



PUBLICITY IS A PREREQUISITE.

All Business Must Be Put Before The People.

MERCHANT ON ADVERTISING

The Man Or Firm Who Neglects Advertising, Not Only Robs Them Selves Of Fair Advantages, But Bestows Spoils On Wiser Rivals.

To the merchant or dealer who is sure of his ability to fill orders on the most favorable terms, the attainment of an adequate publicity is the matter primary concern. If his circle of trade is properly in the county in which he lives, then he should take effectual measures to let every family in the county know what he sells, and on what conditions. It is idle to speak of the cost as an impediment. He might as well object to the cost of sheltering his goods from bad weather, protecting them from thieves, or dealing them out to customers. All the other cost of his business is incurred without adequate motive or return, so long as the essential element of his business is neglected or scrimped. If his location and his stock only entitle him to expect the custom of his own township and neighborhood, then he should incur the expenses of fully informing that locality. Just so with the wholesale merchant who aspires to a custom co-extensive with his State, his section, or the whole Union. If he is prepared to satisfy so wide a demand on favorable terms, the expense of appraising those whom he desires for customers of the nature of his business, the character of his stock, the range of his prices, and the reasons why he should be dealt with, is one which he cannot refuse to incur without gross incompetency and ruinous prodigality.

By thus refusing, he increases his expenses for rent, lights, fuel, clerk hire, etc., from one-half per cent. to three, five, and in some cases ten per cent. on his aggregate sales, and renders it morally impossible that he should sell at a profit, and at the same time sell as cheaply as his more enterprising and capable rivals. In effect, he confesses defeat and incapacity, and retreats to the rear-rank of his vocation. Some men who know enough to advertise are yet so narrow as to confine their advertisements to journals of their own creed or party. If they do not choose to trade with any but men of like faith, this is wise; but if they desire to have the whole public for customers, it is otherwise. There is a large class who delight to shine in newspapers and placards as wits and poets, and announce their wares in secondhand jokes, or in doggerel fit to set the teeth of a dull saw on edge. If their object is notoriety or a laugh, this is the way to attain it; but if it be business, it would seem better to use the language of business. Leave clowns' jests to the circus, and let sober men speak as they act, with directness and decision. The fewest words that will convey the advertiser's ideas are the right ones. As a general rule, an advertisement in a paper now will meet the eyes of four to ten times as many persons as a like announcement would have done ten years ago. When it is practicable to attain such publicity at the cost of a few dollars, and when some actually do attain it, how can those who neglect it expect to build up a new business? An old one may subsist until its customers gradually drop off by death or removal; but he who would build up a business now, must be "like the time," and improve the advantages it offers. Foremost among these is the facility now so cheaply afforded for general advertising. To neglect it is like resolving never to travel by steam nor communicate by telegraph. It is to close one's eyes to the light and insist upon living in perpetual darkness. An individual may do this at his own cost; but a community—a class, will never act so insanely; and he who neglects the advantages of advertising, not only robs himself of his fair advantages, but bestows the spoils on his wiser rivals.

A MERCHANT.

Rutherfordton, April 12th.

MISS HARRIS AHEAD.

The Voting Diamond Ring Contest Began Thursday, January 27th.

The Sun's voting contest for the most popular person in Rutherford county, man, woman, boy or girl, married or single, of which a full and complete account is given elsewhere in this issue of The Sun, began January 27th, and up to the time going to press the following persons have received the number of votes opposite their names:

Table listing names and vote counts for the Diamond Ring Contest. Includes names like Miss Mamie Harris, Miss Bonnie Morrow, Miss Lillie Bland, etc.

MORE RAILROAD NEWS.

Frisco System Makes An Important Deal With T. C. And S. A. L.

(Asheville Citizen.) KNOXVILLE, TENN., April 14.—It is reliably stated that the Frisco system intends to purchase the Tennessee Central railroad within a month, connect with the Chicago & Eastern Illinois, either at Evansville, Ind., or Joppa, build from Harriman, Tenn., to this city, and probably secure control of the Seaboard Air line. In the latter event the Knoxville extension would be continued to Asheville, N. C.

President A. J. Davidson and chairman of the board B. F. Yokum, of the Frisco, have just made a tour of the Tennessee Central.

NASHVILLE, TENN., April 14.—Through the purchase of the Tennessee Central railroad, the St. Louis & San Francisco (The Frisco) railroad, the system is to secure an entrance into Nashville. Such is the story resulting from the presence here to-day of A. J. Davidson, president of the Frisco; B. F. Yokum, chairman of the Frisco executive board, and J. C. VanBlarcom, president of the Tennessee Central railroad.

Death Of A Little Girl.

(Special to The Sun.) BONNY, April 15.—Mr. A. L. Racker's horse ran away last Friday, doing considerable damage. Mr. R. F. Street and brother, of Frog Level, visited Mr. J. J. Hardin Sunday. Mr. L. C. Hardin went to Mt. Pleasant last Saturday. Mr. Vance Rollins and family visited Mr. N. J. Rollins last Saturday. The death angel called on Mr. J. W. Harmon's little girl last Friday. She was called on her birthday.

THE RED MEN AGAIN.

Some Of The Principles And Laws Governing The Order Discussed.

(Special to The Sun.) CLIFFSIDE, April 15.—A speaking paper from Powhatan the organizer of the Improved Order Red Men. This order is not a rival to other benevolent societies, but a co-laborer with them in the great work of relieving and elevating the condition of mankind. Red Men administer no oaths binding you to any political or religious creed; they bind neither your hands nor your feet; as you enter their wigwag, so you depart, a free man.

We aid the afflicted, council the distressed, succor the feeble, watch the sick, bury the dead, care for the widow and educate the orphan. We pay a weekly benefit to the sick brother and a death benefit to the legal dependant of a deceased brother. While it is desirable to increase the membership of the order as rapidly as possible, we receive none except men of good moral character of the age of eighteen years or more; a believer in the Great Spirit, the Maker and Ruler of the Universe, and must have a known reputable means of support; a lazy man violates sacred pledges of the order, as natural obligations. He must be white and a citizen of the United States. According to the laws of the order, twenty name are sufficient to obtain a charter, but it is advisable to have more. The minimum cost of a charter member is \$4.00, unless by deposit of a card, when it will be \$2.00. The dues of the order are from \$4.00 to \$6.00 a year; the benefits from \$3.00 to \$5.00 a week, and the death benefits are from \$30.00 to \$50.00 for members and from \$25.00 to \$40.00 for wives of members.

Such are some of the principles and laws of the Improved Order of Red Men. They number at present 450,000 and are steadily increasing in numbers, money and influence. We expect in the next twelve months to make an increase of 1,000 in the Old North State. The Great Council of North Carolina will meet in Salisbury the 3rd day of May and it will be the most enthusiastic and successful council ever held in the State. Let these truthful words go on the rays of The Sun to the pale faces who believe in progress and who read and subscribe to the principles advocated herein.

POWHATAN.

ANOTHER LODGE ORGANIZED

Officers And Members Of The New Order Instituted Here Last Week.

Rutherfordton lodge No. 259, I. O. O. F., was instituted at Rutherfordton on Tuesday night, the 11th instant, by Special Deputy B. W. Barnett, of Charlotte. The degree work was in the hands of Noble Grand Padgett, of Ellenboro, and his well drilled team, who were assisted by representatives from Henrietta, Caroleen and Forest City lodges.

The lodge was organized with twenty-five charter members. The officers elected, and appointed, were installed by Brother Barnett, Past Noble Grand, as follows: M. L. Edwards, N. G.; J. M. Carson, V. G.; C. E. Tanner, R. S.; W. K. Reid, F. S.; K. J. Carpenter, Treas.; E. A. Powers, W. G.; G. E. Erwin, C.; W. J. Mode, R. S. N. G.; J. A. Wilson, L. S. N. G.; Luther D. Shittle, R. S. V. G.; Wm. Monfredo, L. S. V. G.; C. W. Keeter, R. S. S.; J. H. Leabetter, L. S. S.; R. M. Twitty, O. G.; J. S. Saunders, I. G.; W. A. Harrill, Chap.

The above officers and the following are the charter members: W. B. Callahan, J. F. Jones, J. C. Mills, S. Galbert, A. M. Edwards, A. E. Lynch, W. H. Gall, J. B. Carpenter, and J. H. Smith. The times of regular meetings were fixed for Tuesday, 8 p. m., after second and fourth Mondays in each month.

Resolutions of thanks were adopted by the lodge to Special Deputy B. W. Barnett and Ellenboro lodge for their presence and intelligent interpretations of the principles and work on the floor, and I may be permitted to say that the resolutions were not adopted as a matter of form, because we feel that everything was done in a way to magnify Odd Fellowship. There were visitors from several lodges present and all seemed to enjoy the occasion. Lunch was served in the small hours of the night by Brother Erwin at his restaurant and this closed the beginning of this noble order in Rutherfordton.

The University Of North Carolina.

We have received the catalogue of the University of North Carolina for the session 1904-5. It shows an attendance of 667 students exclusive of the summer school for teachers. The faculty numbers 66. The University now comprises the following departments: Collegiate, graduate, applied sciences, including engineering, law, medicine and pharmacy. The additions to its equipment in the past five years amount to \$250,000. The University has grown steadily in strength and influence and stands to-day for all that is best and highest in education and training for useful manhood. The summer school for law opens June 13th. The next session opens September 11th, 1905.

THE FRUIT CROP PROMISING.

Farmers Rejoicing In The Fine Seasons And Busy Planting.

(Special to The Sun.) FOREST CITY, April 11.—In the window of Mr. J. B. Long's store in our town is displayed the nicest lot of red apples ever exhibited in Forest City. It is rather late for winter winter fruit, and most of the apples now on the markets, come from the north. Yet, these apples were grown in Rutherford county, and only a few miles away from Forest City, by Mr. Joe Harrison, who lives in the Sunshine section, north of the city. Mr. Harrison brought a wagon load into town yesterday and sold out to Mr. Long at \$1.00 per bushel. They are of the "Shockey" variety and are positive proof of the fact that Rutherford county can raise as nice fruit as any county in the State. The apples are all plump, nice, sound, red, luscious and sweet and make a show in the window equal to any other variety ever brought to this market. Mr. Harrison is just 48 years old, and, strange to say, he has never yet taken a partner-in-life. He weighs about 300 pounds and boasts of his youth and vigor.

Showers are plentiful and farmers are rejoicing in the fine seasons. Yet few have planted anything, all are preparing to do so, and most of them are about ready to plant their crops of corn and cotton. Trade is getting dull—most of the country people are in the fields and town people are not so conspicuous on the streets.

A terrific hail storm passed this way Monday—the heaviest of the hail falling south of Forest City. In the city hail stones fell as large as bird eggs, but one mile south of the city they were as large as hen eggs and damaged garden truck to some extent. Quite a flurry of wind and downpour of rain accompanied the hail.

We saw yesterday, cabbage heading up nicely in a country garden. The plants were shipped here early in March from eastern markets. We can grow vegetables here early if we will only try.

The fruit crop is promising and so is the strawberry crop. Garden lettuce grown here is now coming into market and will soon be plentiful.

Easter is coming, eggs are plentiful and prices are declining. The hens have flooded the market, but there is always a "calm after a storm," and we are expecting a scarcity of eggs after the festive occasion is over.

NEW LODGE AT CLIFFSIDE.

Mr. And Mrs. T. LeRoy Smith Entertain—Personal.

(Special to The Sun.) HENRIETTA, April 15.—Mr. and Mrs. T. LeRoy Smith entertained a number of their friends at their home on Henrietta street, Friday evening. The evening was spent in playing the games of pit, flinch, and other games of amusement. At 11 o'clock delightful refreshments, in the way of ice cream, of different varieties, cake and other delicacies, suitable to the occasion, were served to the guests. Those present were: Misses Mary Lewis Hicks, Vic Haynes, Estelle Carpenter, Lorena Wiseman, Rosa and Jennie Lytton and Maud Roberson, of Caroleen; Blanche Toms, of Rutherfordton; Mr. and Mrs. Wilfield Lytton, Messrs. Sam Hughes, Charles Steadman, William Cooper and Robert Taylor, of Caroleen; Joseph Carpenter, Ed Wagner and Mr. Carroll, of Charlotte. There was some good music rendered by some of the guests, which enlivened the occasion. It was a most enjoyable evening to all who were present.

Mr. Alonza Wall, who has been time-keeper in the spinning room of the Asheville Cotton Mills, for two years, spent a few days with his parents, Mr. and Mrs. S. F. Wall, at this place. He left Wednesday for Weston, Miss., where he will take a good position in the spinning-room of a factory there.

Mr. Joseph Carpenter, of Charlotte, is spending a few days in Henrietta with his parents, Mr. and Mrs. J. C. Carpenter.

A new lodge of Odd Fellows was organized at Cliffside on Friday night, with thirty charter members. Mr. S. C. Robinson, was appointed special deputy from the Henrietta lodge to institute the lodge and was assisted by the degree team. The following officers were elected and installed for the present term: Zeno Wall, noble grand; G. H. Padgett, vice grand; Irvin Jolly, recording secretary; A. B. Hamrick, financial secretary; J. L. Hamrick, treasurer. There were about 225 Odd Fellows present from neighboring lodges. Refreshments and cigars were served to the visiting Odd Fellows. Quite a number went from Henrietta and a general good time was enjoyed.

G. B. Logan and Geo. Bradley drove over to Rutherfordton last Monday night and visited the old folks and was present at the installation of a new I. O. O. F. Lodge in Rutherfordton Tuesday night, returning Wednesday.—Polk County News, the 13th.

The ladies of the Episcopal church will have a bazaar Monday the 24th, from three to five p. m., at the old Episcopal church on Main street. All are invited.

BUNKER HILL ACADEMY.

Closed A Most Successful Term Of School—Mr. DePriest's Address.

(Special to The Sun.) GOLDEN, April 15.—Bunker Hill Academy closed a most successful term of school with an interesting program for one day and night.

Mr. Broadus H. DePriest, of Shelby, a talented young man from Michigan University, addressed the people at 11 o'clock on "Education." It was a gem, and threw a different light on the subject from what we have ever heard. He spoke, too, of the value of country schools, and proved to them that a boy after having breathed the pure air of the country went into the school room with a clearer brain and that the moral surroundings were better and purer, and that there were not so many things to detract their attention from study. We agree with him on this precisely, and think Golden both healthful and moral. The religious influence is also good.

Mr. Edgar Thorne, a young minister who has been teaching, made a short talk, which was greatly enjoyed by all. The afternoon was taken up mostly by the speaking, reciting and essays of the pupils.

There were many who deserved special mention. We enjoyed this happy occasion hugely. At 4 o'clock the principal announced that they had been forced to cut short the program and would have to adjourn until time for the concert.

A large crowd assembled at 7 p. m. and were highly pleased and entertained until 11 o'clock, when the program was again cut short.

Mr. DePriest spoke in German for them that night. All enjoyed it hugely. The drills, tableaux and plays were fine and showed much energy on the parts of the teachers, Mrs. Shankle and Miss Beulah Biggerstaff, the latter of Sunshine.

The people carried out dinner and spread on campus. They seem highly pleased with their school, and we think they have a right to be proud of it.

"EVENING PARTY."

At the home of Mr. J. M. Calton, April 8th, a most interesting party was given by his daughter, Miss May. Among the guests were: Misses Buena Tucker, Malie and Beulah Biggerstaff, Amy, Zennie and Hattie Calton, Messrs Broadus DePriest, of Shelby; Edgar Thorne, of Forest City; H. K. Biggerstaff, of Asheville; O. L. and E. B. Melton, Chas. DePriest, H. H. Tucker, C. Spurgeon Calton. A number of nice games were had, after which refreshments were served.

POLK COUNTY ASSOCIATION.

Will Be Held At Cooper Gap On The 29th And 30th Of April.

The sixth session of the Polk County Baptist Sunday School Association will be held with the church at Cooper's Gap on the 29th and 30th of April, 1905. Every school in the county earnestly requested to send two or more delegates. The following is the program:

SATURDAY, APRIL 29TH. 11 a. m. Sermon.—B. P. Jackson. 12 m. Noon recess. 1 p. m. The best means of reaching the unsaved.—R. J. Tate, H. K. Corn. 2 p. m. Scripture, II Tim. 2-3.—G. M. Cole and B. M. Hamrick. 3 p. m. Are our churches declining in spirituality? If so, why? What's the remedy.—N. T. Mills and Roy Lewis.

SUNDAY, APRIL 30TH.

9-45. Sunday School Lesson—By J. R. Whiteside. 11 a. m. Sermon. 12 m. Noon Recess. 1 p. m. A Mass Meeting of Sunday School Workers. The praise services will be conducted by W. M. Barnett, of Collinsville, N. C. Gospel Voices, the song book adopted by this Association will be used.

JOHN M. WALKER, ELBERT JACKSON, J. H. GIBBS, Committee.

PROVED Satisfactory

Boston Mass., Jan. 25th, 1905 Mr. Chas. M. Stieff, Boston, Mass

Dear Sir:- The Stieff upright piano, which you sent to the New England Conservatory of Music on trial last October, has proved entirely satisfactory, and on the strength of this trial, I have decided to place an order with you for Twenty Five (25) Stieff upright pianos, same style as samples submitted.

These pianos must be delivered at the New England Conservatory of Music on or before September 1st, 1905 Yours Very Truly Ralph L. Flanders, Manager.

Charles M. Stieff

Manufacturer of the piano with the sweet tone. Southern wareroms, 211-213 North Tryon St., Charlotte, North Carolina. C. H. WILMOTH, Manager. Mention this paper.

CANCER HOSPITAL

We want every man and woman in the United States to know what we are doing. We are curing Cancers, Tumors and Chronic Sores without the use of the knife, and are endorsed by the Senate and Legislature of Virginia. If you are seeking a cure, come here and you will get it. We guarantee our cures.

The Kellam Cancer Hospital, RICHMOND, VA.

PREACHING AT CONCORD.

The Sick Of This Community Is Improving—Other News.

(Special to The Sun.) BOSTIC, April 17.—The farmers in this section are moving along very rapidly with their crops. Mr. A. W. Harrill, a well-to-do farmer of this section, has set out 400 potato slips.

Mr. Grady Wells went on a fishing tour Saturday and returned with a nice lot of fresh water fish.

Mr. A. A. Padgett, an excellent farmer of this community, who has been sick for quite awhile, is improving gradually but slowly.

Mrs. W. B. Wells, who has been suffering quite severely from the effects of a boil for the past two weeks, is improving, we are glad to note.

Rev. A. C. Irvin preached at Concord Saturday and Sunday, a large assembly being present at both of these impressive sermons.

Hon. Jake Alexander and Dr. Young, of Forest City, have put a plaining machine at Bostic.

Mrs. Malinda Shuford, formerly of this place, but now of Cleveland county, visited relatives and friends here last week.

FREE! We have a nice Medicine Cabinet to give away to the lucky person out of 72 persons. Every family needs one just like it. All you have to do is to buy a bottle of FURNITURE POLISH for 15 cents. YOU GET A GUESS FOR 15 CTS. The Polish is worth 50 cents to any woman in her home. It is easy to use and goes along ways. Remember there is only 72 bottles, so come early and don't miss it. CROWELL AND WILKIE, Forest City, N. C.