

**Stale Drugs  
Have  
Little Power**

**We Don't  
Use Them.**

**ENGLISH DRUG CO.**  
The Old Reliable Drug Store, Monroe, N. C.

STANDARD DRUGS HAVE A STANDARD PRICE AND WE HAVE NEVER BOUGHT A DRUG THAT HAS BEEN OFFERED TO US AT A LOW PRICE.

We have never taken chance with such materials in any prescription and never will. We enjoy a good reputation for prescription work and we have due consideration for your health.

## Invincible Flour



In color—Cream White. In Quality—Goodness. Merely the wheat, its overcoat taken off, the inside sifted through silk and packed in a fresh clean bag. It's ready for you. Scientific Simplicity best describes our process of milling.

Manufactured by Henderson Roller Mills, Monroe, N. C., and sold by Grocers.

## Invincible Flour

### TALKS ON ADVERTISING

## IX.—Some Falling Places to Consider

By Henry Herbert Huff

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"Mr. Business Man, I have examined some of the advertising of your merchants and presume you desire my opinion of it."

"I would like very much to know its faults."

"In the first place, you must advertise continuously. It takes a prosperous manufacturing company years to convince the public that its product is 'absolutely pure.' The result is obtained by constantly hammering this truth into the public mind. Likewise in retail advertising it requires several appearances of an ad. before it really gets attention. It takes an added number to interest. It needs still more to convince the readers that the values are good and to lead them to the store to buy, and if they are pleased with their purchases they will come again and tell their friends and continue to read the ads. and to buy. It won't be long before the advertising will be paying nicely and a valuable good will be created.

"Many beginners expect to jump from the start into the places of the old advertisers. This is unreasonable. The oak does not spring from an acorn into a tree, but accomplishes this by steady growth. A business must grow, and it takes time to do so. Advertising makes it shorter work and more certain. It is the firm that has been in the papers for years that is trusted and patronized. Continued advertising fosters confidence. The beginner stands as good a chance if he will follow the regular course and wait.

"Advertising performs no work of magic, is no substitute for energy or business skill. A merchant can't expect to sit down and watch it build additions to his store. He must do his part to help the ads. succeed. Do not attempt too big a business for your capital. And in starting an advertising campaign begin with small spaces and grow into bigger ones. The fellow who starts with big spaces usually grows the opposite way. Occasional advertising is money wasted. A steady stream of small ads. counts for more in the battle of business than a few big shots now and then.

"Change ads. every issue. This is imperative. There is no more excuse for running an ad. without altering its makeup than to print the same news each week on the other pages. If ads. are to be read they must be interesting. No one wants to read the same ad. twice. If each is different, the public will soon get into the habit of reading them, impelled by curiosity if nothing better. But such crude, lifeless affairs as some of your ads. are—and to think they go unchanged for weeks at a time! Is it any wonder they're not paying?"

"The public is seeking information about the goods it wants to buy. Tell it about such things. The problem of the city merchant is to make his existence known—such things as who he is, what he has to sell and where he is located. With the country merchant how different! All these facts about him are already known throughout the community. There is no need of using space to tell them over again.

"Another failing is that you merely 'try' advertising. You go about it in a careless sort of way, with no confidence in its possibilities, and expect to make it a success by mere luck. Advertising is for the merchant of ambition who wants to extend his field for trade, to do a bigger business and to make more money. It is a game in which none but the hustler stands a chance."

Tell your business points to the public through the cent a word column of The Journal. There's nothing like it. And it costs nothing hardly at all.

### SOME OF MARTHA SLAWSON'S PHILOSOPHY.

#### Peculiar-rarities.

"Believe me, you don't know what you're equal to, an' don't you forget it. No more do I.

"We ain't done up in bags, like seven pounds o' sugar, we human beings, so's we know that we're equal to. The heft of us comes out, accordin' to the things in life we got to measure up to. When I was married, firstoff, I thought I wasn't equal to livin' with my mother-in-law, an' puttin' up with her peculiar-rarities. But, laws o' man! I found I was.

"An' what's more, I found I been equal to one or two other little things since, worse than her, by a good sight.

"What helped me some, was realizin' I got peculiar-rarities of my own other folks has to be equal to."

#### You Can't Scrub Clean With Dirty Water.

"Did you ever scrub a floor?" she asked at length. "No, o' course you didn't. Mostly, ladies thinks scrubbin' floors is dretful low work. Well, it ain't scrubbin' floors'll learn you a lot o' other things, if you let it.

"In the first place, there's a right an' wrong way to it, same's there is to tonier jobs. If you're goin' to begrutch your elbow grease, an' ain't willin' to get down on your marra-bones, an' attend strictly to business, you ain't goin' to succeed.

"Well, we'll say, you scrubbed a spot, good an' clean. That ain't all. You got to keep goin' back on yourself, scrubbin' back over the places where you left off, else there'll be streaks, an' when your floor dries on you, the streaks'll show up, for all they're worth, and give you dead away.

"As I make it out, it's just the same with livin'.

"If you begrutch takin' pains, an' keep your eye out, all the time, for fear you'll do a little more'n your share, why, you can take it from me, you're goin' to show tracks. You better never done it at all, than done it so's it'll be a dead give-away on you.

"You can't scrub clean with dirty water, an' you can't live clean, 'less you keep turnin' out all the messy feelin's you got in you, an' re-fillin' your heart with fresh, same's you would your water pail.

"But, even when you've done your job right, onct ain't goin' to be enough. You couldn't keep clean with one scrub - down, no matter how thora. It's got to be done over to-morra, an' the next day, an' so on. If a body don't like it, why, that don't change the fax any."

#### Happiness.

"People have the right to make their happiness out o' every last thing comes in their way. Every last scrap an' drop they find anywhere about. Same's you'd make a perfectly good patch-quilt out o' the rag bag, an' A1 soap out o' drippin'.

"Any general housekeeper at five dollars per, can make a roast out o' prime cut o' beef. Any fool can be happy, if they're handed out happiness in chunks.

"But it takes a chef-cook to gather up all the sort o' queer little odds an' ends in the pantry, an' season 'em here, an' whip 'em up there, an' put 'em on a dish, garnished with parsley, or smothered in cream, an' give 'em a fancy French name on a menu-card, so's when they come on the table, you smack your lips, an' say 'de-licious!' an' feel you got your money's worth."

—Julia M. Lippman's Making Over Martha.

#### Children With Any Mixture of Negro Blood Excluded.

The Supreme Court decided adversely to the plaintiff in the Wilson county case, in which J. S. Johnson sought to have his four children admitted to the white school. The children were excluded by the county board of education on the ground that they had negro blood. It was admitted that it was less than one-sixth and the Superior Court Judge held that the children should be admitted to the white school; that since the State constitution legalized the marriage of a white person to one who had not more than one-sixth negro blood, the Legislature exceeded its authority in specifying that children of such parents could not attend the white schools.

However, the Supreme Court holds that while the constitution did legalize the marriage of a white man to a woman with one-eighth negro blood, it did not intend to abolish any of the distinctions based on color and social relations as distinguished from purely political equality with which the constitution was dealing. Therefore, children with any mixture of blood can't be admitted to white schools.

#### Carranza Takes Over Mexican Railways.

Confirmation by Consular Agent Sillman at Mexico City of the reported taking over of the Mexican National Railways by the Carranza government interested officials in Washington. No action will be considered, however, until the interested American bankers and bond holders have been heard from.

General Carranza claims his action is warranted because the Mexican government owns a majority of the stock and that a large part of the minority is owned by Mexicans.

#### Foreigners in the United States.

There were 3,515,886 persons of foreign birth, 14.7 per cent. of the total population, in the United States in April, 1910, the Census Bureau announces. All were white except 170,341, chiefly Japanese and Chinese.

The number of foreign-born white males more than 21 years old in 1910 was 6,646,817. Of these 3,034,117 had been naturalized, 570,772 had "first papers" and 2,266,535 were aliens.

#### Whenever You Need a General Tonic Take Grove's

The Old Standard Grove's Tasteless chill Tonic is equally valuable as a General Tonic because it contains the well known tonic properties of QUININE and IRON. It acts on the Liver, Drives out Malaria, Enriches the Blood and Builds up the Whole System. 50 cents.

#### Notice to Farmers.

We can supply farmers with lime at \$3.50 per ton, provided it is delivered from the cars. Lime is badly needed by most soils in this section and there is no cheaper and better aid to crops.

We want to make up orders in car load lots and make special orders so that when the cars come they may be side tracked and unloaded right into the farmers' wagons. This is necessary to save handling so that it can be obtained at this low price. Farmers who want to use lime should see us and leave their orders so that we can notify them when the cars arrive.

This is ground lime rock and is the cheapest form in which lime can be secured. CROW BROS.

#### RHEUMATISM PAINS STOPPED.

The first application of Sloan's Liniment goes right to the painful part—it penetrates without rubbing—it stops the rheumatic pains around the joints and gives relief and comfort. Don't suffer! Get a bottle today! It is a family medicine for all pains, hurts, bruises, cuts, sore throat, neuralgia and chest pains. Prevents infection. Mr. Chas. H. Wentworth, California, writes:—"It did wonders for my Rheumatism, pain is gone as soon as I apply it. I recommend it to my friends as the best Liniment I ever used." Guaranteed. 25c at your Druggist.

#### RINGLING CIRCUS IS ANNOUNCED.

World's Greatest Shows and Spectacle "Solomon and the Queen of Sheba" Now on Way.

Official information confirms the announcement that on October 5th Ringling Brothers' circus will give two performances in Charlotte.

Many new features have been added this year, the most notable of which is the spectacle "Solomon and the Queen of Sheba" This colossal production is presented with a cast of 1,250 people, a ballet of 200 dancing girls, 735 horses, 32 camels and a train load of scenery, costumes and properties on the biggest stage in the world.

Following the spectacle, a circus program of unusual brilliancy will be presented, including an array of foreign and American acts new to the circus world. The menagerie contains 1,003 wild animals, 41 elephants, five giraffes and a "baby zoo." The circus is transported on 89 double length cars. Special arrangements have been made by the railroads to accommodate the crowds that will visit the circus from this city and the surrounding country.

#### Invigorating to the Pale and Sickly

The Old Standard general strengthening tonic, GROVE'S TASTELESS chill TONIC, drives out Malaria, enriches the blood, and builds up the system. A true tonic. For adults and children. 50c

#### NO LOOKING BACK IN MONROE.

New Evidence Constantly Being Published.

Since the long succession of Monroe reports were first published in the local press there has been no looking back. Monroe evidence continues to pour in, and—better still—those whose reports were first published many years ago, verify all they said in a most hearty and unmistakable way. Read the experience of Mrs. Lester Privett of Monroe, N. C. She says:

"I had become alarmed about my poor condition. I didn't sleep well and often got up in the morning feeling tired out. I was bothered by a constant, dull pain in the small of my back that made me feel miserable and I was also annoyed by dizzy spells and headaches. Finally I began using Doan's Kidney Pills, getting them from the English Drug Co., and the results were all I could have wished. The troubles began to leave one by one and before long kidney complaint had left my system. I willingly confirm the statement I previously made recommending Doan's Kidney Pills."

Price 50c. at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Privett had. Foster - Milburn Co., Props., Buffalo, N. Y.—Adv.

# DON'T BE MISLED!

WAIT FOR NO OTHER SHOW!

THE ONLY BIG SHOW COMING THIS YEAR WILL EXHIBIT IN

# MONROE, THURSDAY, OCT. 1

## Street Parade 10:30 A.M.

MORAL, ENTERTAINING AND INSTRUCTIVE.

# SPARKS

WORLD-FAMOUS SHOWS

25 YEARS OF HONEST DEALING WITH THE PUBLIC.

A TREMENDOUS EXHIBITION OF WEALTH AND SPLENDOR

PERFECT SPECIMENS OF THE EARTH'S MOST CURIOUS CREATURES GATHERED TOGETHER INTO ONE IMMENSE MENAGERIE

THE CHAMPIONS OF ALL COUNTRIES COMPETE IN FEATS OF DARING AND GRACE

THE PRINCELY SALARIES PAID BY THIS MAMMOTH ENTERPRISE HAVE ROBBED ALL EUROPE OF THEIR MOST VALUABLE ARTISTS

MALE AND FEMALE RIDERS, AERIAL ARTISTS, LEAPERS, TUMBLERS, GYMNASTS AND SENSATIONAL DEATH-DEFYING FEATS OF SKILL AND DARING BY BOTH MALE AND FEMALE PERFORMERS.

A BIG TROUPE OF HIGH SCHOOL HORSES AN IMMENSE HERD OF WONDERFULLY TRAINED ELEPHANTS. TWO GROUPS OF FOREST-BRED, MAN-KILLING LIONS PERFORMING IN GREAT STEEL ENCLOSURES.

5000 SEATS THAT WILL COMFORTABLY SEAT 5000 PEOPLE

TENTS THAT ARE POSITIVELY WATERPROOF

TWO TRAINS OF MONSTER RAILWAY CARS.

A GRAND, FREE, STREET PARADE EACH DAY AT NOON

20 FUNNY CLOWNS

THE SHOW THAT NEVER BROKE A PROMISE

"MARY" THE LARGEST LIVING LAND ANIMAL ON EARTH. 3 INCHES TALLER THAN JUMBO AND WEIGHING OVER 5 TONS. A POSITIVE FEATURE AT EACH EXHIBITION

TWO PERFORMANCES DAILY - RAIN OR SHINE 2 AND 8 O'CLOCK DODD'S TO MENAGERIE OPEN 1 HOUR EARLIER