

# THE MOUNTAIN SCOUT

Devoted to the Social, Moral and Financial Interests of the Citizen of Alexander County and Western Carolina.

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## THE MOUNTAIN SCOUT.

Published every Wednesday, at Taylorsville, North Carolina.

J. P. BABINGTON, Editor and Publisher.

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## ANNOUNCEMENT

This paper will run a series of articles the coming year in this space, one each week, designed to bring the merchant and the newspaper into closer touch with each other, and with the definite purpose of presenting veritable facts prepared for the merchant who wants a better business. These articles are being prepared under copyright by one who has for many years made a close study of advertising from the stand point of the direct benefits to the merchant. The articles will analyze step by step the great problem of advertising a business.

Some of the subjects to be discussed are: Business boomers, kinds of advertising, best advertising, cheapest advertising, why advertise at all, how local merchants can kill mail order business, relation of newspaper advertising to other advertising, relation of newspaper to advertiser, relation of newspaper to public, relation of advertiser to progress of the town, relation of advertising and salesmanship, selecting advertising medium, requisites of good ads, difference in good and bad ads, difference in good and bad advertisers, the power in an ad, value of season advertising, value of display advertising, value of illustrated advertising, honest ads and honest goods, description in ads, etc., etc. These and other subjects will be handled in logical order. Later the articles will take up each individual kind of business and show what advertising will do for that business.

Keep your eye on this space and you will get something good, short and "hot off the griddle" each week.

## GOODS BY PARCEL POST.

We are now filling mail orders and delivering

Dry Goods, Dress Goods, Notions, Clothing, Shoes and Hats,

at your door, by Parcel Post all charges prepaid.

We have a special line of shoes, which others sell at \$4, which we will deliver for only \$3.75

You will find all our goods first class in every respect and mared down to the lowest prices.

Take advantage of Uncle Sam's Parcel Post Service. Buy from us. Get your orders filled promptly and your goods delivered at just what they would cost at the store.

Watch our advertisements for Special Bargains.

**The Bee Hive,**  
Taylorsville, N. C.

## AT HOME AND ABROAD

Getting to be time to turn on the electric fan and be happy.

If you are fond of jokes read the Congressional record.

Turkey is learning to say Good Night in all the languages of Europe.

You can always flatter a man by telling him that his baby looks like him.

Even your best friends seldom lose much sleep worrying in your behalf.

It requires two natures to get rich—one to make and the other to save.

No, Cordelia, a soldier is not entitled to a pension for being half shot.

Picking out vacation dates is one of the easy things that it is hardest of all to do.

The Colonel's two-cent lunch suggests that the Armageddon rations are all exhausted.

Ty Cobb got his "rights," and not a few representatives are studying up their batting average.

If Secretary of the Navy Daniels keeps on abolishing, he may soon abolish the seaserpent.

If a man is too proud to beg and too honest to steal, what business has he in politics?

Again has Tyrus Cobb responded and saved his devoted country by rallying to the national game.

Even President Wilson was never photographed in the act of signing a baseball contract, as was Tyrus Cobb.

Surely between the "Land of the Rising Sun" and the "Land of Sunshine," there is something common.

Iceland is to be dry after this year. Mr. Bryan would feel so much at home with an ambassador from Iceland.

Science insists that Dr. Friedmann's turtle would be more convincing if it did not wear a price tag.

Secretary Bryan will hardly be annoyed if California cools off a little before he gets busy at the State Department.

If the Krupp people, the German Gun Makers, get up a war, they should be compelled to do all the fighting.

With King Nicholas at the front in the Fall of Scutari, we're due to see some fine uncensored films shortly.

"It is a mighty small man who will hide behind a woman's skirt," says an exchange. You bet; if it is a hobble skirt.

Strawberries are selling at one dollar a quart in Chicago. Maybe some of the Chicago working girls have been trying to live on strawberries.

Every one knows more about some things than he ought to and less about the things he should know than is best for him.

Poverty has saved the life of many a young man who would have bought himself a shotgun or a sailboat if he had the money.—Chicago News.

If the Democratic Administration will put a man at the head of the weather Bureau who will not work in conflict with the base ball schedule, all will be forgiven.

All the land held by Japanese in California would not pay the costs of a few minutes of real war, which is civilization's most expensive pastime.

We consume more sugar per capita in America than any other country on earth. Our predominant characteristics—a sweet tooth and sweet women.

Senator Overman, who has had a talk with the President on the cotton schedule, finds him not committed against amendments, probably along the lines suggested and advocated in the House by Congressman Webb.

Arizona's pending anti-alien bill is certainly more radical against alien land ownership than California's, but it places all aliens on the same footing. California's pointedly discriminates against the Japanese. There's the rub.

A bill has been introduced in the Pennsylvania assembly by a Philadelphia member prohibiting any person allowing any horse, mule or ox to work more than twelve hours a day in cities of the first and second classes. Fine and imprisonment are provided as penalties for violation of the act.

There is no medicine known that will cure consumption, and those who patronize the firms or individuals who advertise to cure this disease not only squander their money, but throw away valuable time. Every consumption cure is worthless, and potentially dangerous.

## BOONE NEWS.

The Appalachian Training School closed its Spring Term on Friday, May 2. The exercises were out of the ordinary, even for this great School, but were exceedingly interesting. Instead of the usual exercises and speakers, the practical results of the actual school work were displayed in the various departments.

In the Domestic Science Department foods prepared by the students, and garments made by them were on exhibit, the Art exhibit would have done credit to a college.

In the Business and other departments the actual work done on class and examinations was shown. This display showed the work done in this School to be of the highest order.

The day closed with exercises by the Musical Department, which were greatly enjoyed by the large crowd present.

All agreed that it was one of the most fitting and successful closings that the school has had. The Summer Term will open Tuesday, June 3, and continue six weeks. The purpose of this term is primarily the training of teachers, together with making up back work, and even up so as to be able to enter classes regularly. This is an ideal place to spend the summer. Six weeks work here will refresh you more than a month's rest in the low country.

**Found a Cure for Rheumatism.**  
"I suffered with rheumatism for two years and could not get my right hand to my mouth for that length of time," writes Lee L. Chapman, Mapleton, Iowa. "I suffered terrible pain so I could not sleep or lie still at night. Five years ago I began using Chamberlain's Liniment and in two months I was well and have not suffered with rheumatism since." For sale by all dealers.—Advertisement.

## THE ONLY WOMAN MASON

BIOGRAPHY OF MRS. CATHERINE BABINGTON.  
Written by her youngest son, a Master Mason and member of Lee Lodge, No. 253, A. F. & A. M., Taylorsville, N. C. She was the only woman in the world that ever received all the secrets of Blue Lodge masonry. This book tells how she came into possession of the secrets and was obligated. Price, by mail, 25 cents. Address J. P. BABINGTON, Taylorsville, N. C.

**Country  
Produce,  
Cash or Trade,**

**J. K. Morrison Grocery & Prod. Co.**

## THE WATTS COMPANY

We have on display the largest and up to date line of GENERAL MERCHANDISE seen in a general Store in Taylorsville.

## Millinery

If you are looking for anything in the Millinery line come to see us. We are prepared to suit you in style, quality and price.

## Shoes

We have one lot of ladies and children's shoes to close out at a bargain.

## PRODUCE

Cash paid for all kinds of produce. We are in the Market for tan barks.

**The Watts Co.**  
Taylorsville, N. C.