



Support Local Newspapers

They Excel as Advertising Mediums and Constitute Greatest Force For Good In Our Country.

By ARTHUR BRISBANE, Editor of the New York Evening Journal

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THE Hearst newspapers have more than once called the attention of business men and of citizens in general to the important work that is done by the editors of the SMALLER NEWSPAPERS and to the great value of those newspapers AS ADVERTISING MEDIUMS.

IT WOULD BE IMPOSSIBLE TO KEEP THIS GOVERNMENT GOING, IMPOSSIBLE AT LEAST TO KEEP REPRESENTATIVE AND DEMOCRATIC GOVERNMENT ALIVE IN THIS COUNTRY, IF IT WERE NOT FOR THE THOUSANDS OF NEWSPAPER EDITORS SCATTERED THROUGHOUT THE LAND, EVERY ONE OF THEM A WATCHER AND AN OBSERVER, A VIGILANT POLICEMAN IN POLITICS AND PUBLIC AFFAIRS.

Wherever two railroads cross in the United States and there is a town or village, there is, fortunately for the country, a local editor.

The editor WATCHES THE TWO RAILROADS. HE WATCHES THE AFFAIRS OF HIS TOWNSHIP, COUNTY, STATE AND NATION.

He talks daily or weekly to his fellow citizens concerning affairs that most vitally interest them. He is for them AN EYE THAT DOES NOT SLEEP, a man alert and devoted to those that are his constituents.

If the railroad crossing kills too many, if the railroads combine to charge too much or serve too poorly, if the judge, governor or mayor seems more of a railroad official than a people's official, the editor is there to tell about it.

Big metropolitan newspapers with circulations running into many hundreds of thousands daily have a peculiar power of their own.

BUT IF YOU TOOK ALL THE METROPOLITAN NEWSPAPERS OF THE UNITED STATES AND WEIGHED THEM IN THE BALANCE AGAINST THE PRESS OF THE SMALL CITIES AND TOWNS IN AMERICA IT WOULD BE AS THOUGH YOU WEIGHED A CITY OFFICE BUILDING AGAINST PIKE'S PEAK, AND THE LOCAL PRESS WOULD BE PIKE'S PEAK.

The local editor speaks to his readers AS ONE FRIEND SPEAKS TO ANOTHER.

They know him by sight. They know his record. They know the high fight that he has made and is making. They know for how small a reward he renders efficient, unselfish service. And A WORD from him means more than MANY COLUMNS from some anonymous and unknown "editor of the big city."

A man writing fearlessly in some congressman's or some senator's home town can do more to KEEP THAT PUBLIC OFFICIAL "STRAIGHT" than all the metropolitan newspapers put together.

Public men know the power of the local editor and of the local newspaper. It is a pity that the BUSINESS MEN OF THE COUNTRY ARE IGNORANT OF THAT POWER.

The man who has something really worth while to advertise could, if he would use the local newspapers intelligently, multiply his sales by ten, MAKE HIMSELF KNOWN TO MILLIONS that do not now know him and put himself at the head of his line of competition.

If the automobile manufacturers who attract attention just at this moment would put their advertising intelligently in the local newspapers, paying a good, fair rate and offering good value, they could very soon change the output of automobiles in America from 140,000 in one year, which was the record of 1910, TO FIVE HUNDRED THOUSAND OR ONE MILLION IN ONE YEAR, and this is no exaggeration.

The smallest of the country newspapers has among its readers one or five or ten or a hundred men that could be made to buy a car now and will buy one sooner or later. Some intelligent automobile manufacturer with the right kind of product will realize this and sell tens of thousands of cars through the local newspapers before his competitors know what has happened.

THE AVERAGE OF PROSPERITY AND OF WEALTH AMONG THE READERS OF A COUNTRY NEWSPAPER IS FAR GREATER THAN AMONG THE READERS OF A METROPOLITAN DAILY, AND, IN PROPORTION TO THE COST OF ADVERTISING, INTELLIGENT PUBLICITY THROUGH THE COUNTRY NEWSPAPERS GIVES BY FAR THE BEST RESULTS.

What we have said about automobile advertising refers to advertising in other lines. The dwellers in the cities, readers of the metropolitan dailies, have before their eyes the temptations and attractions of the great stores which cannot be reached by the reader of the country newspaper. If our business men realized their opportunities they would fight for parcels post, and they would MAKE OF EVERY COUNTRY NEWSPAPER AN ACTIVE DISTRIBUTING AGENCY, DOUBLING AND TREBLING THE COUNTRY'S PROSPERITY AND INDUSTRIAL ACTIVITY.

This we have said before, and we shall say it again. Inasmuch as there are no Hearst newspapers in the country, inasmuch as our newspapers are published exclusively in the great cities of the country, we shall at least be credited with unselfishness in making a fight for local editors that DESERVE THE THANKS AND APPRECIATION AND FINANCIAL ENCOURAGEMENT OF EVERY GOOD CITIZEN.

Very few realize what it means when a man undertakes the publication of a daily or a weekly newspaper in a small place.

The editor risks everything, poverty, bankruptcy, indifference of the public, and at best his reward can be very small.

Many of us, of course, would feel happier if we could begin our work with a life pension that would free us from all care ever afterward. But the country editor goes to work with NO PENSION AND NO GUARANTY. He asks no pension, no cash in advance, only FAIR PLAY AND A CHANCE TO WORK.

The country editor is the man who ought to have a pension for the work that he does, if any man ought to have it. He is also the man, as it happens, who would not take a pension from the steel trust, or from the railroad that runs through his town, or from any other agency of public exploitation.

That is why we have in the past and today tried and shall in the future try to impress on our readers and on big advertisers the fact that THEY SHOULD DO THEIR SHARE TOWARD SUPPORT-

CASTORIA

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.

What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is Pleasant. It contains neither Opium, Morphine nor other Narcotic substance. Its age is its guarantee. It destroys Worms and allays Feverishness. It cures Diarrhoea and Wind Colic. It relieves Teething Troubles, cures Constipation and Flatulency. It assimilates the Food, regulates the Stomach and Bowels, giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

GENUINE CASTORIA ALWAYS Bears the Signature of

Chas. H. Fletcher

The Kind You Have Always Bought

In Use For Over 30 Years.

THE CASTORIA COMPANY, 77 MURRAY STREET, NEW YORK CITY.

ING THE LOCAL PRESS OF THIS COUNTRY. There would be and could be no philanthropy about it. Simply WISE SELF INTEREST should make every citizen buy his local paper and make every advertiser contribute according to his means to the SUPPORT OF THE LOCAL PRESS.

THE CITIZEN THAT BUYS HIS LOCAL PAPER GETS HIS MONEY BACK MANY TIMES OVER IN PROTECTION OF HIS INTERESTS. AND THE MAN WHO ADVERTISES WIDELY AND WISELY IN THE LOCAL PRESS GETS HIS MONEY BACK MANY TIMES OVER IN CASH RETURNS.

The people should not be niggardly in support of those that do good work. Business men and the public generally should be especially BROAD MINDED AND LIBERAL in their support of the local newspapers that REPRESENT AND TENSIFY PUBLIC OPINION throughout the country.

TAXES!

This is the last chance you will have to pay your 1911 taxes without COST. Please meet me at one of the places mentioned below and get your receipt. REMEMBER this is ELECTION YEAR and you want your RECEIPT. Hickory one day, Whitener & Martin's, 9 to 5 March 2nd. Rudisill & Anthony, store, 9 a m to 12 m, March 5th. T. D. Shuford's store, half a day, 1 p m to 4 p m, March 5th. Plateau, one day, 9 a m to 4 p m, March 6th. Young & Mull's store half day, 9 a m to 12 m, March 7th. Foard & Whisenhunt's store, half day, 1 p m to 4 p m, March 7th. Brooklone one day, 9 a m to 4 p m, March 8th. Hickory one day, Whitener & Martin's store, March 8. Noah Deal's store, half day, 9 a m to 12 m, March 11. Q. M. Smith's store, half a day, 1 a m to 4 p m, March 11th. John Holler's store, half day, 1 a m to 12 m, March 12. Claremont, half day, 1 p m to 4 p m., March 12. Catawba, one day, J. U. Long & 's store, March 13th. Long Island, half day, 9 a m to 12 m, March 14th. Monbo, half day, 1 p m to 4 p m., Feb. 14th. Sherrill's Ford, one day, March 15. Terrell, one day, 9 a m to 3 p m, March 16th. Maiden, half day, 9 a m to 12 m., March 18. Oliver's, one day, March 19. Locke Little's store, half day, 9 a m to 12 m, March 20. Flemings, Keistler's store, half day, 1 p m to 4 p m, March 20. Walt Alley's store, half day, 9 a m to 12 m, March 21st. Bandy's Cross Roads, half day, 1 p m to 4 p m, March 21st. Conover, one day, 10 a m to 4 p m, March 22. Hickory, one day, Whitener & Martin's store, 9 a m to 5. March 23. Respectfully, R. LEE HEWITT, Sheriff.

A Dollar Goes a Long Way if Invested in Our Store.

We carry a full line of Dry Goods, Notions, Hats, Shoes and everything handy in the home.

Buy your groceries from us. Housekeepers brag on our flour.

Setzer & Russell

HAY AND FEEDS.

Call us when you want good hay and feeds of all kinds. We also carry a full line of poultry feeds.

City Feed Company,

Phone 271.

SUNDAY SCHOOL.

Lesson IX.—First Quarter, For March 3, 1912.

THE INTERNATIONAL SERIES.

Text of the Lesson, Mark i, 14-28. Memory Verses, 16, 17—Golden Text, Matt. ix, 37, 38—Commentary Prepared by Rev. D. M. Stearns.

According to the harmony of the gospels, it would seem that Jesus returned to where John was preaching, and as he cried on two different days, "Behold the Lamb of God!" two of John's disciples, Andrew and probably John, the brother of James, followed Jesus and spent some time with Him one day, after which Andrew found his brother, Simon, and brought him to Jesus, and the inference is that John brought his brother James. Then Jesus went into Galilee to Bethsaida, the city of Andrew and Peter, and called Philip to follow Him. After this Philip brought Nathanael, and thus we see the first six disciples according to John i, 29-51. They seem to have received several calls before they left all to follow Him fully. The lesson today indicates a call to Andrew and Peter as they were casting a net into the sea, and to James and John as they were in the ship with their father mending their nets. The account of this incident is found in Matt. iv, 18-22, as well as in our lesson verses from Mark. The incident of Luke v, 1-11, seems to have been wholly different and at a different time. At that time He used Simon's boat as a pulpit and then filled both his boat and that of his partners, James and John, with fishes. We must ever distinguish between Christians and disciples. A Christian is one who truly receives Jesus Christ as his Saviour and thus becomes a child of God, justified freely by His grace (John i, 12; Rom. iii, 24; v, 1). There are no degrees in salvation, for all who are in Christ are equally saved by His precious blood. He obtained eternal redemption for all, and all who receive the gift of God, which is eternal life, have it without money or works of any kind on their part. Discipleship follows, and as it is so costly to the believer few are willing to pay the price; hence the whole heeded disciples are comparatively few, and there are many degrees in discipleship and many calls to obtain the few. See Luke xiv, 26, 27, 33; Matt. x, 37, 38; xvi, 24. Having saved us fully, freely and forever, He desires us to be ever only, all for Himself. His own special property, that He may live His life in us and reveal Himself through us to the world (Ps. iv, 8; Tit. ii, 14, R. V.; II Thess. iv, 10, 11). The ministry of John the Baptist seems to have been very brief, and, having been imprisoned because hated by a wicked woman, he was in due time beheaded, and the Lord Jesus suffered it to be so, although He said that no greater was ever born of woman (Matt. xi, 11). We cannot understand, but we must have unbounded confidence in God.

After John was put in prison Jesus began to preach the gospel of the kingdom of God, urging men to repent and believe the gospel (verses 14, 15). Both John and Jesus and also the twelve preached the kingdom was at hand, the kingdom plainly foretold by all the prophets, a kingdom of peace and righteousness under a righteous king, before whom all kings will fall down and whom all nations will serve. Then shall the nations learn war no more, and from a righteous Israel at the center, with Jerusalem as the throne of the Lord, the earth will soon be filled with the glory of the Lord (Isa. xxxii, 1, 17; ii, 4; Jer. iii, 17; Ps. lxxii, 11). Truly, it is worth while to follow such a leader through all trials to such a kingdom and to walk worthy of it and Him (Matt. xvi, 27; I Thess. ii, 12; I Pet. v, 10). We may so know Him as to be blind and deaf to all but His face and His voice, and thus He will make us fishers of men to complete His elect church during this age of the postmillennium of the kingdom, because they said, "We have no king but Caesar." "We will not have this man to reign over us."

In the latter part of our lesson we find Him in the synagogue in Capernaum on the Sabbath day and so teaching that all were astonished at His doctrine, for He taught with authority. The words were not His, but His Father's, for He said only what the Father told Him to say (John xii, 49; xiv, 10; v, 30). Power belongeth unto God, and where the word of a king is there is power (Ps. lxxii, 12 (Ecc. viii, 4). On the night of His arrest His two words "I am" sent the Roman soldiers to the ground, for it was the same voice which said, "Let there be light" (Gen. i, 3). A demon possessed man was in the synagogue, and the evil spirit knew Him and called Him Jesus of Nazareth, the Holy One of God (verse 24), for the demons believe and tremble (Jas. ii, 19). It is not believing about Jesus Christ that saves, else all demons might be saved, but it is submission to Him as God and the reception of Him as the Saviour of sinners. See how the demons confess what many intelligent religious people today refuse to believe—that Jesus is God. They also believe in a place of torment into which He will cast them at the appointed time (Matt. viii, 29). This, too, is ridiculed by many, but as truly as this demon obeyed the voice of Jesus and came out of the man so will all people obey Him to whom He will say, "Depart from me, ye cursed, into everlasting fire prepared for the devil and his angels" (Matt. xxv, 41).

KILL THE COUGH AND CURE THE LUNGS WITH DR. KING'S NEW DISCOVERY FOR COUGHS, COLDS, BRONCHITIS AND ALL THROAT AND LUNG TROUBLES. GUARANTEED SATISFACTORY OR MONEY REFUNDED.

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"I used to be troubled with a weakness peculiar to women," writes Mrs. Anna Jones, of Kenny, Ill. "For nearly a year, I could not walk, without holding my sides. I tried several different doctors, but I grew worse. Finally, our druggist advised Cardui for my complaint. I was so thin, my weight was 115. Now, I weigh 163, and I am never sick. I ride horseback as good as ever. I am in fine health at 52 years."

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Write to: Ladies' Advisory Dept., Chattanooga Medicine Co., Chattanooga, Tenn., for Special Instructions, and 64-page book, "Home Treatment for Women" sent free. 1/28

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Dr. I. A. Wood, DENTIST
Office over Moser & Lutz Drug Store. Hickory, N. C.

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Northbound.	Daily Pass.	Mixed No.	10No.	90
Chester	Lv	7:55 a m	1:00 p m	
Yorkville		8:42	2:25	
Gastonia		9:30	4:15	
Gastonia			5:40	
Lincolnton		10:26	6:46	
Newton		11:05	7:46	
Lenoir		12:15 p m	8:30	
Mortimer		1:30	9:55 a m	
Edgemont	Ar.	2:53		
		3:05		
Southbound.	No.	9No.	61	
Edgemont	Lv.	12:00 m		
Mortimer		12:08		
Lenoir		1:23	7:00 a m	
Hickory		2:30	8:25	
Newton		3:05	9:15	
Lincolnton		3:43	10:05	
Gastonia		4:40	11:45	
Gastonia		4:55	12:30 p m	
Yorkville		5:39	1:50	
Chester	Ar.	6:25	3:50	

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