

Five Reasons For Advertising During The Dull Seasons

It is well to follow the lead of highly successful merchants. The wisdom of spending money is tested by the returns which advertising brings. And no merchant expects his business to thrive without advertising.

There is no finer example of a successful business man and merchant than John Wanamaker. His success was attributed to advertising as much as to other efficient methods of merchandising.

John Wanamaker always carried heavy advertising during the dull season. John Wanamaker knew business psychology. He knew also social psychology. And what is as important as both of these put together he had a world of common sense.

John Wanamaker was not a farmer but he knew the farmer's need, the banker's mind, he was not a union man, still he knew the mental habits of the union man.

With all this knowledge this leading merchant grew rich by putting into practice what he knew. He advertised in the dull season. He had five reasons for doing this. All of

these five reasons stand clearly:

1. Prospective buyers have more time to read in the dull season. They read the advertisements as well as the crime news or athletic stories. Hence advertising reaches more people during the dull season.
2. Every advertisement read makes an impression on the mind. Something about the advertisement sticks in the memory. When the time to buy comes the reader becomes a customer of the store which had the good judgment to advertise during the dull season.
3. Because business is dull some merchants cut down their advertising. The wise merchant takes advantage of this for he knows that advertising competition is less. His advertisement may be the only one of its kind in the paper, hence the trade will be brought to the store during the dull season. This helps to prevent the dull season for that store.
4. Advertising in the dull season creates confidence among the people in the store doing the advertising. The people regard that store as successful and everyone knows there is nothing that succeeds like success.
5. To advertise in the dull season makes it possible to get the best advertising rates for an annual con-

tract. Space rates can be handled at a cheaper rate by newspapers and at the same time yield better returns.

Eugene Ashcraft Makes Confession

Monroe Enquirer.

I've always heard it said that an honest confession is good for the soul, so it is up to me to 'fess up. Sunday last I visited the Brushy Mountain of Alexander county, and got a glimpse of the hilly country. Tuesday I saw a section of country round about Chimney Rock, in the farthest corner of Rutherford county.

Now, the confession is that for some time I've had the notion there were a lot of lunatics loose raving about "The Mountains." But they're got something really worth while to rave over, and I'm doing it myself.

There are many wonderfully fine views in Western North Carolina, but Chimney Rock, perhaps the grandest and most outstanding precipice of the whole Appalachian range of mountains, will be doubly enhanced for sheer scenic beauty when the great Lake Lure is complete, which is promised within the next twelve months. Hickory Nut Gap is the natural gateway of Eastern North Car-

olina to Hendersonville and Asheville. There is no more lovely drive of miles and miles to be found than around the great lake and thence between the towering cliffs of Chimney Rock and Round Top mountains, one of the gateways to Asheville.

Five to ten thousand visitors often on Sundays may be seen at Chimney Rock.

Many persons are investing in real estate in the mountain country—natives and tourists alike—and none seem to know today what new development may start tomorrow.

Indeed, Western North Carolina is destined to become the playground of a large section of the United States.

Chimney Rock is only 125 miles from Monroe, on the Wilmington-Charlotte-Asheville highway. The road is paved to Rutherfordton and work is in progress in filling in the gaps all the way. With an automobile a Union county family may leave early in the morning, visit Asheville and return the same day. A few short years ago the same trip would have required a week.

Germany's wheat crop shows an increase of 20 per cent over last year.

Endicott-Johnson corporation will open a large shoe factory at Oswego, N. Y.

Thousand Enterprises Chartered in Year

Gra Cotton Mills Among Large Corporations, Running From Five Millions Down.

Raleigh, Sept. 11.—A thousand new enterprises received papers of incorporation in North Carolina during the 12-month period ending last May 1, according to a report by Secretary of State W. N. Everett on charters for that period.

The corporation of greatest capitalization was the China American Tobacco company, of Rocky Mount with an authorized capital stock of five million dollars, with five hundred thousand dollars paid in. The J. H. Cutter and Co., of Charlotte, had the greatest paid in capitalization at the time its charter was issued one million, five hundred thousand. Its authorized capital stock is two million dollars.

Other large enterprises incorporated included Asheville Mortgage company, Asheville, authorized capitalization \$750,000; American Leopardstone corporation, Salisbury \$500,000; Ajax Supply company, Winston-Salem, \$2,000,000; Asheville Motion Pictures corporation, Asheville, \$1,000,000; Carolina Mountain Power Co., Asheville, \$1,000,000; George E. Nissen

Rutherford to Build To Henderson Line

Polk County News.

The contract for hard surfacing, nine and one-half miles of highway in Rutherford county was recently let to the Wilson Construction company at a price of \$275,947, while the Appalachian Construction company, was awarded the contract to build the necessary bridge structures along this distance for the sum of \$11,330.

All of this work will be done on Route 20 which runs from Ellenboro to Chimney Rock in Rutherford county connecting with Asheville on one end and Shelby on the other.

Polk county people had hopes that some part of the available highway funds for Rutherfordton would be expended in improving Route 19 which connects directly with Polk county but apparently the pressure in Rutherford was too strong for Route 20 for the highway commission to consider any other route.

What A Difference. (From Greenville News.)

With the Ford Motor Company paying income taxes of more than sixteen million dollars, and Mr. Ford himself paying a tax of over two and a half millions, indicating a rather comfortable income, it is interesting to recall an event that happened years ago—on July 4, 1895. This was the first National automobile race. Only two of the several makes of horseless buggies entered managed to finish the run of some fifty miles, the winner coming through with the sensational record of having averaged a fraction over five miles per hour.

The Ford car wasn't the winner of this race; in fact it wasn't entered at all. The most interesting thing today, perhaps about that motor race was that Henry Ford wasn't even in attendance. He wanted to go, but he couldn't raise car fare. Not only did he not have the money, but his credit wasn't good enough to enable him to borrow it.

A few years can make a wonderful difference in the fortunes of people.

Since January 1 the Pennsylvania railroad has loaded and dispatched 5,552,169 cars of freight.

Business failures reported last week by Bradstreet were 283, compared with 327 the week previous.

SHELBY'S WEEKLY CARTOON & BUSINESS REVIEW PAGE

Shelby's Oldest, Largest and Best Furniture and Undertaking Store
Where Quality Price and Service Are Unexcelled.
JNO. M. BEST FURNITURE CO.

IS YOUR HEALTH SAFE?
Often ill health is the direct result of antiquated, insanitary bath rooms and plumbing equipment. Let—
SHELBY PLUMBING CO.
Look Your Plumbing Over—Phone 490.

GOODYEAR TIRES AND TUBES
CABANISS & NORMAN GARAGE

THE POLICY OF THE PRINCESS THEATRE
Is to please every one and to know that we are pleasing you is our greatest JOY.

CHERO-COLA BOTTLING WORKS
With our New Machinery we are going one step farther in producing quality.
Drink "Chero-Cola" and "Holcomb Special" Ginger Ale.

Those who want the best cigars smoke brands made by
REX CIGAR COMPANY, Shelby, N. C.
Call For
HAVA-REXA — SKILL — CHAMPAGNE

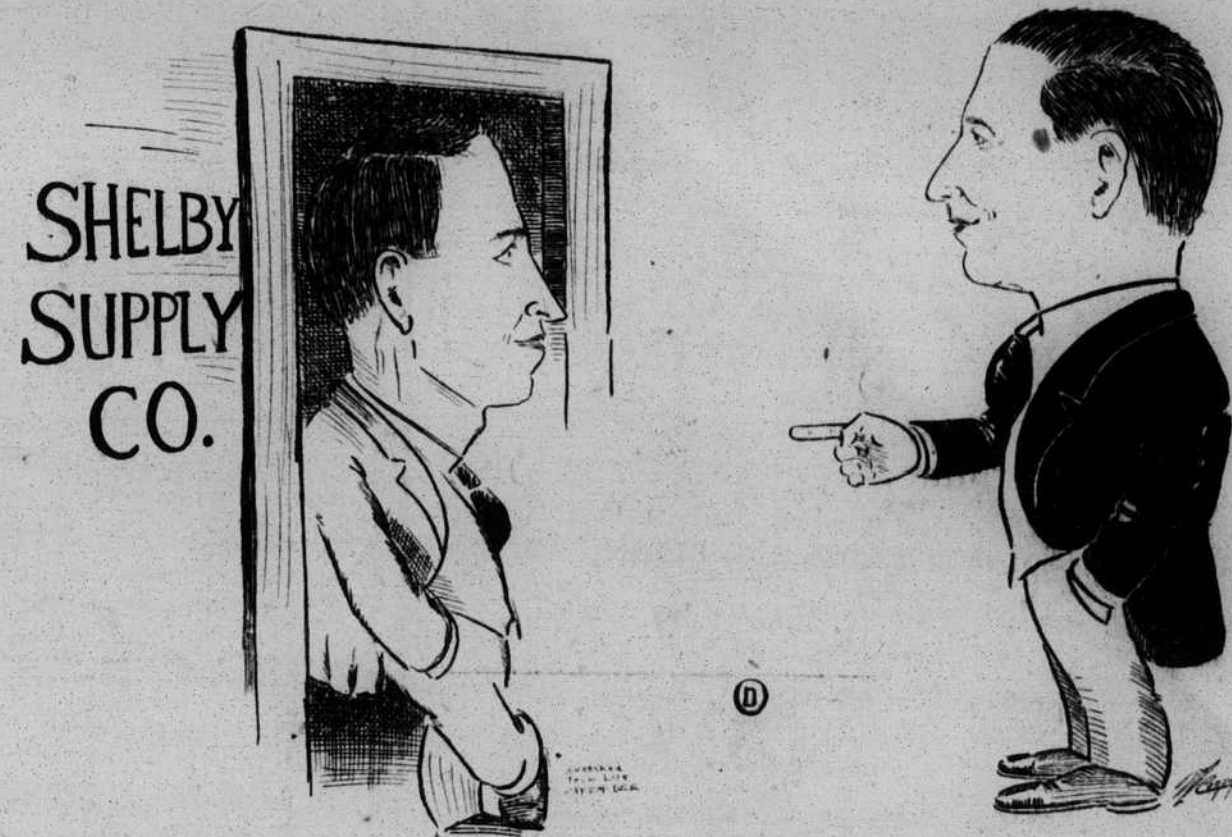
You want the Utmost Service, in Quality, and in Value when you purchase Drugs or kindred supplies.
That's What You Get Here
SUTTLE'S DRUG STORE, Phone 370

SHELBY SUPPLY CO.
MILL SUPPLIES & HARDWARE
We handle full line of Hardware and Mill Supplies. Your Business is Appreciated. We Strive to Satisfy. Telephone 121.

ICE — COAL — WOOD
Our 25 ton ice plant enables us to serve you in any quantity. If either hot or cold call 182.
SHELBY ICE & FUEL CO., Inc.
CARR MULL, Sec. & Treas.

When in need of face and common brick in all shades and textures see
O. E. FORD COMPANY
Agents for Kendrick Brick & Tile Co.'s, Common Brick, and Johnson City's Face Brick.

MOORE & LEVERETT, Gen. Agents
Security Life and Trust Co.
A North Carolina Insurance Company That Keeps Your Money At Home.



GERALD MORGAN, Head And Feet of Shelby Supply Company

Down on N. LaFayette street, the farthest store North is the Shelby Supply Company, a business that was an infant a year ago, but a full grown, well developed concern today—a busy place where farmers, builders and cotton mills are supplied freely and at moderate cost. Gerald Morgan, eldest and only son of Fred Morgan is the proprietor of this new store. He was born at Double Shoals but was educated at Shelby High School and Randolph-Macon Institute at Bedford, Va. Gerald is a practical fellow with a head full of knowledge along his line. His hobby is his business while he gives some attention to "courting" after business hours.

The Shelby Supply Company is a little store chock full of merchandise with a large warehouse down next to Dr. Dorton's hospital where the heavier stocks are carried. This place not only sells at retail, but does a big wholesale business and Gerald is on the road part of the time calling on cotton mills, builders and farmers. He usually comes back with a pocket full of orders because his prices are right. He has exclusive sale of Masury's well known paints, varnishes and oils, Howe scales and Pyrene fire extinguishers and the best sort of argument why Masury's paint is more economical, Howe scales weigh correctly and Pyrene pays for themselves in a short while in cutting down the insurance rate. Then, too, he handles pipes, valves, pulleys, belting, builders tools and hardware and farm supplies, all of which are well known and established brands.

You will find E. L. Overstreet and Reuben Elam in the store helping Mr. Morgan put the goods across the counter and they are always courteous and business-like.

SHELBY SUPPLY COMPANY

—WHOLESALE AND RETAIL—

BUILDERS HARDWARE AND TOOLS —
COTTON MILL SUPPLIES —
FARM TOOLS AND IMPLEMENTS —
PIPES, VALVES, BELTING, PULLEYS, HARDWARE, ETC.

EXCLUSIVE AGENCY FOR MASURY'S PAINTS, PYRENE FIRE EXTINGUISHERS, HOWE SCALES.

THE LITTLE STORE WITH THE BIG STOCK AND PRICES THAT PLEASE.

Shelby Supply Company

GERALD MORGAN, Proprietor. — N. LaFAYETTE STREET.

DR. B. M. JARRETT, Chiropractor
Palmer Graduate 1917. Palmer Post-Graduate 1922.
Over Woolworth's. Rooms 13 & 14, Head of Stairs.

IDEAL SERVICE STATION
SEIBERLING TIRES, GASOLINE, OILS AND ACCESSORIES — AUTO LAUNDRY
We Call For and Deliver Your Car.
GIVE US A TRIAL. PHONE 194.

DODGE BROTHERS MOTOR CARS & GRAHAM BROTHERS TRUCKS
CLEVELAND MOTOR CO.
SALES & SERVICE AGENCY
CARS STAND SUPPLIES & ACCESSORIES

—EVERYTHING IN DRUGS—
Nunnally's Candies, Waterman Fountain Pens, We appreciate your trade. Make Our Store Your Store.
CLEVELAND DRUG CO.

GOOD COAL — PURE ICE — DRY WOOD
IDEAL ICE & FUEL COMPANY
PHONE 250.

—TUXEDO—
THE FEED YOU NEED.
Hay, Flour Grain and Provisions.
CLEVELAND FEED CO.

Bost's Butterflake and Topnotch Bread
Born in Our New Bakery Every Day.
Pies, Cakes, Rolls.
BOST'S BAKERY, Phone 158

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Best Car Values on American Market.
HOEY MOTOR COMPANY

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Robert L. Ramsaur
Palmer School Graduate. Webb Building, Second Floor. Hours 10 to 12 A. M. 1:30 to 6 P. M.

SHELBY WELDING PLANT
Phone 237. E. N. Ledford, Prop. Res. Phone 224-W.
T. P. LAIL GARAGE
Auto Repairing and Greasing. Try Me For Service.

CAROLINA MOTOR INN
Gas, Oil, Tires and Accessories.
VULCANIZING—"That Stays Put." We Carry Compressed Air on Our Service Truck. Call 385.