

# The Mountain Scout.

DEVOTED TO THE SOCIAL, MORAL AND FINANCIAL INTERESTS OF THE CITIZENS 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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### PERSISTENT ADVERTISING

Persistency in advertising is being constant and steadfast in carrying out an advertising campaign. "It is the constant dropping of the water of publicity that wears away the stone of indifference."

The advertiser should hammer home one proposition at a time, never being afraid of repetition, for advertising may be said to be repetition. A few advertisements may or may not be profitable—the chances are they will not. But regular and judicious advertising is always profitable as it keeps the merchant's name before the people all the time. It is also in the nature of useful information to the public, as it educates the public to look regularly in a certain paper and place for certain business news relative to a certain store.

The merchant who is persistent and masters every detail of his business is successful. But if he has not studied advertising and become familiar with it he has not mastered one of the very important details of his business. The reason why only about one in twenty merchants are successful (as Dun's and Bradstreet's statistics show) is because only about one in twenty merchants master advertising as it relates to their business.

Persistent advertising is not merely to hold business or to pull business away from competitors, but to gain new customers, and satisfy existing demands and create new demands. A merchant must be constant, steadfast and regular to accomplish this desired result.

One celebrated retail merchant who has a perfect knowledge of every detail of his business and reaped a rich reward has this to say. "A good newspaper—good advertising in that newspaper—persisted in—backed up by the right kind of merchandise and the right kind of store service—that's a combination that will spell success for any merchant who has foresight and understanding enough to give it a fair trial."

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## LISTEN TO US!

We have the Right kind of Goods, at the Right Prices, and when you buy at the

### BEE HIVE

you always buy right. Our stock is complete, Ladies' Suits, Coats, Sweaters, Hats Etc. The Biggest Line of Clothing ever shown in the county—you can be pleased. School Books, Stationery Etc. In fact we handle everything. Call for what you want, we have it, if not we will get it. Bring us your Produce, Cross-ties Etc. Yours to please,

**THE BEE HIVE,**  
Taylorsville, N. C.

### Confederate Soldiers from Ellendale Township.

The following is a list of the soldiers who were in the Confederate Army from Ellendale Township, Alexander County, N. C.:

FURNISHED BY W. E. WHITE.

Elijah Burgess Austin  
Samuel Pickens Austin  
Hilman E. Austin.  
James Reynoldson Austin  
Philip Austin  
Elijah Tilman Austin  
Jehu Austin  
Samuel Austin, Jr.  
Azor Austin  
William Austin, Sr.  
William Austin, Jr.  
Noah Baker  
Henry Baker  
Robert S. Barnes  
J. Robeson Bell  
J. Columbus Bell  
Miles Bowman  
David Bowman  
Joseph B. Bradburn  
Isaac Newton Bradburn  
George Franklin Brown  
David Bedford Brown  
Abner Elkanah Brown  
Jesse Alfred Brown  
Washington Deal  
John Dison, Sr.  
William Dison  
George W. Echerd  
Henry Franklin Echerd  
Peter E. Echerd  
David Fox  
Elkanah Fox  
Miles Fox  
Wallace Fox  
Ambrose Fox  
Moses Fox, Jr.  
Pinkney L. Gryder  
David Herman  
William Herman  
Leander Herman  
Marcus Herman  
Sylvanus Herman  
Miles Huffman  
Thomas Icenhour  
Noah Logan  
Thomas S. Long  
Joseph Long, Sr.  
Henry Medlock  
Cornelius Medlock  
J. Alva Medlock  
Elijah Medlock  
Elisha Medlock  
Elihu Medlock  
William H. Milstead  
Frank Milstead  
D. Alexander Meadows  
Hugh A. Oxford  
William Wallace Oxford  
James Harvey Oxford  
John M. Oxford  
Elisha Chambers Oxford  
James Jefferson Oxford  
Coleman Payne  
Alexander Palmer  
William Parleir  
Benjamin Parleir  
William R. Pennell  
Calvin Pennell  
Franklin Pennell  
Mack Pennell  
Jesse Pennell  
John R. Pennell  
William Pennell, Jr.  
Archie M. Pennell  
James Benjamin Pool  
Christopher C. Pool  
William Pool  
Amzi Presnell  
Rev. James Reed  
Andrew Jackson Reed  
Hugh Reed  
Thomas Reed  
Jesse Reed  
Larkin Reed  
Jesse Anderson Reed  
George Reed  
Joel Reed, Sr.  
Joel Reed, Jr.  
William B. Reed  
Henry Reed, Sr.

Henry Reed, Jr.  
James Reed, Jr.  
James W. Reed  
Andrew Newton Reed  
William Jasper Reed  
J. Samuel Reed  
William G. Robinson  
Robert Smith, Sr.  
John Elkana Smith  
William Ira Smith  
Thomas Wilson Smith  
Leander Franklin Smith  
Robert Burton Smith  
Philip E. Smith  
Rufus D. Stine  
Noah Stine  
Jonas Stine  
Noah Sigman  
Andrew Miles Sigman  
Jonas Franklin Sigman  
Jesse Washington Sigman  
James Tant  
Robert Hood Teague  
John Anderson Teague  
Francis Marion Teague  
William W. Teague  
Absalom Travis  
James A. Watson  
Levi L. Watts  
William Watts, Jr.  
Magnes Watts  
Wiley Woodard  
George Washington White  
William Riley White  
Henry White

#### Diarrhoea Quickly Cured.

"I was taken with diarrhoea and Mr. Yorks, the merchant here, persuaded me to try a bottle of Chamberlain's Colic, Cholera and Diarrhoea Remedy. After taking one dose of it I was cured. It also cured others that I gave it to," writes M. E. Gebhart, Oriole, Pa. That is not at all unusual. An ordinary attack of diarrhoea can almost invariably be cured by one or two doses of this remedy. For sale by All Dealers.—Advertisement.

#### The Farmer and His Milk.

A farmer was arrested and fined the other morning for selling some adulterated milk adulterated with a little harmless water. He wore at the same time a suit of all wool (?) clothes badly adulterated with shoddy materials, and boots whose soles were adulterated with paper, or wood shavings. For breakfast he drank adulterated coffee, his meat was spiced with adulterated pepper, his cakes powder, his pickles soured with adulterated vinegar, his pie was seasoned with adulterated spice, his wife was out of sorts because she could not make bread out of adulterated flour that had been run in on her for the "best." In fact he saw and felt the affects of adulteration which ever way he looked, and had never heard of the adulterators being arrested and fined. Yet there are those who blame the farmer for complaining of being discontented.—Charlotte Observer

#### Caught a Bad Cold.

"Last winter my son caught a very bad cold and the way he coughed was something dreadful," writes Mrs. Sarah E. Duncan, of Tipton, Iowa. "We thought sure he was going into consumption. We bought just one bottle of Chamberlain's Cough Remedy and that one bottle stopped his cough and cured his cold completely." For sale by All Dealers.—Advertisement.

### PATENTS

Trade marks and copyrights obtained or no fee. Best model, sketch or picture and description for FREE SEARCH and report on patentability. Think references. PATENTS BUILT FORTUNES for you. Our free booklets tell how. Visit to invent and save your money. Write today.  
**D. SWIFT & CO.**  
PATENT LAWYERS,  
303 Seventh St., Washington, D. C.

### Cure for Whooping Cough.

Take 2 large onions and slice them. Add one cup of sugar and one quart of water and boil. Stir in the liquid and add a teacup of strained honey, one half cup of olive oil and three cents worth of rock candy. Mix these and boil. After boiling add sufficient water to make the concoction thin enough to strain. Then strain it. In warm weather add enough whiskey to keep syrup from souring. Give in teaspoonful doses as

often as necessary. By Denis G. Leahy, of Knoxville, Tenn.

#### Mother of Eighteen Children.

"I am the mother of eighteen children and have the praise of doing more work than any young woman in my town," writes Mrs. C. J. Martin, Boone Mill, Va. "I suffered for five years with stomach trouble and could not eat as much as a biscuit without suffering. I have taken three bottles of Chamberlain's Tablets and am now a well woman and weigh 168 pounds. I can eat anything I want to, and as much as I want and feel better than I have at any time in ten years. I refer to any one in Boone Mill or vicinity and they will vouch for what I say." Chamberlain's Tablets are for sale by All Dealers.—Advertisement.

A Full Line of  
**FEED.**  
I pay  
**CASH**  
for  
**PRODUCE.**

FLOYD LIPPARD.

Morrison's Old Stand.

## MILLINERY OPENING

Our Fall Millinery Opening, for 1913, will take place on  
**Thursday and Friday,**  
**SEPTEMBER 18th and 19th**

We have all the Latest Styles in  
**Ladies' and Children's Hats**

We extend a cordial invitation to all to come and see our  
Goods and get our  
**PRICES**

**THE WATTS COMPANY**  
Taylorsville, N. C.