

**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

XIV.—Interest and Desire

By Henry Herbert Huff

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"Mr. Business Man, upon securing the reader's attention you must hold it until you have had your say. Interest and desire are closely related. The introduction, the few paragraphs preceding the description, is the place to arouse these feelings.

"Put outside information into your introduction. Give your readers something original. Advertising is news of goods on sale. The public wants such information and will read it if interesting. Study the trade journals and catalogues. Study goods. Learn how made, the brands and qualities, their uses. Grow enthusiastic over what you have to sell and pass it on to your readers through the ad. Tell all the latest fashion news. The women are anxious for it. Sandwich it between your millinery and dress goods items. Tell all the comforts a furnace would bring to a home—what their owners think of them. Speak of the deliciousness and healthfulness of your new breakfast food. Tell how it was made and what it contains. There are hundreds of facts about the most common goods that the public would like to know. Avoid technical terms. Suggest new uses for old things and the advantages of using new products.

"Don't let modesty prevent speaking of yourself, your goods and your store. It will help to make customers take more interest in your store and draw them closer to you.

"And now as to **DESIRE**. It is the shortest road to the pocket-book. Price fades away when it is well aroused. You must center the buyer's attention on what he is going to get for his money rather than what he is to pay. Make him want your goods. If the want is not already in his mind, you must **CREATE** one. Suggest the most original uses for goods. Suggest every conceivable way in which it will be to the reader's advantage to possess the article. People often do not realize their wants until reminded. A happy suggestion given through the ad. has resulted in many a sale that might not otherwise have been made.

"Last week when I was in here a well dressed young man came in and bought a shaving brush. He gave you a ten dollar bill to take his change from, and you counted it out to him without a word. Do you realize, Mr. Business Man, the opportunity you missed? If you had suggested that he look at your line of razors, if the one he had wasn't giving satisfaction, if you had called his attention to those new strops you were showing me or to the pocket-knives over there, if you had merely inquired if there wasn't 'something else,' you might have had a bigger slice of that bill. Through the advertisement you can reach many men in the same way."

Look at the label on your paper. If it is not in advance, you are expected to renew at once. A paper like The Journal cannot be sent twice a week for one dollar a year unless that dollar is paid promptly. Do not neglect this important matter.

Finesse.

Finesse is one of those wonderful French words which seem to mean so much and yet, when one hunts them right down to their fundamental essence, turn out to mean really nothing so very much at all.

The word finesse as originally introduced into this country meant the maneuver in whist by which you take a trick from your opponents with a card lower than your highest—a card inferior also to one possessed by your opponents.

Speaking generally, without chasing the word too near its lair, finesse means the art of doing things niftily—I find it necessary to refer constantly to American slang in order to get the best definition for subtle French expressions.

Now there is, sisters and brethren, an old saying which saith that it isn't so much what you do as how you do it. The thing has a tang of the south about it, and I suspect that it really isn't much older than the Louisiana purchase; but, be that as it may, to lift an expression from the newspaper editorial writers finesse has to do with how you do things.—George Vaux Bacon in Green Book Magazine.

Louis the Magnificent.

As soon as he rose he was dressed by his valet in a coat of blue cloth. Two little epaulets of gold cord were sewed to the cloth. Under the coat was a white waistcoat, which was almost entirely hidden by the ribbons and wide sashes of his orders. His satin breeches ended in a pair of high boots or gaiters of red velvet, which came above the knees and were more supple than leather, for the thickness of leather on legs that were often painful from gout would have created too much friction. He made a great point of these boots. He thought that they made him look like a general, ready at any moment to spring upon a horse, though this was a physical impossibility for him since he was much too fat and too infirm. He used powder with a view to hiding the white locks of age, and this gave his complexion an appearance of youth.—From "The Return of Louis XVIII."

Among the Lions in the Dark. Lecturing at the Royal Photographic society, reports the Dundee Advertiser, A. Radclyffe Dugmore said that on one night in British East Africa he saw twelve lions and succeeded in photographing ten of them. He set up three cameras near a carcass, connecting them with a flashlight apparatus. He watched through the night in a hiding place, and when a lion appeared he pressed a button, which opened the shutters of all three cameras and ignited the flash powder. Immediately after the flash the lions ran off, growling, and it was then necessary for the photographer to get out with a hand lamp and then reset the instruments. Until a man had done that he never knew what darkness was. Lions at night, said Mr. Dugmore, went by in troops of any number from three or four up to thirty or forty.

His Stock in Trade.

The nervous little man next to the car window sized up the fat man who shared the seat with him and ventured the inquiry:

"How's business?"

"Can't complain," said the other laconically.

"What do you deal in?"

"Mothers-in-law, billygoats, tramps, the weather, stranded actors, candidates, politics and the like."

"Whattya tryin' to do?" snarled the nervous little man. "Tryin' to kid me?"

"Nope," the fat man grinned. "The things I have named in a large measure comprise my stock in trade. You see, my dear sir, I am a professional writer of jokes and anecdotes."—Youngstown Telegram.

Couldn't Wear Them All.

A small boy was one day asked by a clergyman if he knew what was meant by energy and enterprise.

"No, sir; I don't think I do."

The clergyman said: "Well, I will tell you, my boy. One of the richest men in the world came here without a shirt on his back, and now he has millions."

"Millions?" replied the boy. "How many does he put on at a time?"—Los Angeles Examiner.

Ohio River.

The Ohio river was named from an Iroquois word, Oheo, meaning "beautiful." It appears on various early maps as the Albacha, Cubach, O-o, Oehio, Sabogungo, Causissippeone, Kitonocepe, Ouhpeekhanna, Ohio, Opeek, Al-lwege-sepe, Obeezuh, Hohio and Youghiogheny.

Nonsupport.

"You say that your husband don't buy you any clothes?"

"No, judge. If my tongue were coated it would have to be at my own expense."—Spokane Spokesman-Review.

Not Out.

Jobson (pocketing his pay envelope)—Now for good baseball luck, Jones—What do you mean? Jobson—To reach home without being touched.—Washington Star.

Looking Backward.

Knicker—Does your wife understand the use of leftovers? Bocker—Yes; she is constantly pointing out to me how she might have married them.—Judge.

Practical Genius.

Our idea of a genius is a man who can make a mountain out of a mole hill and then sell it for gravel.—Galveston News.

JUDGE FOR YOURSELF.

Which is Better—Try an Experiment or Profit by a Monroe Citizen's Experience.

Something new is an experiment. Must be proved to be as representative.

The statement of a manufacturer is not convincing proof of merit.

But the endorsement of friends is. Now supposing you had a bad back, A lame, weak, or aching one. Would you experiment on it?

You will read of many so-called cures.

Endorsed by strangers from far-away places.

It's different when the endorsement comes from home.

Easy to prove local testimony. Read this one:

J. L. Rallings, merchant, Monroe, N. C., says: "My kidneys were weak and I had backache, too. When I saw Doan's Kidney Pills advertised, I got a supply at the English Drug Company. They relieved me of the pains and regulated the action of my kidneys."

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



Mystery!

Rack your brains—use your logic—let judgment help you—guess, conjecture!

But if you really want to draw back the veil of mystery, see

The Trey O' Hearts

The most stupendous, thrilling, interesting moving picture play of the times.

Cost \$200,000 to produce the first set of films.

Intense dramatic action in every foot of the reels.

A feature that will set this whole community guessing.

See it in weekly installments at

THE REX THEATRE SOON.

NOTICE OF ADMINISTRATION.

Having qualified as administrator of the estate of Alfred Hess, late of Vance township, this is to notify all persons holding claims against the estate of said intestate to present them to me on or before the 25th day of September, 1915, or this notice will be plead in bar of their recovery. This 25th day of Sept., 1914.

J. A. PRESSLEY, Administrator of Alfred Hess.

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 idly 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.

H. B. HAVELY, C. E.,

Civil and Hydraulic Engineer.

Surveying, Mapping and General Engineering.

Phone No. 348

telk-Bunday Bldg. Monroe, N. C.

NOT BUY-A-BALE TALK, BUT—

The other day we received a letter from a reader of The Journal who said the paper twice a week was so good that he did not see why every man in Union county was not a subscriber. Well, most of them are, but—

Some of them pay very slowly. So far as we know The Journal is the only paper in North Carolina of its class that goes out twice a week at the price of one dollar a year. Many weeklies even charge a dollar and a half, and all twice a week papers charge a dollar and a half or two dollars.

When The Journal began sending two papers a week the cost of white paper, postage, and many other items was enormously increased. Yet there is no other way of securing revenue than by subscriptions and advertising. We figured that every subscriber should be so glad to get twice the value for his money that none would fail to pay promptly. In prompt payments and by cutting off all who did not pay, we expected to even up for the additional cost. We can do that if our subscribers will do their part.

The subscription of all newspapers is payable strictly in advance. None of the larger publications send their papers a day after the expiration of the time for which they are paid. But nearly all local publications do not carry this rule into effect. The subscribers of a local weekly are looked upon in the nature of a large family, mostly personal acquaintances and neighbors, and it is not customary to stop subscriptions, as most subscribers expect the paper to go on until they "drop in."

Hundreds of subscribers have let their subscriptions run behind. If your date is further back than the date of this paper, your subscription is due. We never fill an order which comes in now like this: "Send me the paper and I will pay when the year is out." The time to pay is at the beginning of the year, not the end.

The Journal twice a week at a dollar a year is cheaper than European war cotton. We ask all subscribers whose subscriptions are not already paid in advance to send in their dollars for another year without further notice. Don't wait for us to go to the additional expense of writing letters. Hundreds of subscriptions are dated Jan. 1914. Every one such is due already for this year.

No paper in this section has ever been so valuable and servicable as the twice a week Journal is today. It is clean and servicable throughout. Its pages are not filled with fake advertisements. We could increase the revenue largely from this source if we would. But we propose to publish a clean and useful paper. After due notices of this kind we shall mark off all those who do not respond. Look at your label and see how you stand.

Announcement!

To Well - Dressed Women:

I take pleasure in announcing that the styles for the coming season are again favorable to the gentler sex—styles which give that much desired simplicity, elegance and modesty. The loose floppy garment is a thing of the past, so be careful in selecting your fall suit.

You can secure the correct styles only from a competent ladies' taylor. My reduced prices will expire September 15th. You have only a few more days to buy a suit at a great saving while I have the advanced styles and splendid new fabrics and make your selection.

J. Russo & Co.,

LADIES' TAYLORS,
Charlotte, N. C.,

McKinnon Building.

Corner 5th and Tryon St.

The Season's Smartest Costumes

The Basque and the Redingote Polonaise now the vogue in Paris and New York

EASILY MADE
AT HOME

are accurately described
and beautifully illustrated
in the New Autumn

McCALL
PATTERNS
AND
FASHION
PUBLICATIONS

Now On Sale

Watch the Special
Piece Goods Sales



THE LATEST BASQUE WITH FULL SKIRTS

McCall Patterns 6155-6171. We are offering 50 other attractive new October designs.

Get The New McCall Book of Fashions Today
LEE & LEE CO., Monroe, N. C.