Ea Daddy's Foiry Tave

APRISON WHERE EVERY MAN IS ON HIS HONOR,
WHERE RULES ARE FEW AND RARELY'BROKEN
$\frac{\text { OY MARY GRAHAM BONNER }}{\text { MOVING MANS STORY. }}$ The bey a mita curions
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## Did You Ever Stop to Think How Much You Owe to Advertising?

By, $\cdot \mathrm{a}$ mamy

One hundred million people owe most of their comforts their lives to advertising, and set few of us even stop to even except as a necessary evil
Through the publicity given a certain antitosin, that dread disease, diphtheria, which used to mow down our children as never cut a finger or scratch a hand but what we go straight to bottle of advertised antiseptic. (Andi this has no relation to sub called patent medicines.)

Then we rise in the morning we put on an advertised stock ing that saves us hours of weary labor. We touch a matth to an advertised toaster and save our tempers and our digestion. We dress in advertised clothes (advertised either by the maker or the seller), and from then until the time we go to sleep again on an advertised bed, we are dealing with and living in tonch with woblicity throughout the livelong day.
on the part of the seller. We act on it with full faith good fath lute veracity of what it times. We sometimes doubt the abso fainty of the man who signs his name to it, eithbt the dead cer What he claims or cheerfully to give us back our cash.

They say this is a day when no man can succeed without advertising, but it is even more than that. It is a day when no family can succeed without reading the advertising.

If most people were as impervious to advertising as they think they are, they would be twenty-five years behind the times in every thing they do.
news, read has come when advertising has got
The people whe and acted upon as news.
do not use ade who do not read advertising, like the people who in the race every year.

## A Reliable Safeguard

Is a checking account
With it you can pay all your bills, simply by writing out your per sonal check for the amount due and mailing it to the proper per son.
It gives you absolute protection, because you are not required to carry or transmit the actual cur rency itself
It affords at all times a complete and accurate record of expenditures and income.
It shows you exadtly why, when and to whom your money has been paid out.
Your canceled checks are the best receipts obtainable; they save you from paying the same bill twice.
The First National Bank
GASTONIA, N. C.
"The Bank of Dependable Service"

## GASTONIAN

TODAY

JAMES OLIVER CURWOOD'S
"NOMADS OF THE NORTH" Greater than all other photoplays of life, in the far
North. A veritable scenic marvel in which lovers of nature will find rare delights. A record-breaker for It's a First National Attraction.

Added Attraction: Good Comedy

## WEDNESDAY



PLEASANT WALLS Makc Pleasant Rooms
$\qquad$


## COLLedge

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