teachers, spent Sunday in Newton with her mother, Mrs. Sallie Duke.

A bale of cotton was recently sold in Greenville, S. C., for \$98.

Constipation deranges more lives with nervousness than any other abnormal condition.

DR. PRICE'S WHEAT FLAKE CELERY FOOD

is made from the whole grain of the wheat, celery infused, making it nature's evacuant.

For sale by all Grocers

To Cut a Dash

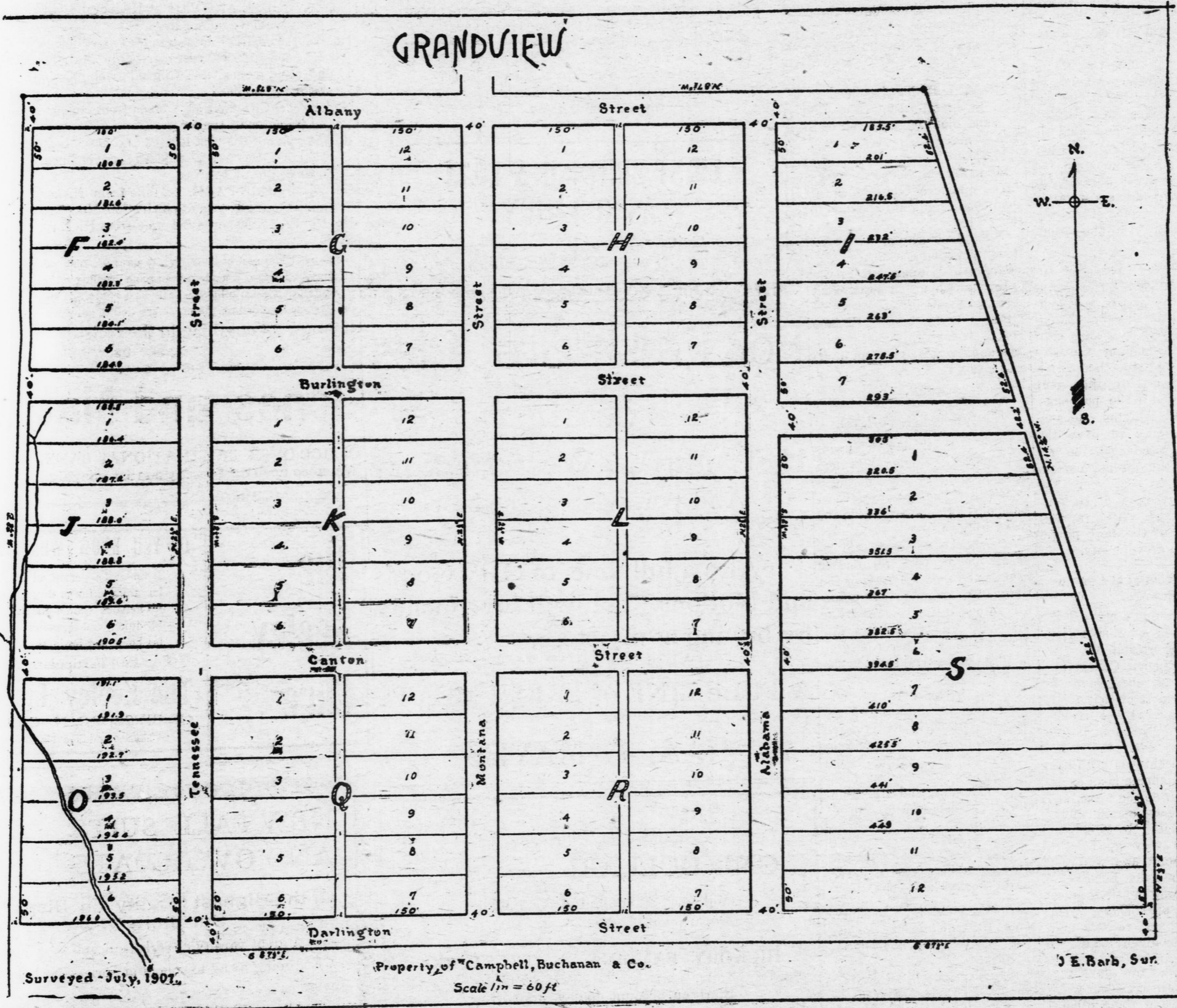
If you would join
The social whirl
Or win a most
Bewitching girl.
Or be bowed to
Every day
And deferred to
In every way.
You need not have
A family tree
Nor be a wise guy,
No, sirree!
All that you need
To cut a dash
Is plenty of
The cold hard cash.
You don't have to "Cut a Dash" to get one of our policies—Fire, Life accident, Sick benefit or any other kind of a policy—all that is necessary is good credit.

W. A. HALL
Successor to J. G. Hall & Son

NOTICE
By virtue of the power contained in a deed of mortgage executed on the 1st of April, 1905, by Alfred Ramsour and his wife Ann Ramsour to the Henkel Live Stock Co., a corporation, the undersigned will on the 26th day of October, 1907, at the court house door in Newton, N. C., sell to the highest bidder for cash that certain lot of land in Newton, in Catawba Township, Catawba county. Adjoining the lands of Coulter Bros., and others bounded and further described as follows:

Beginning at a white oak and runs N, 85, W. 56 1-2 poles to a stone; thence S. 14, W. 30 poles to a stone in the road; thence S. 75 1-2, E. 26 poles to a stake on Jacob Carpenter line; thence N. 9, E. 10 1-2 poles to a stone; thence N. 36, E. 28 1-3 poles to the beginning containing 7 3-4 acres more or less
This sale is made on account of failure of mortgage to pay a note for \$45.00 dated April 1st, 1905, and bearing interest from date. Sale to be made between the hours 1 and 3 o'clock p. m. 1907.
This Sept. 20, 1907.
Henkel Live Stock Co.
Hickory, N. C.

**GREAT OPPORTUNITIES
KNOCK ONLY OCCASIONALLY**



109 BEAUTIFUL BUILDING SITES IN GRAND VIEW AT YOUR PRICE

This is an opportunity of your life to buy a lot for investment or for yourself or children. This place has the right name, as it is a GRAND VIEW of the entire city. We have no price or buy bidders. These lots are put up at AUCTION SALE for the high dollar. Our terms \$10 cash and \$5 per month. The people name the price and we take what they bid. There will be three lots given away to the purchasers on the ground. One lot and \$50 in Gold will be given away to the people on the ground, whether you buy or not. Everybody, and the ladies especially, are invited to attend this sale. The sale begins at

10:00 A. M., OCTOBER 5th

and continues until the lots are sold. FREE CARRIAGES to and from Grand View. We want everybody to attend this sale, whether you expect to buy or not, and see what has been done in the way of building up streets to GRAND VIEW. Free Lemonade and Ice Water on the ground. B. W. Getsinger, Auctioneer, of Rock Hill, S. C.

Campbell, Buchanan and Company
Hickory, N. C.



Much in the Method

We can't all be beautiful, it appears, but we can all make

BEAUTIFUL PICTURES

We make the sort which are interesting and lovely, whether or not your proportions are absolutely correct or your complexion faultless.

G. M. HARDIN,
Photographer.
Morganton St. Hickory