

Progressive Merchants

Use The Graphic Advertising Columns For Results

It Reaches The People

THE GRAPHIC.

The Trading Public

Liberally Patronize Merchants Who Bid For The Trade

Watch For The Bidders

The Nashville Publishing Co., Publishers.

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M. W. LINCKE, Editor

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NO. 43.

"After the Harvest"

No better place for the year's surplus. Our Commercial Department affords every convenience to those who pay bills by check. Our Savings Department pays

4 per cent. Interest
Compounded Quarterly

We ask for your account however small. Start with the Interest Quarter

October 5th.

The First National Bank
Of Rocky Mount, N. C.

Savings Department

Truthful Advertising

Advertise the truth, and people will depend upon you and know that you will always state facts to them. We do not advertise "Safest for Savings," but we do advertise that we have A SAFE, STRONG and SOUND BANK. Paying 4 per cent interest compounded quarterly.

The Rocky Mount Savings & Trust Co.

Professional Cards.

A Picture at this season of the year is most pleasing:

WHY NOT

come to our Studio where you will

GET WORK OF QUALITY?

H. Dempt, 106 Main st., Rocky Mount N. C.

The Test of Education.

A professor in the University of Chicago told his pupils that he should consider them educated, in the best sense of the word, when they could say yes to every one of fourteen questions he should put to them. It may interest you to read the questions. Here they are:

Has your education given sympathy with all good causes and made you espouse them?

Has it made you public-spirited? Has it made you a brother to the weak?

Have you learned how to make friends and keep them?

Do you know what it is to be a friend yourself?

Can you look an honest man or a pure woman straight in the eye?

Do you see anything to love in a little child?

Will a lonely dog follow you in the street?

Can you be high-minded and happy in the meaner drudgeries of life?

Do you think washing dishes and hoeing corn just as compatible with high thinking as piano-playing and golf?

Are you good for anything to yourself? Can you be happy alone?

Can you look out on the world and see anything except dollars and cents?

Can you look into a mud puddle by the wayside and see anything in the puddle but mud?

Can you look into the sky at night and see beyond the stars? Can your soul claim relationship with the Creator?—Popular Educator.

The South the Best Place After All.

If the boys of the South realize the chances that are at hand for them, and that work will get anything they can reasonably want, the experience of other sections of the country show them that the world is at their bidding.

It is not necessary to go to Iowa or Pennsylvania or California for an example. In ten years the South has doubled its agricultural yield.

Texas and Georgia have grown to be among the foremost farming states of the South, are doing things, you see, and they are only discovering what a boy on the farm can do if he will.

One thing the boy of the South needs to learn, that is the value of time. He must get into his head that the boy in the army who stops sixty times a minute goes twice as far in an hour as the shambling negro who takes thirty steps a minute. Activity counts for as much as anything else. Activity is what makes progress.—Blon H. Butler.

THINKS SIMMONS IS BEST MAN.

To Represent North Carolina in the United States Senate & Voice From Halifax County.

The next Legislature will have the important duty of selecting a successor to Senator Simmons to the United States Senate. There are many reasons why he should succeed himself. If you ask what has he done, I present his record. It speaks with more force than any word of mine.

He has studied the needs of the state. He knows her great resources of soil, agriculture, mining, manufacturing and commerce. He has labored for the advancement of them all. His labors in the Senate have been for the furtherance of every industry in the state. His untiring efforts in getting appropriations for rivers and harbors and public buildings are too well known to comment upon, and yet he has never asked for money from the public treasury that has not been well and wisely spent.

The appropriations for the canal to connect Pamlico sound with the ocean for the Cape Fear river the Dismal Swamp, the Albemarle sound with the Norfolk harbor, and the many public buildings appropriations speak for themselves. No man can travel through the state without seeing the experimental works in agriculture, much of which is due to the efforts of Senator Simmons. His bill to aid in building our public roads will greatly improve our road system.

Another important reason why Senator Simmons should be re-elected is that Senator Bailey, of Texas, will not be a candidate for re-election, and that will make Senator Simmons the ranking Democrat on the Finance Committee, and in the event we carry the election in 1912 (as doubtless we will) he will be chairman of that committee, and the chairmanship of that committee carries with it the leadership of the senate. His experience, his wide influence in the Senate, his wisdom as a legislator, his knowledge of the needs of the people, make him the logical candidate to succeed himself.

And lest we forget, we should look back to the miserable condition in North Carolina under the fusion regime. It was at the critical moment that Senator Simmons accepted the chairmanship of the Democratic party, and with faith and fidelity to his party and with a courage unequalled in North Carolina politics he led his party to victory. He delivered the east from negro domination. He made possible the

constitutional amendment. He re-established Democracy in North Carolina. He has always measured up to his full duty, as a man, a politician and a statesman. Can we ask more in any candidate for the Senate?

We should not forget, at the primaries this matchless leader. In our darkest political hours he led us, now then the smoke of the battlefield has died in the distance let us not forget him and his service.

T. CRANMER HARRISON, Weldon, N. C., Oct. 4, 1911.

Wound For Young Men to Drink.

The other day a saloon keeper was fined \$100 and cost in our Criminal Court for allowing a minor in his saloon. He had previously been fined small amounts for the same offense. There must be something very serious in allowing a boy under 21 to see what is going on inside a saloon. No, that is not it. The boy is supposed to be there for the same purpose with the men; he wants to drink. This the law says is wrong; it is debasing, demoralizing and vicious in a young man, and must not be allowed. Why is not all this true of older people? The effects of drink are fully as injurious to older men as to the young; often they are more so because they affect their families as well as themselves. The law does not seem wise in such cases as this. If it is wrong for young men to learn to drink it is wrong for older men to drink and set the example.—Indiana Farmer.

The Noiseless Gun.

The noiseless gun is an accomplished fact—and a very readily fact it will probably prove to be if its manufacture and sale are unrestricted. Hiram P. Maxim has perfected a weapon in which the noise is eliminated, very much as the noise of a gasoline explosion in an automobile is eliminated by the use of a muffler which allows the gas produced by the explosion of the powder to escape slowly from the barrel of the gun instead of escaping with a rush all at once. The noise which ordinarily accompanies an explosion is produced not by the actual explosion, that is, the generating of gas by the ignition or concussion of the explosive material, but by the sudden escape of the gas. In a test made indoors in the presence of a number of scientific men, the gun sent thirty-two caliber soft-nose bullet through a city directory, and yet made so little noise that some of the observers thought that the gun had not gone off at all.—Exchange.

FIGHTING MAIL ORDER HOUSES.

Advertising Surest Method. Home Paper Easiest Way to Reach the People.

Almost every town and city has its merchants who figure every cent spent for newspaper advertising in the nature of a donation to the publisher. They are always ready to denounce the mail order houses, and have the newspapers help them do so, but their own advertising is done with reluctance.

But all merchants who do not advertise are not unprogressive. Often it is simply because they have not been awakened to its value. Spreading the doctrine of advertising may not be the duty of the editor or publisher, but doing so is a good thing from a business standpoint.

Local merchants must admit that the mail order house has as much right to do business as you have.

"You should treat this competitor with the same spirit of fairness as you treat all your other competitors. Competition should only spur you to greater activity and to adopt better methods in conducting your business. A good competitor is always more beneficial than detrimental to your business.

"There is no territory that you can claim exclusively as your territory, around which you might build a fence and compel the people to purchase from you. You cannot force the public to buy at your store.

"But it is true, there is a certain territory in which you should have a greater advantage to do business, all other conditions being equal. You should have a decided advantage to do business in your home town and surrounding territory over any outside competitor. There is a territory that you may call your territory; you know the people, know their habits and desires and know their purchasing power (at least you ought to); you are living with these people, you are ready (or at least should be ready) to help them build schools, churches and streets and all other improvements which help to build up a community in which it is a pleasure to live.

"These same people will be willing to purchase their needs from your store provided you give them the same courteous treatment that they get elsewhere and sell them goods at as reasonable a price as they can buy for at any other place. And this, you certainly can do, for whatever advantage your mail order house competitor may have in pur-

chasing power you make up for in other ways such as lower rents, cheaper help, lower taxes and then being nearer to your customers.

Must Go After People.

"But one thing is certain, you must get after this business. It is a mistake to assume that these people must or should come to your store. The public at large admires the merchant that is after the business. You must get in line with all your progressive competitors and show your customer that you appreciate his business. It is enough that you keep a stock of goods such as your customers like to purchase, but you must let them know that you have these goods. Your customers are busy people; they have no time to inquire about your goods and prices. You must advertise, and advertise right.

But one thing is absolutely certain, if you want to succeed in the twentieth century, you must apply twentieth century business methods. You must advertise your goods.

"Your home paper is the cheapest means by which you can speak to your customers, because it reaches so many of them. Your customers believe in your home paper, for fake advertisements are generally omitted. All you have to do is to write your ad, the local newspapers take care of the rest. They see to it that it is properly sent to the homes where it is read by every member of the families that know you. If your ads attract attention, they can't help but bring results. In this century the public has much more confidence in the merchant that advertises than in the one that seems to be afraid of showing his goods together with his prices in the public home market place, the columns of your local paper, the best medium for local advertisers."—A. O. Hayer in Western Publisher.

Keeping the Dollars at Home.

The years ago a farmer put his initials on a dollar bill. The next day he went to the nearest town and spent it with a merchant. Before the year was out he got the dollar bill back. Four times in six years the dollar came back to him for produce, and three times he heard of it in the pockets of his neighbors. The last time he got it back was four years ago. He sent it to a retail mail order house. He has never seen that dollar since, nor never will. That dollar will never pay any more school or road tax for him, will not build or brighten any of the homes of the community. He sent it entirely out of the circle of usefulness to himself and his neighbors.—Exchange.

The Planters Bank,

OF

Rocky Mount, N. C.

SOLICITS YOUR BUSINESS!

The Largest and Strongest Bank in Nash and Edgecombe Counties Paying Interest on Deposits.

4% INTEREST 4%

Compounded Quarterly

on all deposits made in Savings Department.

J. C. BRASWELL, President.
J. M. SHERRILL, Vice-Pres.
J. W. AYCOCK, Cashier,
W. W. AVERA, Asst Cas'r.

KIDNEYS Need Care

The kidneys should receive careful and constant attention, they are working constantly and demand it—night and day they are filtering the blood, preventing an accumulation of poisonous waste matter.

Assist The Kidneys In Their Work,

strengthen them and enable them to perform their duty without weakening. Failure to do this will result in deposits of poisonous waste material—the circulation becomes clogged and the system is poisoned.

NYAL'S Stone Root Compound

Strengthens the kidneys, cleanses the blood of all impurities.

50c and \$1 Bottles at

WARD DRUG CO.
Nashville, N. C.

T. T. ROSS, Dentist.
Spring Hope, N. C.

Office in New Finch Building

Will be in my office every Wednesday, Thursday, Friday and Saturday.

Nashville Office at Residence

Where I can be found MONDAY AND TUESDAY

PITT'S WAREHOUSE LEADS!

THERE'S A REASON!

The reason is, the people like the prices they get there for their Tobacco—they like the considerate and whole-souled manner in which they are treated and taken care of. They like the honesty, courtesy and competence of Pitt's splendid staff of warehousemen. They like the consistent care that is given their tobacco and their interests at PITT'S. Some of them say that they just naturally like Pitt, himself,—that's me—because he always gives them a square deal and tells them the truth.

The past few days, sales have been heavier and prices still higher at my Warehouse, and the broad "Pitt Smile" is on the face of every Pitt customer as he starts home with his pockets full of Pitt money, with the highest prices to talk about that he ever talked about before. (See some of my sales in this paper.) Come on, YOU, TOO, and join the happy band, and make your wife and children happy by allowing me to make you money. I'll sure do the trick. Follow the crowd to PITT'S.

I have good, comfortable box stalls for your team and Good Beds for both white and colored people.

Your friend, **RALPH PITT, Owner and Proprietor.**

Pitt's Warehouse, Gravelly's Old Stand, Rocky Mount, N. C.