

The Bourbon News

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SWIFT CHAMP, Editor and Owner.

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Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of THE BOURBON NEWS will be gladly corrected if brought to attention of the editor.

EDITORIAL MUSINGS.

The Problems of Retail Trade.

A merchant on being asked what he considered the greatest difficulty in retail trade remarked that he thought it was the lack of the spirit of unity among the merchants. He felt that they did not take competition in the right spirit. If they found themselves undersold by a competitor, they conceived a grudge against the man that underbid them. They called him a cut throat, and would not work with him for the general upbuilding of the town.

No man who is fit to serve the public through retail trade ought to fret at healthy competition. A little rivalry spurs a man to do his best. No man who has a good grip of his calling complains about it. He looks at it as a part of his training. Every time that he is worsted in fair competition, he feels that something has been added to his business education by which he will profit next time.

If he finds himself undersold, let him study the costs of his business, the problem of getting new trade and of buying right, instead of complaining at the activity of a competitor. Then he will be able to build up his own lines of trade secure from competition. When a merchant gets sore on his competitors, it is a sign that he is playing a losing game.

While competition is healthful, it can, of course, be overdone. If goods are sold too close, the trade of a town tends to be cut up into a large number of little stores, none of them big enough to do business cheaply or serve the public efficiently.

Business men will find they can head off unfair competition best by cultivating the friendship of each other. Let them discuss what should be the price in standard lines, and make more effort to establish a basis for mutual cooperation and good natured competition.

Military Drill in Schools.

President A. T. Hadley, of Yale, is the first college president to come out for a broad course of military training for college students. The movement for better military preparation has led many people to favor introducing it into colleges and high schools. This is a matter on which there are many points of view. Most people would admit, however, that a certain amount of such work is very useful to any boy.

Performances of military exercises, movements, and evolutions under a good drillmaster, should give a boy an erect posture. People stoop too much. They cram their lungs into a narrow box of bone, when the organ was meant to be free and loose. The body misses its fresh air and becomes anemic.

There is too much shuffling and shambling along the streets by these stooping people. Going along with their eyes on the ground, they look



Winter Tourist Tickets

Round-trip Winter Tourist Tickets on sale daily Oct. 1, 1916, until April 30, 1917, with final return limit May 31, 1917, to all principal tourist points in Alabama, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Texas and Havana, Cuba, allowing liberal stop-over privileges on both going and return trip. Also low round-trip Home-seekers Tickets on sale first and third Tuesdays of each month to points in Alabama, Florida, Louisiana and Mississippi, with final return limit twenty-one days from date of sale. For further information, call on or address,

W. V. SHAW, Agent,
or J. K. SMITH, T. A.

absorbed or discouraged, which is forbidding and depressing. The fellow with head erect looks hopeful, and inspires confidence.

Military drill also makes boys quickly responsive to commands. The human mind naturally works slowly. If unused to acting in company with others, the order of a commander seems to run up against some blank wall of slow thought. So it is that the bunch of raw recruits are all over the street. Their mental reaction is slow, and their nerves and muscles don't keep time with their minds. As they practice the taking and receiving of orders, these faculties become alert and responsive and the drill acquires precision and uniformity.

Modern life calls for quick thinking and immediate reactions. Any experience that promotes these acquisitions has great value. The sense of rhythm and enthusiasm of numbers make any kind of a drill by companies of people an invigorating and awakening experience. Boys are never tired of playing soldier. They would find such drills as a part of school or college work, physically stimulating and mentally pleasurable, to say nothing of the possible military value.

SEND ME FREE COPY OF YOUR PAPER.

He always has been, and always will be a pest—we mean the man who requests, demands or commands the management of a newspaper to "send me (or us) a free copy of your paper in which my (or our) article appears." Now, at this particular time, he is an economic danger. With the cost of print paper doubled and trebled, with stamps maintaining their ancient scale of prices, and wrapping paper, clerical hire and ink costly, the man who wants a copy of the paper free whenever he asks free space in its columns, is a problem for the efficiency experts.

These offenders come from all classes. Press agents for the railroads, church boards and societies, prohibitionists, liquor organizations, actresses, moving picture houses, etc., etc., include with their requests for free space the reminder that they expect a copy of the paper sent to the address given.

THE NEWS has in the past been one of their victims, but from this time on we will cease to note these demands. If anyone is interested enough in THE NEWS to desire to use space in its columns without cost to himself or herself or themselves, etc., etc., it is a fundamental truth that the paper is worth the price they gladly pay for a copy of a foreign paper.

ONE VIRTUE OF BOOKS.

"What if a book is dull?" inquired Samuel McCord Crothers in one of the monthly magazines. "It can't follow you about. It can't buttonhole you and say: 'One word more.' When you shut up a book, it stays shut." But not Dr. Crothers' books. His epigram suggests a new test for the books on your shelf. Which ones stay shut—which ones call out: "Read me?" It is not the loudest books one hears best; loud-spoken books defeat their purpose if they deafen you till you can't hear yourself think. Thomas Carlyle is, for us, one of those thunderers. Quiet voices reach the ear better; undertone voices like Charles Lamb's. But books do know their place and sometimes that's a big relief."—Collier's Weekly.

REV. BURRIS JENKINS IS TO GO TO WAR FRONT.

(Kansas City Star.)
The Rev. Burris A. Jenkins will spend six months in the British trenches, he announced to his congregation at the Linwood Boulevard Christian Church. He will sail in May, having obtained a leave of absence from the church board.

Rev. Jenkins said he would be one of six Americans chosen by George Sherwood Eddy, foreign field secretary for the Y. M. C. A., to do evangelistic work under direction of the secretary of the English Y. M. C. A. Two other members of the party, already announced, are Raymond Robins and Fred Smith, the latter a Y. M. C. A. evangelist. Wilbur Chapman and Gypsy Smith are already at the front.

The evangelical meetings are to be held in the Y. M. C. A. huts and tents just back of the firing line. The evangelical force will be moved about the front in France, Egypt and Macedonia, and in the concentration camps in England. Each member of the party will pay his own expenses.

WINTER BRINGS COLDS TO THE CHILDREN.

A child rarely goes through the whole winter without a cold, and every mother should have a reliable remedy handy. Fever, sore throat, tight chest and croupy coughs are sure symptoms. A dose of Dr. Bell's Pine Tar Honey will loosen the phlegm, relieve the congested lungs and stop the cough. Its antiseptic pine balsams heal and soothe. For croup, whooping cough and chronic bronchial troubles try Dr. Bell's Pine Tar Honey. At all Drug-gists, 25c. (Feb-adv)

BREAKS A COLD IN FEW HOURS—TRY IT!

First Dose of Pape's Cold Compound Relieves All Grippe Misery.

Don't stay stuffed-up! Quit blowing and snuffing! A dose of "Pape's Cold Compound" taken every two hours until three doses are taken will end grippe misery and break up a severe cold either in the head, chest, body or limbs.

It promptly opens clogged-up nostrils and air passages; stops nasty discharge or nose running; relieves sick headache, dullness, feverishness, sore throat, sneezing, soreness and stiffness.

"Pape's Cold Compound" is the quickest, surest relief known and costs only 25 cents at drug store. It acts without assistance, tastes nice, and causes no inconvenience. Don't accept a substitute. (adv)

RADIO DEFENSE.

Only a short time ago came the announcement of a torpedo controlled by wireless. The new instrument of destruction seems to have large possibilities, and the government is interested in it. Now, however, before it has ever been tested in actual warfare, another inventor announces that he has worked out a defense against it. His device consists of a sending apparatus that propagates powerful wireless waves of various lengths, that interfere and obliterate the waves that control the torpedo.

Fully 50 feet higher and more than twice as wide as Niagara, the falls of Iguaazu, in South America, form one of the wonders of that continent.

Professional Cards.

Bourbon Building & Loan Association
IN REAR OF BANK
Entrance on Fourth Street

DR. WM. KENNEY
Eye, Ear, Nose and Throat.
ROOMS 403-404.
PHONE 136.

WM. GRANNAN
Attorney-at-Law
ROOMS 401-402.

REMOVAL NOTICE

The firm of Hutchcraft & Cline, atorney, has been dissolved, Mr. Hutchcraft retiring. Mr. Cline will continue the business of the above firm and can be found in his new offices on the fourth floor of the First National Bank Building. (Jan 30-1mo)

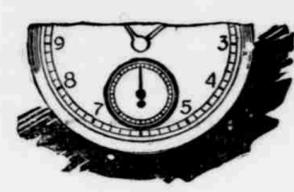
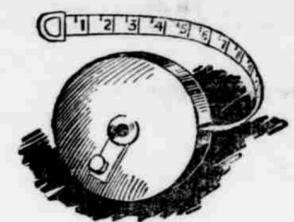
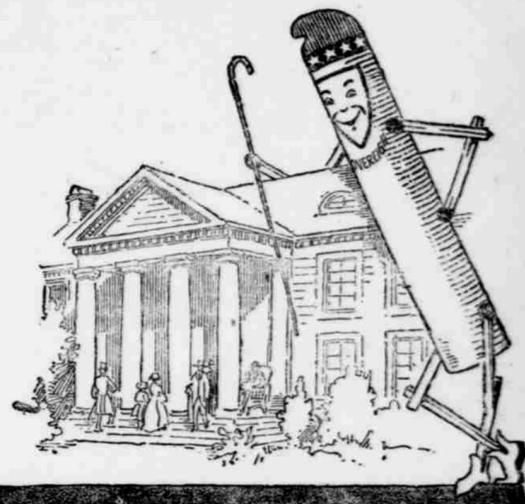
When you feel discouraged, nervous, tired, worried or despondent it is a sure sign you need **MOTT'S NERVE PILL**. They renew the normal vigor and make life worth living. Be sure and ask for **Mott's Nerve Pills**. Price \$1.00 per box by druggist.
WILLIAMS MFG. CO., Props., Cleveland, Ohio
OBERDORFER, The Druggist.

Sole Agency
STACY-ADAMS SHOES
\$7.00 and \$7.50

Take Advantage of These Prices and Save Money.

HARRY LINVILLE

Family and Friends Count Most of All



We take his Measure - In a Minute - A Clean Slate - that's all-

They were a couple of fine old Southerners—you could tell that at a glance. They were talking about tobacco.

"Down South here, we judge a man by his family, don't we? If he is a gentleman, we take his measure in a minute, don't we? And, that's all we want to know, isn't it?"

"Say, friend," one said, "judge this cigarette the same way. He is a SOVEREIGN—that means he has blood and breeding—

comes from the finest family—and has heaps and heaps of good friends here in the South.

"He is made of the choicest and sweetest and mellowest of Virginia and Carolina tobacco; he is raised like a true Southern gentleman—in a fine, clean, healthful home. Let us all stick to him SOVEREIGN—King of them all."

And this all must be true, men, because

You Folks of the South KNOW good blood!
You Folks of the South KNOW good tobacco!

That's why everybody likes me—why the men of the South are smoking me by the millions every day. My! it's fine to be so popular—to have so many friends. And, then here's something more to think about:—

I am guaranteed by *The American Tobacco Co.* —Buy me. If you don't like me return me to your dealer and get your money back. I have said it. A Southern gentleman is known the world over for keeping his word, and I have given you mine.

Sovereign Cigarettes

FOR THE GENTLEMAN OF THE SOUTH
"King of Them All"

ILL HEALTH IS EXPENSIVE

and many doctor bills are unnecessary. If your liver is active and your system free of waste matter you need rarely be sick. For constipation, heaviness, bad breath and digestive disturbances, use a good laxative.

Manalin Tablets are Ideal

They taste like candy, relieve effectively, and form no bad habits. Peruna Tablets clear up the system, overcome catarrh, restore the appetite and tone up the system. The two are great aids to good health. Send in the coupon today.

Peruna Tablets 50c
Manalin Tablets 25c
and 10c

Gentlemen: Enclosed find..... cents for a box of..... Tablets. Send to

The Peruna Co., Columbus, Ohio. Name..... Address.....