They are as follows: we buy nothing from you.

2. You shall believe in us, and we want your trade. We get to be best because we do not know you millionaires on your/support. Don't

the picture in the books and the de- goods from the depot, but do not distant cities stands a very small points. scriptive matter that accompanies the ask help from us-we don't help to chance of ever being returned here. build good roads.

to the home merchant. It forces the allar utensils from us, and send the hand, the money spent with the home merchant to meet conditions money in advance-that's our rule. that are not real. He must show 6. You shall get all the halp you is kept circulating in Charlotte, It goods and values to compete with can from the business men in your helps to pay taxes, helps to support whom the buyers take the chance of more profit from you than they salary paid, relieves want and goes buying "sight unseen." The fact have, it is against our rules to give for other goods sold by Charlotta that mail order purchases are often to your churches.

turned for other articles or to get bors also to your faith in us, for we ing expenses in this city. the money back does not seem to have room for more money. deter many from buying through the 8. You shall look at the pretty

catolog. what the mail order houses do, and desire for things you do not need,

do not, do is given by the "Prairie but which you may order with other Lumberman" in the Ten Command- goods to save freight. Send us all ments of the mail order House." your ready cash so that you may UUAU not have any left to buy necessities

1. You shall sell your farm pro- from your home dealers. duce for cash, where you can, for 9. You shall believe in us rather than your home business men, for be bluffed.

3. You shall send your money to 10. You shall call on the business

It is lost forever as a circulating mehome merchants, with few exceptions merchants in this City, or in clerk

less honest than ourselves,

sion.

Plans for the construction of a

new railroad line in Florida, opening roads' treasury. up a new gateway and northwestern part of the country, are announced by road will bridge a 40 mile gap be-

H. L. Borden, vice president of the Atlantic Coast Line, issued the fol-The mail order business is unfair 5. You may buy church bells and dium to this City. On the other lowing announcement at the executive offices of the road:

> to the middle and northwest via Albarry and Atlanta and, with the

mated, will cost about \$11,200,00 ex- field and Ohio. clusive of the price paid for the right of way which will bring the Real Estate Man

road's total investment in the project up to several millions. No new financing will be required as the funds for the work will be drawn from the

ida during the past two years and the is selling like the proverbial hot (Charlotte News) corresponding growth in trffic influ- cakes,' and in many instances large erced the Atlantic Ceast Line offi- tracts are being bought by Florida part of the state.

"The Atlantic Ceast Line railroad indications point to a record business of a rapidly developing section, being he can't do well." has completed securing the right of for the Atlantic Coast Line his year. approximately in the center of seven The philosophy of the brilliant way from the end of its Thomasville Preceeding the announcement of its lake sites and pleasure resorts, some writer is commended and recomfirms that show nothing and from neighborhood; although we may have firms that show nothing and from neighborhood; although we may have branch in Georgia, to Perry, in Flor-Florida extension, the common stock of which are rapidly nearing comple-mended as well. We are thinking ida, a distance of 40 miles which will of the road today soared more than tion. Business ,or rather trading in that if his counsel were generally open a new through line from Tampa 14 points to a new high record for the real estate, is very active throughout that if his counsel were generally and other west const Florida cities year at 215, making a gain of about the region. The Russell agency has ed, the public would be Eventually it is expected that the listed, and sales are being recorded thousands less speeches to listen to

Louisville and Nashville, via Monte Atlantic Coast Line will head a mer- daily, Mr. Poole stated. Most of us want the other fellow gomery and Chattanooga. The con- ger of the so-called "Walters" roads In addition to the Florida connec-. In free America there are tract for its construction will be let including the Louisville and Nashville tions, the Russell organization is ar- many people who want more than as soon as authority is granted by which it now controls and which in ranging for representatives in the their share of the liberty.

Declares Western

"Western North Carolina acreage

the Interstate Commerce commis- turn owns a majority of the stock larger centers throughout North and of the Nashvlile, Chattanooga and St. South Carolna.

The new construction, it is esti- Louis and leases the Carolina Clinch- . Prices of mountain acreage have advanced remarkably in the past few months. Mr. Pople said, but there is every indication that the peak of values is still far off. There is little doubt, he declared, that Western North Carolina will soon rival if not equal conditions in Florida.

Would Knock a Lot Out.

Robert Quillen, the best paragraph capitalists and other financial inter- writer in the United States, living catalog, having no assurance that 4. You shall get help from your The money sent out of Charlotte and other west coast cities to At. Heretofore it has been neccessary for the money sent out of Charlotte and other west coast cities to At. they will get what they want, and nearest city or village to build good whether to mail order houses or any lanta, Chattanooga, Nashville, Si. and passenger triffic from the west sales manager for H. J. Russell, real was invited the other day to make whether to mail order houses or any lanta, Chattanooga, Nashville, Si. with nothing to guide them except roads, so you many easily haul our other hind of an establishment in Louis Cincinnati and other northern the northwest content and other northern the denet, but do not strengthe denet, but do The Russell agency has already es- this:

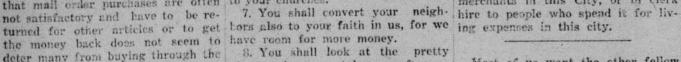
tablished contact with several points "I would if I could, and gladly With the present movement in in Florida and others are planned for But I can't make a speech-never facilities to limit and causing the en- the immediate future. Mr. Poole said, have and never shall, and no man forcement of freight embergoes, all Saluda, he pointed out, is in the heart has a right to do in public a think

thousands of acres of mountain land ed, the public would have tens of

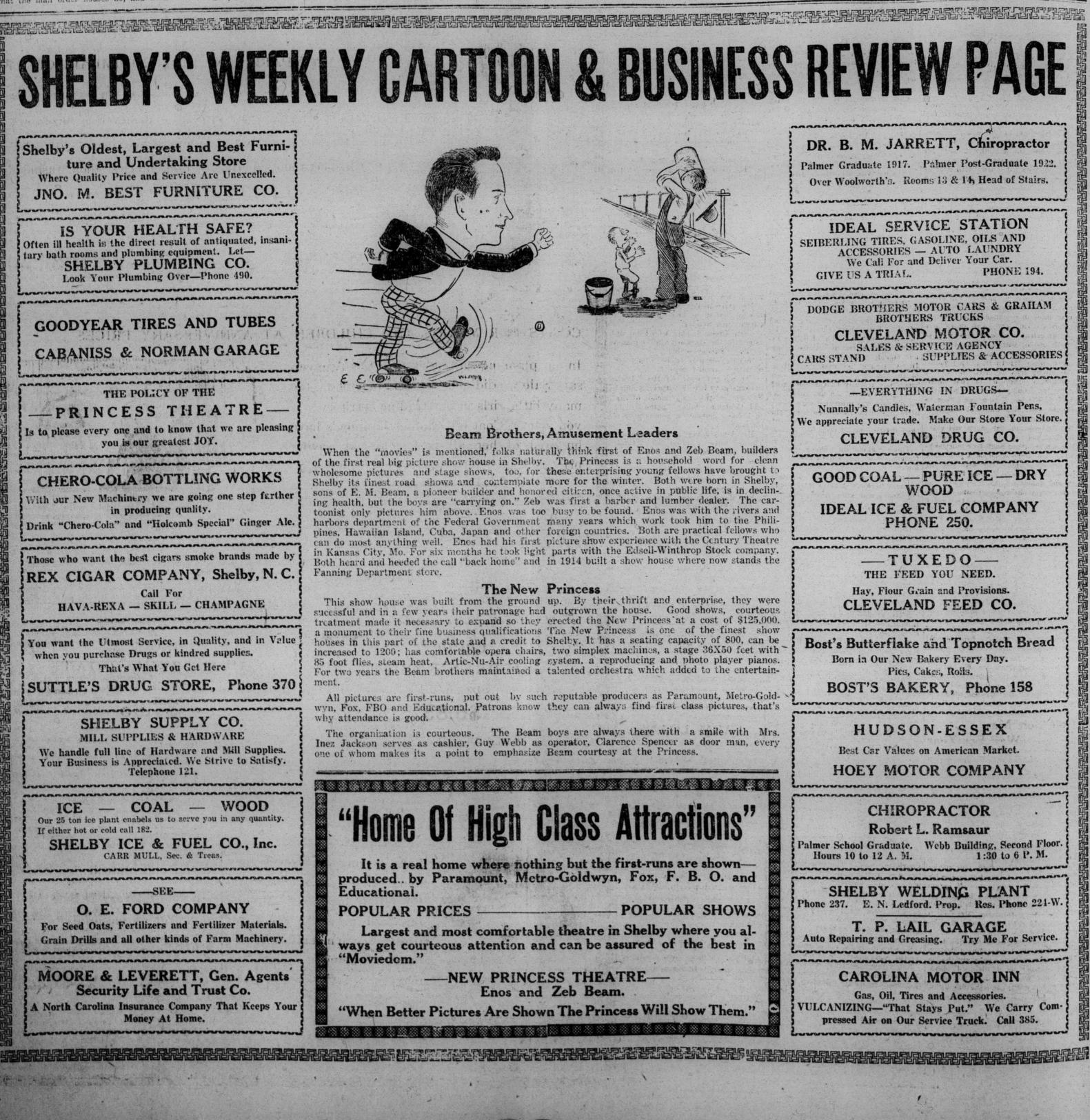


TWO

Successful retail merchandising in personally. handicap in the tendency of some peo-us in advance, so we can buy the people in your own vicinity for help handicap in the tendency of some peo-ple to buy from mail order houses. goods from the factory with your and credit if you meet with hard the Atlantic Coast Line railway. The People who scrutinize carefully every money; you may have to wait a few luck or sickness. It's your money we People who scrutinize carefully every article that they buy from the home weeks, but that is our business me-want; we don't know you unless your tween Monticello and Perry, Fla., ezpicture.



pictures in our catalog as often as A very complete illustration of you can, so as to strengthen your investigated because we believe nim



THE CLEVELAND STAR, SHELBY, N. C.