

**THE GASTONIA GAZETTE.**

FRIDAY, OCTOBER 24, 1913.

**SIDE TABLE OBSERVATIONS.**

**Editor Harris Sees Many Signs of Improvement in Gaston and Cleveland Counties—What Some Gaston Towns Are Doing.**

The following from a recent "Side Table" talk in The Charlotte Observer will be of interest to many Gazette readers:

Practically a new business center on the map is the town of Cherryville. It is located on the Seaboard Air Line Railroad in upper Gaston county. When the Wilmington, Charlotte & Rutherford Railroad reached that point years ago, a brick depot was built. There were two or three houses and a straggling country road ran by. For years Cherryville did not amount to much more than what it first stood for. Then it began to pick up as a trading center and became a village with a prospect. The prospect, however, did not materialize until about 10 years ago, when the cotton mill came along as a developing factor. Cherryville is now one of the busiest of all the towns in this part of the State. Along with the coming of the cotton mills came civic improvements and the town now has well laid off streets faced by business houses of an excellent class of architecture, and on all hands are evidences of thrift and progress. Cherryville, once shunned by the commercial seekers after orders, is now one of the most popular towns on the Seaboard Air Line, and the drummers, in-going and out-going, pass each other there every day in squads.

In the course of a very few years, the back-homer viewing old and familiar scenes in Gaston, will rub his eyes and enquire: "Where is Spencer Mountain?" This landmark will have disappeared from the landscape. The Southern Power Company is already at work slicing off the south side of the historic mountain for granite and material for the manufacture of unit brick. The entire hillside has been shorn of its timber, while the quarrymen have progressed so far as to change the contour of the mountain. This thing of removing a whole mountain is an entirely new sacrifice exacted by the commercial advancement of the age.

Mount Holly is "picking up its feet" at a great rate. A splendid new building, for commercial purposes is about all the evidence of growth one sees from the railroad train, but back on the automobile road the traveler goes through a town that is practically new. The streets are of the best construction, while the modern architects have been doing business there, as is clearly shown in the excellent character of the homes of the people, old and new. With cedar and holly trees and an abundance of shrubbery, Mount Holly is pretty much of an evergreen town. It always has a natural setting for the Thanksgiving and Christmas season. The Southern Power Company's investment of power plant and riverside development is proving a fine asset for Mt. Holly, while the manufacturing industries of the town are steadily on the increase.

The top soil reconstructors of the old plank road are now splitting the town of Lowesville in twain, for Lowesville's two faces front a single street. Lowesville and a part of the surrounding country is the domain of Mr. Ike C. Lowe, whose fame as a breeder of fine horses is known beyond the States. The extensive stables surrounding the "big house" are painted white and the surroundings are kept in condition which adds to the attractive appearance of the farm. The store buildings are commodious affairs, and carry big stocks of community supplies. Piled all around everywhere is evidence of yet unconverted wealth in the shape of cotton bales.

Belmont Abbey grows more stately as the years pass. The tree planting of days past has developed into the landscape effect that was anticipated and the shrubbery and flowers give the place an appearance of "ancient grandeur." The Catholic monastery is one of the pleasing sights of Gaston county.

The development of the dairying industry of Cleveland county is on a scale worthy of remark. The Observer a few weeks ago gave the amount of cash that was disbursed among the farmers for milk. We are told that the business the coming year will about double itself, as

the farmers are securing more cows and will give the dairy an increased product. The sales of the cream separators have become general all over the county. Not all, however, are for use in the dairy supply business, as the farmers are finding the separators a profitable investment for private use. One of the features of the Charlotte Fair will be a demonstration of the separator by the State Agricultural Department, the Linebergers having loaned a machine of the largest type for the purpose.

Aloxis is a new stop on the Seaboard between Iron Station and Stanley. The cotton gin, grist mill and saw mill brought it into existence. It is a pretty lively little place, having mercantile competition and a good trade. Its shipments of lumber and cotton form quite an item in the ledger account of the Seaboard.

In speaking of saw mills—there are 14 of them within a short radius of Iron and the wooded lands are being cleared at a rapid rate. Some of these mills have a large capacity, but the majority are of the movable sort. When one settlement is cleared, they are hitched to a traction engine and moved to a new piece of timber. Between Stanley and Grubbs, which is near Shelby, the saw mill industry has developed into an extensive business—rivaling some of the lumbering points in the Seaboard's long leaf pine section.

The Baptist State Convention meets in Shelby in December and that town for a week or ten days will have from 600 to 1,000 visitors to care for. The people there are already preparing for the contract and making levies on the surrounding country for supplies in futures. The homes of all denominations will be opened to the visitors and the contract is going to be filled in a perfectly satisfactory manner.

**THE BIBLE.**

This Book contains—The mind of God, the state of man, the way of Salvation, the doom of sinners and the happiness of believers. Its doctrines are holy, its precepts are binding, its historic are true, and its decisions are immutable. Read it to be wise, believe it to be safe, and practice it to be holy. It contains light to direct you, food to support you, and comfort to cheer you. It is the traveler's map, the pilgrim's staff, the pilot's compass, the soldier's sword, and the Christian's charter. Here Paradise is restored, Heaven opened, and the gates of Hell disclosed. Christ is its grand subject, our good its design, and the glory of God its end. It should fill the memory, rule the heart, and guide the feet. Read it slowly, frequently, prayerfully. It is a mine of wealth, a paradise of glory, and a river of pleasure. It is given you in life, will be opened at the judgment, and be remembered forever. It involves the highest responsibility, will reward the greatest labor, and condemn all who trifle with its sacred contents.—Hughes Fawcett.

**Will Urge National Park.**

Asheville Gazette-News. Congressman James M. Gudger, Jr., wants the United States government to buy a tract of 75,000 or 100,000 acres of land from the Biltmore forests and establish a national park here on the order of the park at Chickamauga, near Chattanooga. This has been a dream of his for some time and he has been planning a campaign whereby he thinks the establishment of the park may become a reality. He believes that by the next regular session of Congress he will be in a position to introduce a bill authorizing the purchase of a boundary and the establishment of a park.

**Mr. Martin J. Hambright Dead.**

Yorkville Enquirer, 21st. Mr. Martin J. Hambright died at his home a short distance north of Kings Mountain battle ground last Saturday morning and was buried in Antioch cemetery on Sunday. He had been in failing health for a number of years past, and his death was the result of the general breaking down incident to his extreme age, he being ninety-four. Mr. Hambright was a descendant of one of the colonels who commanded at Kings Mountain, and was born on the same plantation on which he spent all of his long life, and which had been owned by his ancestors back to the gallant old colonel who behaved so well on the day of the battle. Mr. Hambright is survived by the following sons and daughters: Mr. John Hambright, of Grover, and Mr. George Hambright who lives at the old home place; Mrs. Sallie Whitsonant of Blacksburg, and Mrs. Williams Borders, of Kings Creek.

**MECKLENBURG COTTON GROWERS DISSATISFIED.**

**They Plan to Pool Their Cotton and Sell to the Highest Bidder.**

Charlotte, Oct. 19.—The farmers of Mecklenburg county have been dissatisfied this fall with the prices that they have been securing for their cotton. It seems that the Charlotte market is always just a little bit under the prices of even smaller markets in this section. To secure for themselves better prices for their cotton, it is understood that through the Farmers' Union the farmers propose to pool their cotton and to sell it to the highest bidder. This plan seems to have been evolved and settled upon as the result of much discussion of the situation in Charlotte. Other plans have been proposed, but none gained the approval of the farmers.

**Avoid Sedative Cough Medicines.**

If you want to contribute directly to the occurrence of capillary bronchitis and pneumonia use cough medicines that contain codeine, 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 dealers.—Adv.

**ALL PROTESTANT CHURCHES ACTING TOGETHER**

This season is witnessing an unusual illustration of the fundamental unity among the Protestant Christians of all denominations. The leaders of nearly 50 of these denominations, including all of the larger ones, have entered upon a combined effort to enlist millions more of the rank and file of church members to do something to propagate the Christian religion, in addition to going to church themselves and helping to pay the local church expenses. The campaign is to head up next March in a simultaneous nationwide canvass for all missions and benevolences on the part of all churches of all denominations. The men who have been studying the returns say that only about one-third of Protestant church members have yet begun to give anything to plant new churches in the needy places in America and among the non-Christian nations of the world. This leaves probably 14 or 15 millions of church members yet to be enlisted as givers. The organized personal canvass is the method proving most successful in getting many thousands of these people to be regular subscribers and givers.

The promoters of this effort, which goes under the name of the "United Missionary Campaign," point out the fact that scarcely one-half of the adult population of America are members of any church. The Protestant churches have about 23 millions of members in the aggregate, and the Roman Catholic church reports about 13 millions including all baptized children. This leaves about 35 millions of people over 10 years of age who are not members of any church. Included in this unchurched population are multitudes of foreign speaking people, speaking scores of different languages. There is therefore plenty of room for aggressive home missionary work on the part of all the churches.

It is also a time of unusual opportunity to propagate Christianity among non-Christian nations. The foreign missionary work carried on for the past 100 years has been one of the principal causes of the great changes now taking place in Turkey, Persia, India, Japan, China and other countries.

The foreign missionary enterprise has grown until it is a tremendous world-wide business, in which over 24,000 men and women missionaries are engaged and for which the Protestant churches of Christendom contribute over 30 million dollars annually. Of this total, fully one-half comes from the United States which has come to be recognized as the most important single factor in the world-wide extension of the Christian faith.

A native church of nearly three millions of communicant members has been built up, with four millions more of adherents. About 6,000 of these natives have been prepared by long courses of training for the Christian ministry and are now ordained pastors of their own people. But from every field there are calls for great advances. The missionaries abroad believe that their total force should probably be doubled in order to meet worthily the present opportunity. Nearly 200,000 persons per year are now being received into the church membership from these fields, but this number could probably be doubled if there were workers enough.

In view of these great needs the home and foreign missionary leaders of the United States and Canada are engaging this year in a great combined effort to interest and enlist all churches more generally and more fully in this missionary business. They have requested and secured the Laymen's Missionary Movement to take general charge of the organization of the field campaign. The missionary educational movement has prepared an exhibit of literature which will be used at all of the conferences. The plan is to hold interdenominational conferences, lasting two days, in as many cities and towns as possible. Already 24 teams of speakers have been organized for the United States alone, in addition to several teams in Canada. Some of these teams will conduct as many as 40 different conferences. Several teams have already begun the holding of conferences, and preliminary arrangements for others are going forward in nearly all sections of the country. The total number of conferences held will reach well over 500. All of them are for the one purpose of informing church people of the crying need of a great advance in mission work both at home and abroad, together with an exploitation of these methods that have proved most effective in enabling churches and whole cities and denominations to multiply their missionary output. It is also found that the churches that do most for others are the best off themselves. The churches that are self-centered are apt to decline. It seems to be a normal and necessary fact that "the light that shines farthest, shines brightest nearest home."

**WATSON'S DEFENSE.**

**One-Time Candidate for the Presidency Will Plead "Freedom of the Press"—Trial Begins This Week.**

Augusta, Ga., Oct. 19.—The constitutional provision that "Congress shall pass no law abridging the freedom of the press," will be the basis of the defense of Thomas E. Watson, once nominee of the populist party for President, when he is placed on trial in the United States court here tomorrow on a charge of sending obscene literature through the mails. This was announced by counsel for Watson here tonight. Plans for the defense, they said, were complete, although no witnesses have been subpoenaed in Watson's behalf. Charges against Watson are based upon two articles in two of his magazines, denouncing the Roman Catholic church. The alleged objectionable passages appeared in Watson's Jeffersonian, of July 1911, and Watson's Magazine, of April and May, 1912. They were included in a series of articles entitled "The Roman Catholic hierarchy the deadliest menace to our liberties and our civilization."

Watson was indicted November 19, 1912. At a preliminary hearing he declared the articles in question were no more objectionable than certain passages of the Bible, carried without protest through the mails. Several witnesses have been summoned to appear for the prosecution, but the exact course that would be pursued in the introduction of evidence for the government had not been indicated tonight. It was stated authoritatively, however, that no officials of the Roman Catholic church would be asked to testify.

—Tuesday's Cleveland Star says: Congressman E. Y. Webb has been appointed chairman of the sub-committee of the Judiciary Committee of the House to have charge of the impeachment proceedings against Judge Speer of Georgia for misconduct as a Federal judge.

**Chronic Dyspepsia.** The following unsolicited testimonial should certainly be sufficient to give hope and courage to persons afflicted with chronic dyspepsia: "I have been a chronic dyspeptic for years, and of all the medicines I have taken, Chamberlain's Tablets have done me more good than anything else," says W. G. Mattison, No. 7 Sherman St., Hornellsville, N. Y. For sale by all dealers.—Adv.

Subscribe for The Gazette.

**TALKS ON ADVERTISING**

**AD MUST ATTRACT ATTENTION**

Care Should Be Exercised in Preparing Copy if Good Results Are Desired.

Writing an ad is regarded by many business men as a dread task, and as such the task is deferred to the last moment, is given little serious thought and is finally disposed of as quickly as possible. However, this is not ad writing—it is only space filling, and is practiced only by the smaller advertisers using space that doesn't cost enough to be thoroughly appreciated. Advertisers using space in some of the Chicago Sunday papers at \$700 per page are more particular about the preparation of ad copy.

Sometimes advertisers make a noise like a whole brass band in their advertising, while at the store the big event corresponds more to the noise of a tin whistle. That kind of advertising does more harm than none at all. The big noise in the advertising is all right if carried out in the store.

On the other hand, some expect to pull off a big sale on the strength of a 2 by 4 ad. Such sales usually fall flat and too often the disappointed merchant is ready to say advertising does not pay. If a special sale isn't worth advertising properly it isn't worth attempting and that is the impression the public will gain through a lax and uninteresting stereotyped way of merely announcing, "A Big Sale Now on at Smith & Co's. Wonderful Reductions. Everything a Bargain. Come Early and Avoid the Rush," etc., etc. The same old thing that others have been copying for 20 years.

There are so many ads that possess no originality, nothing of interest, no educational value. Because the advertiser knows all about his goods is no reason to think the people do. Something instructive is both interesting and appreciated, and here is where absolute truthfulness wins.

Sensationalism in advertising is a thing of the past. Bizarre and freakish headlines have gone the route of all other foolish things. They are obsolete, strictly out of date, in modern advertising.

Fine writing in advertising is not nearly so effective as cold facts in plain and simple language.

The public is more interested in the proposition that is offered than in the firm that is offering it, hence the headline announcing the proposition takes procedure over the name of the firm and should occupy the first and most prominent position in an ad. If the reader is interested in the thing proclaimed by a good headline that catches his eye, he will look for the name of the firm. If his eye is caught by the name of the firm at the top of an ad boldly displayed, he is not so likely to look then to see what Smith & Co. have to say, unless he has an unusual amount of curiosity or is particularly interested in the doings and sayings of Smith & Co.

An ad without a head in either words or picture is like a side show without a Barker—there is nothing to draw the crowds, to arrest the attention and tell the people what is on the inside.

The first mission of advertising is to be seen. Some ads stand out and demand attention, but many are so common, so like all others, that they fall absolutely to attract any attention.

A few well chosen words descriptive of something is worth a whole catalogue of generalities.

There would be no objection to crowding an ad if the average reader could be induced to digest it, but as a rule he will not even taste it to discover its flavor.

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**Home-Happiness for You!**

Long winter evenings; the home cosily heated upstairs and down; the rosy tints of the red glowing fire playing on the faces of friends and loved ones gathered about--these are the pleasures and the happiness a FAVORITE BASE BURNER will bring into your home.

A Favorite will heat your home luxuriously warm all winter long with from 2 to 3 tons of coal.

Don't shut up your house and live in just a few rooms this winter. Heat your entire home comfortably with a Favorite Base Burner. It will cost you less than you paid for heating one or two rooms last year.

Come in now and let us talk it over.

**Rankin-Armstrong Company**  
123 W. Main Ave. Gastonia, N. C.

**Meat Markets on Cash Basis November 1st**

Beginning with November 1st the undersigned firms will sell meats of all kinds strictly for cash. In making this step we have had the welfare of the buyer in view as much as our own interest. With the wholesale price of meat up it means that we must either get spot cash for all meats sold or advance the retail price. We believe that the great majority, if not all, the people can pay cash and would rather do so and save something on the price than to continue getting credit and paying a higher price than at present.

For the convenience of regular customers to whom it would be an annoyance to have to pay for every order of meat when it is delivered at the door, we have had made metal checks in denominations from one to 100 cents. These will be sold for cash at a discount of 5 per cent; That is, when you pay us \$1.00 for checks we give you \$1.05 in checks. This means a five per cent savings on your meat bill and is worth taking advantage of.

We believe that the present tendency in Gastonia to put all lines of retail business on a cash basis promises great things for the people and we are so firm in our belief that it is the right and proper course to pursue that we have decided, as above stated, to inaugurate it in our own business.

**Boyd and Wilson**  
**J. O. Fayssoux.**

**50 Horses Mares and Mules 50**

We have just received our first car of mules. They are nice fresh Tennessee raised mules and broke right. On

**Tuesday October 22nd**

We will have a car load of nice well selected stock from our Illinois buyer. Among them will be some extra good big mares to suit the farmers. When you are in need of anything come to see our stock and you will generally find just what you want and at right prices and reasonable terms.

**Craig and Wilson**

**SEVERE PUNISHMENT**

**Of Mrs. Chappell, of Five Years' Standing, Relieved by Cardui.**

Mt. Airy, N. C.—Mrs. Sarah M. Chappell of this town, says: "I suffered for five years with womanly troubles, also stomach troubles, and my punishment was more than any one could tell."

I tried most every kind of medicine, but none did me any good.

I read one day about Cardui, the woman's tonic, and I decided to try it. I had not taken but about six bottles until I was almost cured. It did me more good than all the other medicines I had tried, put together.

My friends began asking me why I looked so well, and I told them about Cardui. Several are now taking it.

Do you, lady reader, suffer from any of the ailments due to womanly trouble, such as headache, backache, sideache, sleeplessness, and that everlastingly tired feeling?

If so, let us urge you to give Cardui a trial. We feel confident it will help you, just as it has a million other women in the past half century.

Begin taking Cardui to-day. You won't regret it. All druggists.

Write for Chattanooga Medicine Co., Ladies' Sanitary Dept., Chattanooga, Tenn., for Special Instructions on your case and 64-page book, "Home Treatment for Women," in plain wrapper. N. C. 124