

We must have 1,500 more subscribers to THE SCOUT before January 1st, 1914. If you are not one at this time you are hereby cordially invited to read our 75 cent offer, on this page, and subscribe at once. DON'T DELAY

The Mountain Scout.

DEVOTED TO THE SOCIAL, MORAL AND FINANCIAL INTERESTS OF THE CITIZENS OF ALEXANDER COUNTY AND WESTERN CAROLINA.

VOL. XII NO. 600.

Taylorsville, N. C. Wednesday, Oct. 29, 1913,

\$1.00 PER ANNUM

THE MOUNTAIN SCOUT.

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J. P. BABINGTON, Editor and Publisher.

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INSPIRING CONFIDENCE.

Confidence has been defined as the act of placing firm trust or reliance on any person or thing. The elements of confidence or trust enter into every activity of life.

We find that in business no sale is ever consummated except through confidence. Before a purchase is made from a merchant there is a feeling created, knowingly or unknowingly, in the mind of the customer that the merchant is reliable, that his goods are good goods and that he is willing to warrant them as such. Confidence in a merchant, his store, and his goods is not created alone by good goods and personal warranties, but a model store in appearance, courteous treatment and the determination to serve customers all tend to establish confidence in the eyes of the public.

A first essential in business is that each merchant and his selling force have confidence in the goods for sale. If they do have confidence customers are more easily influenced to purchase and better satisfied with their purchase, for confidence is catching.

The real purpose of every thoughtful merchant, who desires to build a permanent business, is to establish confidence. Trade travels in the path of confidence, and in proportion as confidence in the store increases, just in that proportion does the business expand.

Confidence is just as essential to success in advertising as in any other branch of business. Advertisements that do not create confidence are a positive detriment to the business. Exaggeration in advertising always tends to shatter confidence. It may result in some extra sales, but the after effect is bad.

Truthful advertising does more to inspire confidence in a business than anything else. In fact truthful advertising, good goods, and good treatment establish permanent confidence, so essential to permanent business.

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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.

\$1.50 For 75 Cents!

Don't Miss It!!

The Scout must have 1500 more Subscribers before January the 1st, 1914 and, in order to get them quick we make this remarkable offer:

For 75 Cents

We will send

THE MOUNTAIN SCOUT

UNTIL JANUARY 1ST, 1915

and

THE HOME AND FARM

ONE YEAR

LESS THAN HALF PRICE

This beats the cut price sales that merchants advertise. It is ahead of any low prices offered by mail order houses; but we must have 1500 more subscribers in order to land some big paying advertisements and these subscribers must be for one full year from Jan. 1st, 1914. Hence this unheard of proposition.

Come quick for this offer will be withdrawn as soon as our list is complete.

Three and six months subscriptions will be at the rate of One Dollar a year.

All who have paid \$1.00 since August 15th will have their time marked up to Jan. 1st, 1915.

Come along with your 75 cents and get your Home Paper and the Old Reliable Home and Farm. You cannot afford to miss it. Don't Delay but come or send to-day.

Call on or address

The Mountain Scout,

TAYLORSVILLE, N. C.

NOTICE!

We are in the market for 3,000,000 feet of Old Field Pine Lumber and will pay the highest Spot Cash price.

We also want all other kinds of Lumber.

Alexander Lumber Co.

PER W. E. NELSON, MANAGER.

JUST RECEIVED

Car Load of Cotton Seed Meal
" " " " " Hulls

Fresh Stock Of

Bran, Shipped Stuff, Hay, Corn,
Oats, Chicken Feed and
Oyster Shells Etc.

We deliver Feed anywhere in town.

Pay Cash for Produce.

LIPPARD AND YORK.

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.