

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.

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J. P. BABINGTON, Editor and Publisher.

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HOW TO REDUCE SELLING COST.

Every merchant is in business for profit—not gross profit but net profit. Gross profit is the difference between the purchase price (or producing cost) and the selling price, while net profit is the difference between the purchase price plus selling cost and the selling price.

Every merchant knows that if the selling price does not exceed the purchase price and selling cost combined at the end of the year there is no real profit coming to him out of the business. To remedy this he must do one of three things—reduce purchase price, increase selling price or reduce selling cost. A merchant may reduce the purchase price a little by buying in quantities, or watching the market and always buying safe—but the purchase price is fixed by others and he must pay their price. Of course if the article is one the merchant produces himself he may reduce the cost of production. The merchant may increase selling price, although the demand and competition have a great deal to do with fixing the selling price. But the selling cost is in the hands of each merchant. It is by manipulating selling cost that each business becomes a success or a failure. Therefore it stands each merchant in hand to reduce his selling cost.

Every merchant could handle more business than he now handles with the same selling force. By increasing the sales with the same selling force the selling cost is reduced. The problem for the merchant is to educate people to want his goods and buy them.

John D. Rockefeller said: "The great cost in business is waste." To do away with this waste or reduce it to the minimum is the purpose of advertising. Judicious advertising will increase sales, thus reducing selling cost and waste.

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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, Stationary 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.

At Home and Abroad

October never smiled more sweetly.

An exhibition of temper is a free show.

Lillian Russel is going in for aviation. She'll fall soft.

A meat famine is near and the vegetarians should worry.

Gamboa has been nominated as the boa-constrictor of Mexico.

Teacher dear, enjoys the first few weeks of school almost as much as Johnny Mae.

The legal profession seems to regard Harry K. Thaw as the goose which lays the golden egg.

If Evelyn Thaw really needs a press agent she couldn't get a better one than Harry.

What the people want to see the New York Impeachment Court get at is Boss Murphy.

Senator Works is another of those Jingoos who has buckled on his tongue to fight Mexico.

The fire buckets urged by Mr. Houston for rural homes need not necessarily contain fire water.

If Hoopskirts come back as threatened, a lot of people who now use trolley cars and subways will have to walk.

Has anyone studied the income tax provisions to see whether the profits of absconding cashiers are sufficiently taxed?

Discovery of a joker in the hoisery rates of the new Tariff Bill indicates that Miss Democracy wears a split skirt.

Of all the comments on the recent Maine election, the silence emanating from Oyster Bay was most eloquent.

About this time people are beginning to lose the sunburn they paid \$15 a week to acquire last August.

The Georgia financial institution with which Ty Cobb is connected probably uses him as a bank runner.

President Wilson has been offered enough winter and summer houses to provide road houses for the Chautauqua circuit.

The Phila., lady who threw her pearls at a detective doubtless felt that that was the only way a sleuth would ever find 'em.

When two girls of the same dimensions and general style of architecture are chums they syndicate their clothes.

President Wilson ought to give the U. S. Senate tickets to the "world series" games if he wants to get the currency program through.

A Chicago physician's wife thinks there ought to be a school to teach wives kissing. Home training, sisters, home training's the thing.

The Congressional record that reports the speeches on the burning of Washington in 1814 will read like one of Winston Churchill's novels.

Reports that the Republican party is dwindling away are confirmed by the announcement that Mr. Taft has lost eighty pounds since leaving Washington.

Many human lives have been wiped out by the laziness of the railroad brakeman who did not go back far enough to flag approaching trains.

When a man who has laboriously learned the waltz and the two-step has the tango thrown at him, how can he help feeling discouraged?

Carried away by the popular movement of the day, certain trusts are doing their best to conserve their unnatural resource.

New York naturalists are jubilant over the return of "rare birds," just as though the State hadn't enough of that sort already.

By the time the latest "world mystery" of who wrote the "Star Spangled Banner" is solved, some inquisitive cuss will be wanting to know why.

Since Wesleyan University has included the study of football in its curriculum, it may be expected that a marked increase in its student registration will follow.

An enterprising Chicago surgeon has succeeded in removing two appendices from one subject, and the patient wasn't a millionaire at that.

No matter how much some of those New York Millionaires rail at marriage some of them are just a little bit envious of the late Mr. Solomon.

Without desiring to start anything we merely remark that the best time to look for Indian Summer is late in October, or early in November.

Scientists point out that the Indian while living a wild nomadic life, knew nothing of tuberculosis. So steam heat even has its draw backs.

Those three scientists who descended 1,200 feet into the crater of Vesuvius have not made a full report but it is not likely they found the janitor.

Those students who were expelled from Greifswald University, Germany because they were total abstainers may be the ones who are being educated by Mr. Bryan.

"Man failure" is given as the cause of the disastrous New Haven wreck. Well, we've progressed at least that much further from Adam, who would have blamed it on the woman.

The Moonshiner's Official Friend.

Mr. L. Covington, of the Government Civil Service, arrived Wednesday. Mr. Covington has been coming to this section in the service for eight years, collecting data for the advantage of men serving terms in the Federal prisons, and if their citizenship has been good and favorable to the time of the blockaders or other crime leniency is recommended. Few people know that the Government employs such a service.—Hustler.

Avoid Sedative Cough Medicines.

If you want to contribute directly to the occurrence of capillary bronchitis and pneumonia use cough medicines that contain codine, morphine, heroin and other sedatives when you have a cough or cold. An expectorant like Chamberlain's Cough Remedy is what is needed. That cleans out the culture beds or breeding places for the germs of pneumonia and other germ diseases. That is why pneumonia never results from a cold when Chamberlain's Cough Remedy is used. It has a world wide reputation for its cures. It contains no morphine or other sedative. For sale by all druggists.—Advertisement.

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

FLOYD LIPPARD.
Morrison's Old Stand.

THE SECRET OF SUCCESS

Is not so much in knowing how to make money as in knowing how to hold on to it.
Deposited in the Savings Department of this bank the temptation to spend is removed and there is always a growing incentive to add more.
The "Secret of Success" will be an open book to you when you become a regular money saver at this bank.

THE BANK OF ALEXANDER.

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.