

# THE HICKORY DEMOCRAT

Established 1899

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### ADVERTISING

#### The Value of the Local Newspaper As An Advertising Medium

Advertising is to commercial life what preaching is to religious life. It is the quickest, most effective and least expensive way for a merchant to make his existence known to the people, to tell them what he has to sell and why they should buy from him. It is simply a business proposition. It stands on its own merits and is worth all that it costs. The dealer who uses space in the paper to help the editor will find that he is losing.

Every institution from the mammoth department store to the cross-roads grocery store can utilize newspaper space to advantage. Space in the smallest country paper is worth as much in proportion to its circulation as the largest city daily. The reason a merchant should use the local paper is because it is the best means of reaching the people of his immediate vicinity. And the greatest reason for using space in any paper is because it pays.

Newspaper is as necessary an item of expense as clerk hire or lights and should be looked after as carefully.

At the same time it is not an expense, but an investment. Judicious newspaper advertising pays a handsome interest on the money invested by an increase of new customers and immediate increase in sales while the principle remains as a valuable good will which lasts as long as the business itself.

#### MUCH SPACE WASTED.

It is in advertising as in other things, the advertiser must know his business. The man who opens a dry goods store without being master of the business, must sooner or later fail. It is the same in advertising. On the side of success stand careful planning, correctly written interesting copy and skillful display on the side of failure stand a lack of preparation, poor uninteresting copy and faulty display.

It is possibly not too much to say that no merchant should attempt to write his own ads, who has not at least mastered the simplest rules for successful advertising.

Properly done advertising appropriations will always show a profit. Yet, strange to say, many thousands of dollars worth of space is actually wasted each year. This comes from the merchant not knowing his business.

Much that passes for advertising is undeserving that name. Therefore the experience of merchants who know nothing of real advertising should not be taken to prove that advertising doesn't pay. This view, however is not uncommon. Apparently there is, in many instances, no attempt on the part of the publisher or the merchant to make it pay.

#### THE PUBLISHER'S DUTY

The responsibility for results rests not alone with the advertiser. The publisher as well has a duty to perform. It is to the interest of and is the duty of the publisher to make every legitimate effort to increase his circulation and thus increase the value of his paper as an advertising medium. The interests of the advertisers should receive as much attention as that of the readers. The appearance of the ads should be changed as often as that of the news columns. Then the editor should call the attention of his readers to the advertisements appearing in his columns and speak a good word in behalf of those who use his space.

(Continued next week.)

DeWitt's CARBOLIZED WITCH HAZEL SALVE For Piles, Burns, Sores.

### Presbyterian Home Missions.

By request of Rev. C. A. Munroe, we publish the following editorial from the Mooresville Presbyterian's Bulletin:

There are seventy-two churches in Concord Presbytery. Twenty-nine of these churches receive aid from the Presbytery in supporting their pastors and in addition to this sustentation work there are several mission fields where as yet there are no organized churches and in which the workers are supported in part by Presbyterian funds. Some of these churches have been recently organized and are not strong enough to pay the salary of a pastor. Some of them are old churches suffering continual loss by the removal of members from the country to the towns and need aid in order to carry on their work. We of the Mooresville church can appreciate the situation in each of these cases. First, because we have a newly organized church in our own town with a membership as yet insufficient to undertake self-support, and second, because our church has been built up and is continually increasing by accessions from the country church here. We should believe in Presbyterian Home Missions and it is a source of gratification that our church has ever been one of the foremost in contributions to this cause.

So please remember the struggling little church you have left or from which your father or mother has moved, whenever there is to be a contribution to Home Missions. Remember also that in other Presbyteries and other Synods there are like conditions—churches that are weak, that do not increase in membership from year to year because they are continually losing their members to the town churches. Look over the roll of your own church and see what an irreparable loss we would sustain if we should return to Bethesda and Troutman and China Grove and a number of other churches in similar condition the members we have received from them. Remember again that when you contribute a dollar to Home Missions, sixty cents of that dollar goes to the mission work in our own Presbytery and only forty cents to the work of the Synod and the Assembly.

We have recently had addresses from Mr. Tufts and Mr. Hall giving us an insight into the educational work that is being carried on in our mission field and the response of our people has proved that we are determined to uphold the hands of our workers in this splendid work they are doing for the church and the State.

The Presbytery carries on this work through its Home Mission Committee of which Rev. C. A. Munroe is the chairman. A recent circular issued by him gives the following interesting information. At the last spring meeting of Presbytery an increase of \$500.00 in the appropriations to Home Missions was made in order to meet the growing demands of our work in new fields.

The total appropriations for the year ending March 31, 1909, were \$3,625.00. We now have every mission field that receives help from Presbytery supplied with the regular preaching of the word. 'It is up to' our people and churches to decide by their contributions yet to be made whether the enlarged plan of this year shall be recommended for next year.'

We have a growing and encouraging work which is ably, economically and aggressively managed and we should consider it a great privilege to participate in it.

Subscribe for the Democrat.

### The Forward Movement.

Peter, the Hermit, rallied Europe to arms for the rescue of the Holy Sepulcher with the cry, "God wills it."

Because the people believed that, they responded with an enthusiasm and sacrificial heroism that in a righteous cause would have been invincible. We know now that the first crusade was a huge blunder, both as to its object and as to its methods.

We are now endeavoring to get our people enlisted in a crusade for the development of our town and county. And this crusade, we believe, is no blunder, either as to its objects or its methods. Inadvertency is our greatest enemy, and from this power we wish to rescue our city.

No man in our town, when once awakened to his responsibility and the possibilities of the town, will longer remain idle.

A chief characteristic of Southern manhood is the determination to do things. Energy and perseverance are strongly dominant in our nature, and when fighting for a righteous cause we are invincible. We laugh at obstacles and scorn opposition. Our greatest fault is a failure to see, in some instances, our own best interests. The booming of a town is to the direct interest of each individual in the town. It is impossible for a town to prosper without each individual of any push and energy being placed in better condition financially. A larger demand for labor is created and the wages of the laboring classes are advanced thereby placing more money in circulation to be spent for the necessities and luxuries of life. This creates a larger demand for all kinds of merchandise, thereby benefiting directly the merchants of the town.

The real estate dealer is also benefited, because the greater the number of people contained in a town the greater will be the demand for homes in the town. The same applies to all classes of our citizenship. Whatever may be our capacity, we are servants of the people. Our labor, whatever it may be, is for the benefit of society. What we receive from society is in proportion to the service we rendered to society, and the amount of service rendered is naturally in proportion to the demand for such service. It naturally follows, then, that the more people there are to be served the greater will be the demand for service.

Now, in view of these facts and in view of our wonderful opportunities, would it not be to the interest of each of our citizens to make a strenuous effort to advance our town to her place as one of the best in North Carolina? It is needless to say more of our advantages. These are known to every one. Let us become awakened and do our whole duty.

Revolts at Cold Steel.

"Your only hope," said three doctors to Mrs. M. E. Fisher, Detroit, Mich., suffering from severe rectal trouble, lies in an operation. "Then I used Dr. King's New Life Pills," she writes, "and I'm wholly cured." They prevent Appendicitis, cure Constipation, Headache. 25c. at C. M. Shufford's, W. S. Martin's, Moser & Lutz.

There appears to have arisen some opposition to the suggestion advanced by the Tribune in Rome that Mr. Roosevelt be made a Roman citizen when he visits Italy. Our contemporary need not be alarmed, we feel sure. Mr. Roosevelt may be depended on to make himself perfectly at home, nevertheless.

Social functions of winter, midnight lunches, loss of sleep tell on the health. Hollister's Rocky Mountain Tea clears the blood, aids digestion, relieves fatigue; makes and retains your health. Greatest tonic. Tea or Tablets, 35 cents. Moser & Lutz.



**THE BEST WATCHMAN** of your property interests is an insurance policy. It never sleeps, and its help is always on hand when you need it most. We specialize on fire insurance that really insures only the most reliable companies represented.

#### REAL ESTATE.

When wanting to buy a farm, suburban property, city lots or any thing in the real estate line, see us. We can get the very lowest price for you and help you buy it.

#### LIFE INSURANCE.

All rich men carry life insurance because they can't take the same amount of money and in any other way increase the value of their estate as much. Life insurance to a poor man is an absolute necessity, because if death should come he would leave his wife and children dependent unless he carried life insurance.

LOANS.—We loan money on Hickory Real Estate.

### Hickory Insurance & Realty Co.,

J. A. LENTZ, President. W. A. HALL, Vice-President. M. H. GROVES, Sec. Treas. H. E. McCOMB, Ass't Mgr. Real Estate Dept.

## Winter Goods!

Men's and Boy's

### Clothing, Shoes and Hats

Ladies

OUR LINE OF DRESS GOODS AND NOTIONS ARE THE BEST IN THE CITY.

THE VALUE OF A DOLLAR IS WHAT YOU WANT : : : :

## SETZER & RUSSELL

HICKORY, N. C.

## OUR DAILY BREAD



Should be wholesome, light and easily digested and assimilated.

### We Eat More Bread Than Any Other Food.

Therefore it should be, if anything, of better quality than any other food. Our Bread is the best in town; snow white, pure, dainty and delicious, full of nutrients. Let us serve you.

### HICKORY BAKERY

MYRON A. RICE, Prop. Phone 127

## FROST PROOF CABBAGE PLANTS GUARANTEED TO SATISFY PURCHASERS



PRICE: In lots of 1 to 4 m. at \$1.50 per m., 5 to 10 m. at \$1.25 per m., 10 m. and over, at \$1.00 per m. F. O. B. YOUNG'S ISLAND, S. C. Our Special Express Rates on Plants is Very Low. We grew the first Frost Proof Plants in 1868. Now have over twenty thousand satisfied customers; and we have grown and sold more cabbage plants than all other persons in the Southern states combined. WHY? because our plants must please or we send your money back. Order now; it is time to get these plants in your section to get extra early cabbage, and they are the ones that sell for the most money. Special terms to persons who make up clubs. Write for illustrated catalogue. Wm. C. Geraty Co., Box 80 Young's Island, S. C.

The Democrat is the best advertising medium in Catawba county as it is read in very near every State in the Union, and in every home in the county. The subscription price is only \$1.00 per year.

**900 DROPS**  
**CASTORIA**  
Vegetable Preparation for Assimilating the Food and Regulating the Stomach and Bowels of  
**INFANTS & CHILDREN**  
Promotes Digestion, Cheerfulness and Rest. Contains neither Opium, Morphine nor Mineral. **NOT NARCOTIC.**  
Prescribed by  
Dr. J. C. Chamberlain  
A Perfect Remedy for Constipation, Sour Stomach, Diarrhoea, Worms, Convulsions, Feverishness and LOSS OF SLEEP.  
Fac-Simile Signature of  
**Dr. J. C. Chamberlain**  
NEW YORK.  
116 months old  
**35 Doses - 35 CENTS**  
EXACT COPY OF WRAPPER.

**CASTOROL**  
For Infants and Children  
The Kind You've Always Known  
Always Bears the Signature of  
of  
*Dr. J. C. Chamberlain*  
In Use For Over Thirty Years  
**CASTORIA**  
THE CHAMBERLAIN COMPANY, NEW YORK CITY.

### CLUBBING RATES.

#### Do You Want to Take Any Other Paper With the Hickory Democrat?

If you want to take any other paper in connection with the Democrat, we can save you from 25 to 50 cents on the subscriptions. We invariably give our subscribers the benefit of whatever rate is made us by any paper, and we do not make a cent on any of them.

We will send the Democrat and the Charlotte Semi-Weekly Observer, both, one year for \$1.75. This is a good combination, as the Observer is a paper full of general news that will always interest you.

We will send you the Democrat and the Progressive Farmer to new subscribers to that paper for only \$1.50. The Progressive Farmer is the best farm paper published for Southern farmers. If you are already taking the Progressive Farmer, the price of the combination will be \$1.70.

We will send the Democrat and the New York Thrice-a-Week World, four papers a week for only \$1.90. The World is a good paper, and you will get the worth of your money in this combination.

The best semi-monthly farm paper published is the Home and Farm, of Louisville, Ky. We will send the Democrat and that paper both one year for \$1.25.

We will send the Southern Agriculturist, published monthly at Nashville, Tenn., absolutely free for one year to every one who pays a year in advance to the Democrat, at the regular price of \$1.00.

We will send the Democrat and the Atlanta Thrice-a-week Constitution both one year for \$1.75. We have also the following other excellent clubbing offers.

The price includes a years subscription to both the Democrat and the papers named:  
Southern Ruralist, published at Atlanta, \$1.50.  
Bob Taylor's Magazine, Nashville, Tenn., \$1.85.

#### ASK YOURSELF THE QUESTION.

Why not use Chamberlain's Linctament when you have rheumatism? We feel sure that the result will be prompt and satisfactory. It has cured others, why not you? Try it. It costs but a trifle. Price 25 cents; large size, 50 cents. For sale by W. S. Martin & Co.

"Wake up, Nashville," says the American of that city. If Nashville is not awake with the Cooper trial going on and the legislature in session, we fear the case is hopeless.

Foley's Orino Laxative cures constipation and liver trouble and makes the bowels healthy and regular. Orino is superior to pills and tablets as it does not gripe or nauseate. Why take anything else. W. S. Martin & Co.

If California keeps it up, Capt. Hobson will doubtless be tempted to polish up his I-told-you-so apparatus.

There is not any better salve than DeWitt's Carbolyzed Witch Hazel Salve. We hereby warn the public that we are not responsible for any injurious effects caused from worthless or poisonous imitations of our DeWitt's Carbolyzed Witch Hazel Salve, the original. It is good for anything when a salve is needed, but it is especially good for piles. Be sure you get DeWitt's. For sale by C. M. Shufford and W. S. Martin & Co.

**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.