

The Davie Record.

"HERE SHALL THE PRESS, THE PEOPLE'S RIGHTS MAINTAIN; UNAWED BY INFLUENCE AND UNBRIBED BY GAIN."

VOLUME XVII

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Non-Advertising Merchants.

Although merchants in the smaller towns and cities throughout the country are the ones who complain most bitterly of the competition of mail order houses, many of these very men refuse to adopt the means which made competitors prosper—advertising. In a recent issue of the Chatham (N. Y.) Courier, the editor makes some very interesting and pertinent remarks regarding the non advertising merchant:

"The country merchant deplores the fact that the mail order houses are making inroads on his patronage. How did they do it? Did they send representatives into the rural communities to solicit trade? Did they simply open their places of business and wait for customers? They did not. They obtained all—not a part but ALL—of their patronage by the use of printers' ink. They advertised. The average local merchant does not seem to realize, even with this gigantic object lesson before him, that the means employed by these concerns are also at his disposal. Through the medium of the printed word they tell the public what they have to sell.

"Experience has shown that quality for quality the local merchants' prices are no higher than those of the mail order house and they save the purchaser transportation charges. The difference is that the mail order house tells the public what it has to sell and the non advertising merchant does not. The latter frequently advances the argument against advertising that everyone knows where his store is and what he has to sell. He is wrong. Everyone does not know what he has to sell. If he doubts this let him compare his present stock with that of five years, three years or even one year ago and note the many new things he has on his floors or shelves, new things that are the product of inventive genius or of changing fashions. He keeps abreast of the market changes but all his customers do not, hence they do not know what he has to sell.

"And there are object lessons nearer home, i. e., the large and prosperous city department stores. They realize the power of advertising and make liberal use of it.

"These city concerns are taking advantage of the inactivity of the local merchant along advertising lines and the space he declines to buy in local newspapers is being bought by them. This has resulted in bringing to their stores hundreds of customers from the smaller places and it has also been a factor in creating in these stores large departments where are received by mail, orders from persons who do not come to the stores but who find in the concern's advertisements mention of various articles they want.

"Some day the small town merchant will realize the importance of advertising as a factor in business but in many cases the awakening may come too late."—Publisher's Auxiliary.

Speaking of Billions.

If we talk about wealth now days, we must talk in billions. And how much is a billion dollars?

Expert clerks in the Treasury at Washington count 4,000 silver dollars an hour. At this rate, working eight hours a day every working day of the year, it would take an expert 102 years to count half of our wealth in North Carolina. And 204 years to count it all—a little detail that the orphan's fund committee would have to remember when we say our prayers on Thanksgiving Day.—University News Letter.

Invigorating to the Pale and Sickly
The Old Standard general strengthening tonic, CROWE'S TASTELESS CHILL TONIC, drives out malaria, enriches the blood, and builds up the system. A true tonic. For adults and children. 50c

Start a Saloon in Your Own Home.

Inland Printer.

As most compensation laws specifically provide that no compensation shall be paid to those who are injured while under the influence of intoxicants, the Ben Franklin Mutual Casualty Insurance Company, of Chicago, is circulating a bulletin containing the following clever suggestion, as first issued by the Illinois Steel Company. We can all profit by the blunt truths the bulletin sets forth: "Start a saloon in your own home. Be the only customer (you'll have no license to pay.) Go to your wife and give her two dollars to buy a gallon of whiskey, and remember there are sixty nine drinks in a gallon. Buy your drinks from no one but your wife, and by the time that the first gallon is gone she will have eight dollars to put into the bank and two dollars to start business again.

"Should you live ten years and continue to buy booze from her, and then die with snakes in your boots, she will have enough money to bury you decently, educate your children, buy a house and lot, marry a decent man, and quit thinking about you entirely."

Don't Practice It.

Mr. J. A. Hartness, Clerk of the Superior Court of Iredell county, has announced himself as a candidate for Secretary of State, Col. J. Bryan Grimes, we believe, was elected to this office in 1900 and has held it ever since. He seems to think that nothing but death should separate him from his job. He is now serving his fourth term of four years. It is understood that Mr. Hartness intends to make his campaign on the issue of rotation in office. He and friends will claim that Col. Grimes has held the office long enough and the Times Leader is inclined to agree with them. But this issue may prove a little embarrassing to Mr. Hartness in view of the fact that he has not been practicing rotation over in Iredell where he has held on to the Clerk's office for about 15 years. If our memory is not at fault he was elected Clerk of the Court of Iredell county at the same election at which Col. Grimes was elected Secretary of State. He has held on to the office too, in face of the fact there has been strong opposition to him within the ranks of his own party. The raising of the rotation issue may not help Mr. Hartness as his record in Iredell has been against it.—Times Leader.

Auto Mail Service, Post Road Route, Probable.

Postmaster Galloway stated to a Sentinel representative that he is expecting the department at Washington to take some action early in the new year as to the request for the establishment of an auto mail delivery route on the government post road between this city and Statesville.

Some months ago Mr. P. H. Hanes, made a request of Senator Simmons and Senator Overman, as well as of congressmen in this section, that they take the matter up with the postmaster general and secure this extension of the service for Winston-Salem, Mocksville and Statesville, and convenience for the progressive farmers residing along the route. Mr. Hanes also took the matter up with the department personally.

Postmaster Galloway says that he has had several communications from the department asking for data on the route and it is his impression that some action will be taken close to the beginning of the new year. The extension will be principally in the interest of the parcel post business, featuring this service for the farmers who desire to market their products by mail. It is a comparatively new departure and the service has only been established on highways that have been constructed under the supervision of the office of good roads connected with the department of the postmaster general.—Winston Sentinel.

Piles Cured in 6 to 14 Days

Your druggist will refund money if PAZO OINTMENT fails to cure any case of Itching, Bleeding or Protruding Piles in 6 to 14 days. The first application gives Ease and Rest. 50c

God Pity The South!

God pity the south! Yet, the Deity has given it His best. It is a land of flowers and fruit, of sunshine and beauty—possessed of a soil of wonderful fertility and a climate that rivals that of Italy.

The trouble is that it is fettered and bound by prejudices that are 75 years old, and these still control it, although they constantly bring upon it economic disaster. The Wilson tariff bill of the Cleveland administration staggered industry everywhere; but it absolutely proscribed the south. Hundreds of her most useful business men went into bankruptcy, and her sheep men, her cattle men and her cotton men were alike brought to poverty.

Sixteen years have passed—years of almost unparalleled prosperity to the south. Her products have been restored to good prices, and her people have received great rewards for their industry and toil. It is needless to say, that they should have been thankful; but they have not—the old prejudices were in the way.

A "Solid South" has again helped to bring the Democratic party into national power and again must a "Solid South" pay the penalty.

One can see conventions being held, resolutions being passed, eloquent telegrams being sent, all by men who voted the Democratic ticket last year.

The cattle men have made warlike demonstrations, but they frighten nobody, because every body knows that our cattle men pray for one thing and vote for another.

The same thing is true of the wool men, the sugar producers and the cotton farmers. The Democratic leaders know that all of these men will walk up to the polls and vote the Democratic ticket, regard less of how they may suffer when the Democratic party is in power.

The leaders naturally do not worry over the south. They worry over the north, because they must carry some cheap foodstuffs, cheap wool, cheap cotton. They give the north what they want—cheap fruits, cheap foodstuffs, cheap wool, cheap cotton. They give the south—a kick! They know the south will take it submissively and vote the ticket straight. They know that prejudices are stronger than reason, and that the south does not and will not reason.

God pity the south!—San Antonio Republic.

A TWICE-TOLD TALE.

One of Interest to Our Reader.

Good news bears repeating, and when it is confirmed after a long lapse of time, even if we hesitated to believe it at first hearing, we feel secure in accepting its truth now. The following experience of a Winston-Salem man is confirmed after six years.

E. O. Curtis, 918 Chestnut St., Winston-Salem, N. C., says: "I suffered a great deal from pains in the small of my back. My whole system seemed out of order. I lost flesh, couldn't sleep well and at times was nervous. My system was filled with uric acid. Doan's Kidney Pills rid my system of uric acid and strengthened my kidneys. I now feel better in every way." (Statement given December 27th, 1907.)

OVER SIX YEARS LATER, Mr. Curtis said: "Doan's Kidney Pills have done more for me than any other kidney medicine I have ever taken. I still use them once in a while."

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

Another Case of Extremes.

Wonder what has become of our old friend, Col. Hookworm, which was all the rage last year? Did Rockefeller rout him, or was it the war scared him to death?—Ex.

Chamberlain's Tablets.

This is a medicine intended especially for stomach troubles, biliousness and constipation. It is meeting with much success and rapidly gaining in favor and popularity. Obtainable everywhere.

Out Against Wilson.

Worcester, Mass., Dispatch.

A convention described as representing 46 organizations of German-Americans, with a membership of 20,000 in this State, today adopted a resolution "firmly opposing" the re election of President Wilson.

The meeting was called by John Albrecht Walz, professor of German literature at Harvard University and State chairman of the German National Alliance. The purpose was said to be largely to induce Americans of German descent to take a more active interest in political affairs, and no permanent organization was attempted. Announcement had been made previously that the gathering probably would endorse one of the candidates for Governor at the state election next month, but it was decided not to take such a step.

The resolution, which was adopted after considerable debate, follows:

"Resolved, That we American citizens, assembled at Worcester, do not desire as an organization to endorse any candidate for Governor, but we believe in the desirability of unitedly discussing the question of the gubernatorial candidates. We are, however, firmly opposed to the re election of Woodrow Wilson as President of the United States."

BWARE OF OINTMENTS FOR CATARRH THAT CONTAIN MERCURY.

There is more Catarrh in this section of the country than all other diseases put together, and until the last few years was supposed to be incurable. For a great many years doctors pronounced it a local disease and prescribed local remedies, and by constantly failing to cure with local treatment, pronounced it incurable. Science has proven Catarrh to be a constitutional disease and therefore requires constitutional treatment. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, Ohio, is the only constitutional cure on the market. It is taken internally in doses from 10 drops to a teaspoonful. It acts directly on the blood and mucous surfaces of the system. They offer one hundred dollars for any case it fails to cure. Send for circulars and testimonials.

Sold by Druggists, 75c.

CHICHESTER SPILLS

DIAMOND BRAND
Beware of Counterfeits. Refuse all Substitutes.

LADIES! Ask your Druggist for CHICHESTER'S DIAMOND BRAND PILLS in RED and Gold metallic boxes, sealed with Blue Ribbon. TAKE NO OTHER. Buy of your Druggist and ask for CHICHESTER'S DIAMOND BRAND PILLS, for twenty-five years regarded as Best, Safest, Always Reliable. SOLD BY ALL DRUGGISTS. TIME TRIED EVERYWHERE WORTH TESTED.



Stimulating

PEPSI-COLA

Get Yours

5¢

At Fountains or Carbonated in Bottles

Winston-Salem Pepsi-Cola Bottling Company
VAN B. MELCHOR, Manager.

The Most Sanitary Bottling Plant in North Carolina.

CALOMEL WHEN BILIOUS? NO! STOP! MAKES YOU SICK AND SALIVATES

"Dodson's Liver Tone" Is Harmless To Clean Your Sluggish Liver and Bowels.

Ugh! Calomel makes you sick. It's horrible! Take a dose of the dangerous drug tonight and tomorrow you may lose a day's work. Calomel is mercury or quicksilver which causes necrosis of the bones. Calomel, when it comes into contact with your bile crashes into it, breaking it up. This is when you feel that awful nausea and cramping. If you are sluggish and "all knocked out," if your liver is torpid and bowels constipated or you have headache, dizziness, coated tongue, if breath is bad or stomach sour, just try a spoonful of harmless Dodson's Liver Tone tonight on my guarantee.

Here's my guarantee—Go to any drug store and get a 50 cent bottle of Dodson's Liver Tone. Take a spoonful and if it doesn't straighten you right up and make you feel fine and vigorous I want you to go back to the store and get your money. Dodson's Liver Tone is destroying the sale of calomel because it is real liver medicine; entirely vegetable, therefore it can not salivate or make you sick. I guarantee that one spoonful of Dodson's Liver Tone will put your sluggish liver to work and clean your bowels of that sour bile and constipated waste which is clogging your system and making you feel miserable. I guarantee that a bottle of Dodson's Liver Tone will keep your entire family feeling fine for months. Give it to your children. It is harmless; doesn't gripe and they like its pleasant taste.

CORTRIGHT Metal Shingles
Made in the old-fashioned way, by hand dipping,—one at a time.

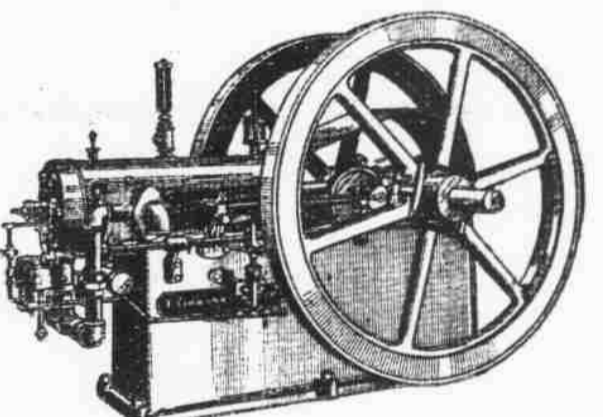
HAND DIPPED GALVANIZED TIN SHINGLES

As the Galvanizing is done after the shingles are completely stamped to shape,—there are no exposed or cracked edges. The heavy coating means long life without attention.

For Sale by

C. C. SANFORD SON'S CO., Mocksville, N. C.

Fairbanks-Morse Oil Engines.



Made in sizes 5 to 80 horse power, operates on low grade oils. Easy to start, runs smoothly, especially suited for Flour Mills, Corn Mills,

Cotton Gins, Electric Lighting, or any power purpose, delivering power cheaper than any other method. An engine with a reputation. Other types 1 to 200 horse power. The Anglo-American Mill Co's celebrated "midget" marvel roller mill, a self-contained flour mill, makes a better barrel of flour, cheaper. Sold on thirty days free trial. Made in sizes 12-25-50 and 75 barrels daily capacity. Complete mill equipment. For catalogs, prices, terms, etc., write,

P. L. KIGER,
East Bend, N. C.

All Machinery Properly Installed.