

Cow-Punchers Punch in Germany



The latest German sport is horseback boxing. Notice the cowboys' attire. It is suggested by American moving pictures. A literal translation of the cow-puncher possibly suggested the latest sport.

CHEVROLET

CARS and SERVICE PARTS

Watson Motor Co.

Phone 225

Hickory, N. C.

These Things Try the Toughness of a Battery

1. Hard, fast driving
2. Rough roads
3. Mud and dust
4. Infrequent testing
5. Lack of water
6. Long tours
7. Much stopping and starting
8. Cold weather
9. Hot weather
10. Poor carburetion
11. Stiff oil
12. Tight motor bearings
13. Short circuits
14. Loose connections
15. Generator out of adjustment
16. Generator worn or dirty
17. Distributor worn or dirty
18. Excessive use of lights
19. Loose hold-downs
20. Electrical devices added beyond capacity of battery

Hickory Battery Co.

1226 Ninth Avenue

Hickory, N. C.

Representing

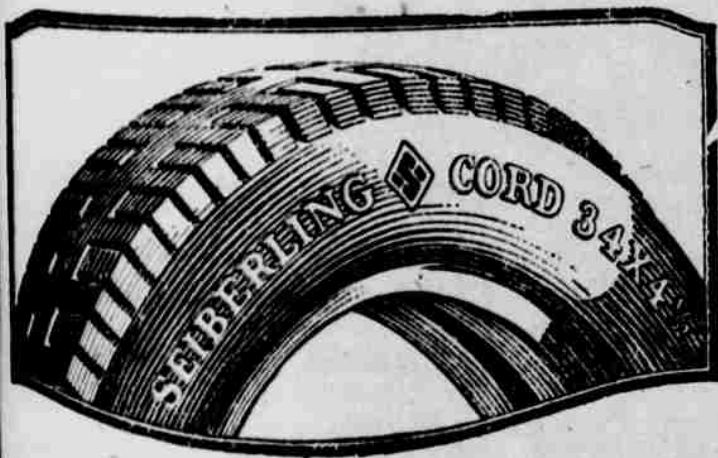
Willard Batteries

(THREADED RUBBER INSULATION)

and W Batteries

(WOOD SEPARATORS)

Want Ads Bring Results. Try Them.



For Your Ford and Chevrolet

You'll never be bothered with tread separation—the tough tread rubber extends from bead to bead in one piece. The tread itself is semi-flat for better grip and longer wear.

Consider the cost—a 30x3 1/2 Cord, only \$12.50. Get them at

Miller Vulcanizing Co.

1223—9th Ave.

Hickory, N. C.

HUSBAND'S LOVE WORTH A MILLION



One million dollars is the value which Mrs. Dorrit Van Duesen Stevens of Burlington, Vt., places on the affections of her husband. She has sued her husband's parent for that amount, charging that they alienated her husband's love for her. They deny the charge.

Wilhelm on His Wedding Day



This extraordinary photograph shows the former Kaiser entering the closed automobile and entering the lodge at Doorn castle for the part of the marriage ceremony. The picture was taken with a long distance camera by a photographer stationed outside the castle grounds.

Advertise in the Record

Each Roll Wrapped in Parchment Kewpie is made from High Grade Pure White Tissue



1000 Extra Large size sheets to the Roll. The best You can BUY

Try a Record Want Ad and Find Lost Articles

(THIS WAS WRITTEN BY A WOMAN)

Why I Use Advertising As My Buying Guide

In my capacity as housewife I am the general manager of a household. Upon me devolves the duty of making rather large purchases which leads into another duty—that of the economical expenditure of the household funds.

My husband reads very assiduously what he calls "trade papers." These papers pertain almost entirely to his business. He says he could not get along without them because they keep him posted on matters which come up in his business life every day.

In running my household I find that the newspapers and the magazines are my "trade papers." The advertisements tell me nearly everything I wish to know about the purchases I should make. Like my husband who spends hours engrossed in his trade magazines so that he may conduct his business more successfully, I study with care the advertisements in the newspapers and the magazines which I have found out enable me to conduct my business, which is my household, more economically and successfully.

In doing my neighborhood buying I think that I am able to choose the store that gives me the greatest value for my money. My choice is always the one where I am sure to get the advertised goods I ask for and where I am not told: "Here is something else just as good." I buy advertised goods because experience has taught me I save money thereby.

It has been my observation that the storekeeper who handles advertised articles sells more goods and it isn't hard for me to figure out that if the dealer wants to make only a fair profit he can sell me goods cheaper if he sells a great many goods than if he sells a smaller amount. Coincidentally, I have noticed that dealers who do handle articles which are advertised seem to grow and expand.

I have often wondered if it isn't because the goods which they see on their own shelves remind them constantly of the forward-looking work which is being done by the manufacturer of those goods, thus setting an example for greater industry.

I know that if I want to buy a barrel of flour I can buy it cheaper than I can buy a ten or twenty-five pound sack. My storekeeper can do the same thing in buying his merchandise. I have heard my husband talk often enough on the question of small profits and rapid turnover to know that it isn't the dealer who makes the long profit that gets ahead but the one who makes the small profit and turns his capital over and over. But this is not the only benefit I get in buying from a storekeeper who sells his customers goods which are advertised. The goods I buy are fresher and newer and I feel that because many of them have been advertised for years they are more dependable.

For how could people continue to buy them if they were not? And how could the manufacturers continue to advertise them if they did not buy?