

THE BIG STONE GAP POST.

WEDNESDAY, NOV. 17, 1915

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GILBERT N. KNIGHT, Editor.

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SUBSCRIBERS are earnestly requested to observe the date printed on their address slips, which will keep them at all times posted as to the date of the expiration of their subscription. Prompt and timely attention to this request will save all parties a great deal of annoyance.

"Do Your Christmas Shopping Early."

The above slogan in the hands of an astute business man, changed the whole practice of Christmas shopping and stimulated holiday business as nothing else could have done. This man, with the nerve of a Barnum and the judgment of a Wanamaker, grabbed the thought from the public mind and put it into big BLACK TYPE where "It who runs may read"—in the newspaper! He backed a popular conviction with his coin and advertised the universal belief that it would be better for everyone concerned if the inevitable Christmas purchases were made at once while stocks were fresh and new and the choice was wide and ample.

The result not only paid the advertiser as it always does—but the whole country profited beside.

This slogan has since slipped into practical use in every corner of commercial America. Excepting perhaps its fellow slogan, "Safety First", which reduced the accident death rate enormously, it has done more good in the world than any business phrase ever coined. It has been the means of discontinuing the time honored practice among large metropolitan departments and specialty stores of keeping open in the evenings a week or two preceding Christmas Eve. It has enabled manufacturers to prepare their goods and fill orders far enough in advance to insure clear store rooms long before the Yuletide candles were lighted. It prevented the disappointment of millions of Christmas shoppers who were wont in times past to wait for the more attractive novelties which turned up at the last moment. And not the least important, it saves the heartaches of neglected ones who lean upon the broken reed of mere man's thoughtlessness.

That phrase, "Do your Christmas Shopping Early," was instantly taken up and flashed before the eyes of the world through the medium of its newspapers. Just as every other worth while thing is told this nation of readers by the ever present, constant, reliable, all-known morning, evening, weekly, or Sunday newspaper. Nothing the world does is done without ITS knowledge, nothing you want the world to know can be made known without its aid. Almost any national manufacturer will tell you that most of his fame and profit were the product of newspaper advertising. No newspaper advertiser who kept it up wisely ever lost money.

The newspaper pays the advertiser. The latter merely invests in business publicity. The cost of advertising is like a phantom Zeppelin—it never lights anywhere. It is a bug-aboo made of thin air and a yellow streak. The common supposition that advertising ex-

sumer is likewise a fallacy. The fact of the matter is that the non-advertiser pays for it out of the business he loses to competitors who do advertise.

Advertising doubles output, halves overhead, divides selling cost and, by making two customers buy where ONLY ONE BOUGHT BEFORE, it creates a hundred per cent. increase in profit—out of which any business man can well afford to pay for his own advertising.

MORAL FOR MERCHANTS: Advertise in the Big Stone Gap Post and do your Christmas Business early.

The state department at Washington was advised that the allies have decided to recognize the Carranza government in Mexico. Recognition will be accorded as soon as Italy prepares the note on behalf of the entente group.

President Wilson outlined the program for national defense which he will place before the next congress, and appealed to the whole country for support. In an address before the Manhattan club at New York, at its fiftieth anniversary dinner, the president expounded his plans on preparedness and his views on other national questions.

Women suffrage was defeated decisively in all three states where the question was an issue in the elections. In New York the suffragists were snowed under by a majority of nearly 200,000. Pennsylvania rejected the suffrage amendment by a majority of 225,000. In Massachusetts the majority was 100,000.

Business conditions in this country were never better, according to an announcement made at Washington by Postmaster General Burleson. Post office receipts of \$13,207,250 for October this year, he compared to \$12,751,040 for October, 1914. "Post office receipts always have proved to be a true barometer of business conditions," he said.

Former Secretary of State William J. Bryan, in a lengthy prepared statement issued at Washington takes issue with President Wilson's program of preparedness. The action of the former secretary was accepted in administration circles as meaning the opening break between the president and his former chief supporter on matters of national interest.

Here are the essential features of the administration's military program as set forth in a statement issued at Washington by Secretary of War Garrison: Creation of a regular army of 141,843; improvement of the national guard; formation of a citizen army of 400,000 men. Finally, the organization of all the resources of the nation in trained civilians to aid the army in time of war. The military policy calls for a total appropriation of \$2,000,000,000 by congress during the next five years under the heading of the army.

His Sixteen Years' Suffering Now Ended

I can say with the greatest of pleasure that Foley's Kidney Pills were the only thing that gave me relief in sixteen years. Mr. E. W. Henderson of Dingin, Miss. says more than that. He suffered with cystitis inflammation almost faint with pain. He was treated by the best doctors, used all the mineral springs and drank waters of different kinds, which altogether cost him a large sum of money. Still no permanent relief. Now comes a friend who recommends Foley's Kidney Pills. After using half a dozen bottles, his pains are all gone, he sleeps soundly all night. When kidney and bladder trouble comes on you and you suffer the pains and aches it causes, have irregular pains, back aches and a burning sensation, take Foley's Kidney Pills at once and you will echo Mr. Henderson's sentiments.

Mutual Drug Company

Backache Cardui The Woman's Tonic I took two bottles, in all, and was cured. I shall always praise Cardui to sick and suffering women. If you suffer from pains peculiar to weak women, such as headache, backache, or other symptoms of womanly trouble, or if you merely need a tonic for that tired, nervous, worn-out feeling, try Cardui. E-25

Appalachia Items

Miss Brownie McKenzie spent the week-end with relatives at Coalburn. Floyd Creek spent Sunday with homefolks at St. Paul. Mrs. M. Y. Hoff and Mrs. Tate Irvine motored to Lebanon and back last Tuesday. E. E. Givens, of Stonega, spent Sunday here. Mrs. O. L. Maddox spent Saturday at Luman with her aunt, Mrs. Harlowe. Mr. and Mrs. M. D. Collier were at Wise Friday. T. A. Elliott was in Knoxville several days last week.

From Seminary

Our Sunday School is progressing nicely. Bro. Craft preached a very interesting sermon Sunday, which was enjoyed by a large crowd. There will be prayer meeting at our church every Wednesday night. Everybody is cordially invited to attend. Earl Felts was a caller in the Cove Saturday. Ulysses Clarkston, who was thought to be lost in the "Wild Cat," made his appearance Saturday night. Henderson-Reisor was calling at the home of Mr. and Mrs. Daniel Sleep Sunday. Mrs. J. B. Skeen has been very ill for the past week. The teachers of our school spent the week-end with homefolks. Mrs. H. A. W. Skeen and brother, Charles Pennington, of Knoxville, spent the week-end at Mrs. J. B. Skeen. Mrs. J. J. Wade spent Sunday with Mrs. S. H. Davis. We are glad to learn of Miss Nora Youell's recovery from a severe burn.

License For Auto Drivers Urged

Detroit, Nov. 12.—Conservation of life, limb, health, and property in the United States and Canada was the keynote of the closing meeting of the Safety First Federation of America here this afternoon. A uniform code to regulate traffic throughout the country was adopted. Most of the resolutions embodied in the code were directed at the drivers of automobiles and at the machines themselves. One of the principal resolutions adopted by the Federation urges every State and Canada to pass a law requiring the licensing of automobile drivers, owners as well as chauffeurs. This resolution recommended the licensing be based on the strict examination of moral,

of the applicant. Other resolutions adopted, include: Enactment of laws prohibiting the sale of dangerous weapons and explosives. Prohibition of the sale of fire arms except upon presentation of a permit from the police department. Prohibition of common drinking cups and roller towels, spitting in public places and on sidewalks; establishments of public baths by cities and medical and dental inspection of school children.

RUN OVER BY AUTOMOBILE.

Esserville, Va., Nov. 11.—Della Hamilton, aged 6, daughter of Mr. and Mrs. Earnest Hamilton, was hit and run over by an automobile, run by Mr. Isom, from the Pound, Tuesday morning of last week. She had gone home at recess for her drinking cup and was returning to school, when a wagon was passing, and she waited for it to pass, then started across behind the wagon, when the car, which was running by on the other side of the wagon, hit her on the head, knocking her unconscious, from which she never regained consciousness and died Friday morning. Rev. Wm. Robinette preached the funeral.

ATTENTION, CARPENTERS

Contractors are notified that sealed proposals will be received at the Mayor's office, Big Stone Gap, until 3 p. m., Wednesday, November 24th, 1915, and then opened, for the erection of a shed for the road machinery belonging to the town. The lumber to be used will be taken from the old stockade, the old post house, the stone bin on the Gap road and old bridge floors and assembled by the contractor on the ground near the stockade, where the shed will be erected. Rough plans will be furnished by the undersigned to intending bidders. The right is reserved to reject any or all proposals. W. S. ROSE, Mayor.

Notice.

I will be at the following places for the purpose of collection State, County and District taxes for the year 1915. Big Stone Gap, at Monte Vista Hotel, Thursday November 18, 1915. Appalachia, at Squire Strong's office, Friday, November 19, 1915. Norton, at Mayor's office, Saturday, November 20, 1915. R. V. WOODFOORD, Treasurer.

Strong Imagination

Said To Be Valuable Asset To Golfer

New York, Oct. 18.—"Up to a certain point a strong imagination is the golfer's most valuable asset; beyond that it is apt to ruin as to add him. There never was a really great golfer who lacked imagination, but neither has there ever been a great one who allowed his imagination to run into his game. There can be no golf at all without it, and no consistent golf without it," was the substance of the expressions of a number of golf pros who were discussing the point a few days ago. "Before the player can successfully make a shot he must first imagine the shot," said C. W. Singleton, the Swanoy pro. "In his mind's eye he must see the flight of the ball, must see it as it clears or dodges a hazard and as it runs along the ground after completing its career or as it falls dead. He must imagine just how a certain stroke of the club, applied in a particular manner, will affect the flight of the ball. Not only his imaginations must stop working and he must become the mechanical, instead of the mental being. "He must dismiss from his mind every thought save that of making a particular effort in a particular way. Else another of the four or five different shots which he may have thought of on his way up to the ball will be made instead of the one he fully intended to make. Or a thought entirely foreign to the making of a shot will overcome him, and whether the stroke is a success or failure will depend entirely on luck. "An instance of the latter may be recalled by those who saw one of our greatest amateur win his first national championship some years ago. This player,

NOTICE Dr. Edward L. Guy, the Eye Sight Specialist, Will be located at Johnson's Jewelry Store, Appalachia, Va. Every Tuesday and Wednesday of each week commencing November 23rd, where he is prepared to make examination, correcting errors of refraction, scientific adjustment of glasses. EXAMINATION FREE!

Long Evenings Will Soon Be Here Why not enjoy them by reading with the best light in the world? Have your house wired for electric lights now; we will gladly make an estimate without obligation. Powell Valley Light & Power Co. BIG STONE GAP AND APPALACHIA, VA.

ORDER OF PUBLICATION. Virginia: In the Clerk's Office of the Circuit Court of the County of Wise the 13th day of November, 1915. Interstate Finance & Trust Company Plaintiff vs. R. L. Brown and Laura L. Brown Defendants. INSOLVENCY. The object of this suit is to attach and to sell or sell certain real estate belonging to the defendant, Laura L. Brown, for satisfaction of a certain judgment due to the complainant for the sum of Two Hundred Dollars (\$200.00) with interest from October 29, 1914, until payment and Thirty Four Dollars and 60 cents (\$34.60) cost and attorney's fees.

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ORDER OF PUBLICATION. VIRGINIA:—In the Clerk's Office of the Circuit Court of the County of Wise the 25th day of October, 1915. William H. Nickels, Plaintiff vs. Enoch Boggs, et al. Defendants. INSOLVENCY. The Object of this suit is to have the partition made by the heirs of James Boggs, deceased, in and to a certain tract of land on Foundling Mill Branch, Wise County, Virginia, confirmed. To require the clouds and quiet the title to seventy three acres owned by W. H. Nickels. To enjoin defendants from trespassing and committing waste on said Nickels tract. And it appearing from affidavit on file in said office that William R. Strang, William McGeorge, Martin W. Dixon, J. C. Colburn, Enoch Boggs, Rachel Boggs, Murrel Hall, William Coots, Elizabeth Coots, Elissa Boggs, Elizabeth Boggs, Levi Boggs, Susan Boggs, Jesse Boggs, defendants in said suit are not residents of the State of Virginia; it is ordered that they appear here within fifteen days after due publication of this order and do what is necessary to protect his interest in this suit. It is further ordered that a copy hereof be published once a week for four successive weeks in the Big Stone Gap Post, and that a copy be posted at the front door of the Court house of this county as prescribed by law. A Copy Test. W. B. HAMILTON, Clerk Morrison, Morrison & Robertson, p. 9. Nov. 10, 1915.

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CUT FLOWERS. When in need of carnations or other cut flowers, funeral designs, etc, patronize home trade, and buy them fresh from the green house. John E. Horseman, Florist, West Norton, Va. Phone No. 1 Norton. Old newspapers for sale at