

# The Lexington Advertiser

The Advertiser Publishing Co., Publishers.  
Entered at the Postoffice at Lexington, Miss., as  
Second Class Matter of the Second Class.  
H. H. ELMORE President  
JOHN KYLLINGSTAD, Vice Pres't & City Editor  
R. A. POVALL Sec'y-Treas'r & Manager  
FRIDAY, DEC. 3, 1909.

Christmas is rapidly approaching and the time is at hand for you to think of the presents you are going to give. The advertisements in the Advertiser will help you solve the problem of what to give.

The trade edition of The Lexington Advertiser last week was a marvel of neatness brim full of interesting reading matter and attractive pictures from beginning to end. It is something of which Lexington and Holmes county may well be proud.—Carroll County News

The prohibition amendment to the Alabama constitution, voted on last Monday, was overwhelmingly defeated. This does not indicate that the state is not for prohibition, but is a rebuke to the many non-essential and cumbersome provisions contained therein. Prohibition has suffered more from unreasonable zealots in its own ranks than it has ever done from open enemies.

A recapitulation of the assessment rolls of all the counties of the state shows that the total valuation of property in Mississippi has increased nearly ten million dollars this year over 1908. The total real estate assessment is \$231,889,588, and the value of personality is \$109,928,544. A number of the counties in the southern part of the state reduced their assessment valuations because they believed that they were paying more to the support of the state government than was fair.

Monday, the Times-Democrat's monthly report on the cotton crop was published, and summarizing the situation, the New Orleans daily estimates the crop for the current year as not exceeding 10,625,000 bales. Considering the yield by states, the Times-Democrat gives the following results: Alabama, 1,050,000; Arkansas, 725,000; Georgia and Florida, 2,000,000; Louisiana, 350,000; Mississippi, 1,100,000; North Carolina, 725,000; Oklahoma, 625,000; South Carolina, 1,150,000; Tennessee, 300,000; Texas, 2,600,000; Total, 10,625,000.

If you want to see where the live merchants are in Mississippi look over the columns of The Herald. The advertisements in the local newspaper are always an index to the business thrift of the merchants. At Lexington, the Advertiser, is the only paper in the state in a country town that has anything like the advertising patronage of The Herald, and the only reason for that is that Lexington has more merchants in it than Oxyka. There are no merchants in Mississippi or in any other state of which we know who go after business more aggressively than they do here.—Oxyka Herald.

Early next January the combined protestant churches of the United States will begin an advertising campaign. Its purpose is to educate and interest the people in home missions and the social, racial and economical problems which imperil American life and institution. The campaign will be conducted along lines followed by the big business advertisers, and the copy will be as skillfully prepared. The mediums used will be newspapers, magazines, periodicals, posters and bill boards. The movement is inaugurated by the Home Mission Council, composed of the secretaries of the home mission boards of twenty-one protestant denominations, representing a membership of nearly 18,000,000, and a constituency of more than 40,000,000.

## FOOD FOR A YEAR

Meat..... 300 lbs.  
Milk..... 240 qts.  
Butter..... 100 lbs.  
Eggs..... 27 doz.  
Vegetables..... 500 lbs.

This represents a fair ration for a man for a year.

But some people eat and eat and grow thinner. This means a defective digestion and unsuitable food. A large size bottle of

## Scott's Emulsion

equals in nourishing properties ten pounds of meat. Your physician can tell you how it does it.

FOR SALE BY ALL DRUGGISTS

Send the name of paper and this ad. for one beautiful Savings Bank and Child's Sketch-Book. Each book contains a Good Luck Penny.  
SCOTT & BOWNE, 409 Pearl St., New York

The Advertiser, while at present having one of the largest circulations of any country weeklies in the United States is endeavoring to largely increase its list and to that end has inaugurated a popular voting contest, offering valuable prizes to the winners. We are pleased to state that a number of young ladies throughout the county have entered the list of contestants and are doing excellent work for the paper, and at the final wind up the Holmes county homes in which the Advertiser does not enter will have to be found with a microscope. Not only this, but neighboring counties, are canvassed by our faithful and enthusiastic workers, and the Advertiser will fully cover all present and prospective trade territory like a blanket. All business interests catering to the trade of Holmes and surrounding counties will find the Advertiser the most practical medium through which to expand their trade.

Governor Noel spent Saturday in Lexington, his first visit for several months, and gave the Advertiser a call. Among other things, he said, in effect: "I intended writing you my congratulations on your interesting and instructive Mid-Autumn issue, but was so continuously occupied with a mass of official routine duties that I was prevented. I enjoyed looking at the photographs of numerous friends and the pictures of familiar buildings and other well-remembered scenes. It was almost like the pleasure of a home visit. I've never thought of any place except this county as my home. Its people are among the best in the world; and to me they have always been exceedingly kind and helpful. I look forward, as does my wife, with much pleasure to our return to Lexington when my term as governor is ended. I am very grateful to all who contributed to my promotion to the highest honor and greatest authority which Mississippi can confer; and shall unwaveringly persevere in my efforts to fairly and efficiently perform every public duty, neither shirking nor sharing any responsibility that attends the governorship. When in Jackson, I give almost my whole time to official duties, often, for weeks at a time, going nowhere except to the capitol, the governor's mansion and to church. Letters, telegrams, telephones, callers and examination and action on official papers keep me so fully occupied while I am in Jackson, that I hardly ever have time to go to see any one and only to meet those who come to see me. The keeping in order of the executive mansion, which contains about twenty rooms and four large halls, with visitors at almost any hour, keeps Mrs. Noel very fully occupied. She and I are always glad to see our friends, especially Holmes county friends, but so many people come and go in Jackson, that we do not know who is, or has been, there unless they call on us. It is one of the unfortunate incidents of holding a high office that some people, reasonable in other respects, watch so closely for some occasions of offense that it is often impossible to avoid doing something to arouse their anticipations. As the Scriptures say, what you seek ye shall find. However, this is a rare occurrence. There is not any part of any hour from day-light till three o'clock at night when I've not had personal and telephone calls. I have never failed to give, day or night, courteous treatment to every comer, even to professional beggars from beyond our borders who made a parade of their unsightly afflictions."

Farmers as advertisers is not a general thing, but why not? All business men who succeed do so through hard work and advertising. A man may have the best live stock in the country, but if no one knows it he is not likely to make high priced sales. One man will sell an animal for several hundred dollars while another will sell one equally as good for half the money. The difference comes mainly through advertising. If you advertise in the right way, you create a desire to possess what you have to sell and sales can be made through correspondence. In that way you get a choice of customers and a chance to pick out the man who has the money to pay for good stock. There are many ways to advertise. The best way usually is through the newspapers, because they carry your message to thousands of farmers, any one of whom might become interested in the story you have to tell. An advertisement may be made as interesting as any other part of the paper. A farmer who has produced something that is of value is the very man to tell another farmer about it, and to interest him in trying to do as well or better himself. Send your message continually and persistently by the Advertiser; then follow your inquiries by correspondence on neatly printed stationery and good results are sure to follow.

**For Sale.**  
Two bowling alleys, with complete box ball outfit—good order, practically new. A bargain.  
J. E. WINSTEAD, Lexington, Miss.

**For Sale.**  
Two registered blood hounds; pedigree furnished; 8 months old. Apply to  
R. C. BARGER, Lexington, Miss.

The druggist may think one make or manufacture of a drug is just as good as another, but the doctor may hold quite another opinion

Your Prescription should be filled at

# Beall's Drug Store

Where Purity is paramount, Accuracy is attained and Care is compulsory.

Our line of Cut Glass embraces many handsome designs. And our stock of Jewelry, useful novelties in other lines and Sterling Silver Goods contain many happy suggestions for wedding and birthday gifts. An unbroken record of 40 years selling reliable drugs, school books, stationery, paints, oils, varnishes, has enabled us to anticipate the wants of Lexington and her expanding trade territory, and you can put it down that eall's Drug Store has what you want, wholesale and retail, and the price is right.

**B. S. Beall**  
Lexington, Miss.

Phone 104

Night Service

## State Charity Hospital

Jackson, Miss., November 25.—Gov. Noel will recommend to the legislature the establishing in Jackson of a state charity hospital, provisions for which he will ask to have made during the approaching session.

This announcement is made following a conference on the subject last night with Dr. L. S. Rogers, of West, representative from Holmes county, who came here for that purpose.

Dr. Rogers has been working on this proposition for some time, and has placed a number of other members to the support of the measure. He says that practically every physician in the state is in favor of it, the exceptions being those whose interests might be affected by it. The plan already has the endorsement of the State Board of Health, Dr. Rogers believes it has a good show to be passed. A point in its favor not to be overlooked is the fact that it has the cordial endorsement of Representative S. A. Morrison, of Grenada, chairman of the committee on appropriations.

Dr. Rogers has not yet worked out all the details of his plan, but it will recommend the appropriation of from \$75,000 to \$100,000 to defray the cost of erection and furnishing of a suitable building, or the remodeling of the old capital building for that purpose in the event that should appear feasible.

The matter of location, however, is to be left entirely open, and a board of trustees provided for whose duty it will be to look after all the details, erect, if necessary, a building on any of the land already owned here by the state, and fit it up in accordance with their own best judgment.

This method will eliminate much of the fight to be encountered on the floors of both houses, and may mean, he thinks, a solution at the same time of the old state house problem, which has been a bone of continual contention for the past five or six years.

The plan to convert the old state house into a state hospital was first suggested by Dr. A. E. Rowan, senator from the eleventh district, living at Wesson, and he went so far as to get up an estimate of the probable cost. In this connection, an architect expressed the opinion that with the expenditure of \$80,000 on the building it could be made worth \$250,000. As it stands it is not worth a dollar, and is unsafe, even to walk through, owing to the generally decaying condition of the interior walls, floors and roof.

Dr. Rogers has made an extensive investigation of hospital conditions in other states and cities, and is continuing these with the idea of getting the best of the ideas from each.

Incidentally, his inquiries have shown that in the Louisiana hospital in New Orleans, about twelve per cent of all the patients treated are Mississippians, while in Memphis the Mississippi patients represent fifteen per cent.

He believes, and has the statements of the superintendents in charge, that a much larger percentage is really treated from this state than is shown by the books, because many Mississippi planters send patients to them through the agency of the Memphis and New Orleans houses which they patronize, and that they are registered as being from the city, instead of having their actual addresses recorded.

He believes this state should be prepared to take care of its own patients, and to save the public as much as possible of the long journey to the places mentioned, besides relieving the outside hospitals of an unjust burden.

Dr. Rogers incidentally mentioned to the governor his idea of establishing here a packing house and cold storage plant for the handling of home grown meats. His encouragement on this line, while less emphatic, left him in a hopeful mood. The governor has also been working along a similar line, but there are some details yet to be reconciled between the two. It is stated that such a plant can be established as would meet the demand for a sum within \$5,000.

The station on the Aberdeen Branch east of Ethel formerly known as Gregory has been changed by the railroad authorities to Gladys and moved about a half mile east to the center of the oil fields of Gladys. It is thought that the postoffice will also be changed soon as the matter has been taken up with the postoffice department.—Kosciusko Herald.(The town of Gladys was laid out by our friend, Chas. E. Drake, and we congratulate him on having the railroad moved to that place.

During the last two years 238 persons are reported to have been killed in railroad accidents in Mississippi. Of this number 77 were employees, 10 were passengers, and 141 were neither employees nor passengers. Of those injured there were 731 trainmen, 9 stationmen, 133 shopmen, 236 trackmen, one telegraph employee and 289 others.

## P. A. LINDHOLM

1859--- ---1909

Dealer in DIAMONDS, WATCHES, CLOCKS, JEWELRY, SILVERWARE, CUT GLASS, CHINA, SPECTACLES, ART GOODS, COLUMBIA GRAPHOPHONES, Records & Needles.

In your home you should have A CLOCK THAT IS AS TRUE AS THE SUN-- and the same with your Watch

When they stray from the straight path, let us look at them

WE CAN PUT THEM RIGHT FOR YOU

## Scientific Adjustment

Of Glasses to All Forms of Defective Vision.

Frames fitted to conform to the peculiarities of the wearer's face. Thus what is worn as a necessity is at the same time a handsome ornament.

**Dr. M. E. FRITZ**  
Optometrist  
Office in Hotel Arlington. LEXINGTON, MISS.

**Frank R. McGeoy**  
ARCHITECT  
Greenwood, Miss.  
Plans and specifications for all classes of buildings.

## Our Photographs Are More Than Good Photographs

—they are true portraits, bringing out all that's best in character and individuality.

Make your appointments now and avoid the holiday rush.

**FONVILLE**  
Studio Below Postoffice

## SAM'S

Preparation is Playing a Conspicuous part among the

**Clothes Cleaners**

A limited number of Club Members enables him to give satisfaction.

Clothes Called for and Delivered

All particular people have SAM to do their work.

**PHONE 45,**  
Care Herbert House.

**For Sale--Cheap.**  
Two nice town lots, in west Lexington, suitable for tenant houses; one-half cash, balance 6 or 12 months.  
L. E. BARR.

The station on the Aberdeen Branch east of Ethel formerly known as Gregory has been changed by the railroad authorities to Gladys and moved about a half mile east to the center of the oil fields of Gladys. It is thought that the postoffice will also be changed soon as the matter has been taken up with the postoffice department.—Kosciusko Herald.(The town of Gladys was laid out by our friend, Chas. E. Drake, and we congratulate him on having the railroad moved to that place.

During the last two years 238 persons are reported to have been killed in railroad accidents in Mississippi. Of this number 77 were employees, 10 were passengers, and 141 were neither employees nor passengers. Of those injured there were 731 trainmen, 9 stationmen, 133 shopmen, 236 trackmen, one telegraph employee and 289 others.

## PROFESSIONAL

DR. J. W. JORDAN, JR.,  
DENTIST  
All Branches of Modern Dentistry Practiced  
Successor to Dr. W. F. Stansbury.  
Office over Postoffice. Phone 44-2.

DR. P. D. HOLCOMB  
Dentist  
LEXINGTON, MISS.  
Office in Hotel Arlington.  
Phone No. 98.  
Teeth extracted with little pain.

W. L. DYER  
Attorney at Law  
LEXINGTON, MISS.  
Office in Court House, Upstairs.  
Phone 53.

H. S. Hooker. R. C. McBee  
HOOKER & MCBEE,  
Attorneys at Law  
LEXINGTON, MISS.  
Office upstairs Bank of Holmes County Building.

J. W. JORDAN, M. D.  
Physician and Surgeon  
Office over Postoffice  
Phones  
Office Residence 44

DR. C. A. MOORE,  
DENTIST  
LEXINGTON, MISS.  
Office in Merchants & Farmers Bank Building.  
Phones:  
Office, No. 211. Residence, No. 198

W. P. Tackett H. H. Elmore  
TACKETT & ELMORE  
Attorneys at Law  
LEXINGTON, MISS.  
Office in front suite of rooms, McCain Building

J. B. Boothe. A. M. Pepper.  
BOOTHE & PEPPER,  
Attorneys at Law  
LEXINGTON, MISS.  
Office in Merchants & Farmers Bank Building; Upstairs.

WILLIAM ARTHUR PIERCE  
Attorney at Law  
General practice in all the Courts  
Prompt attention to all Legal Business  
Office in Court House  
Local and Long Distance Phone 121

G. H. McMorrough  
Attorney at Law  
Will practice in all the Courts, State and Federal.  
Office over Merchants & Farmers Bank & Trust Co.

O. F. HOSEA  
Notary Public  
Fire and Life Insurance, Country Risks a Specialty.  
Office in McCain Building, Upstairs.  
LEXINGTON, MISS.

M. E. FRITZ  
DR. OF OPTICS & ADV. OPHTHALMOLOGY  
OPTOMETRIST  
Consultation Free. Scientific Examination \$1  
Glasses prescribed only when necessary  
Broken lenses and frames repaired  
Office in Arlington Hotel  
LEXINGTON, MISSISSIPPI

## The Love Wagon

THE BEST

The Lightest Running Wagon Made

They Are Strong;  
The Wheels Are Boiled in Linseed Oil  
Before They Are Put On.

Made By  
**LOVE WAGON COMPANY,**  
Durant, Miss.

**PICKENS BROS. CO.**  
LEXINGTON, MISS.  
Sole Agents in Lexington.

THE SAFEST AND QUICKEST WAY TO

## TRANSFER MONEY

IS BY

**LONG DISTANCE TELEPHONE**

For Rates apply to Local Manager

**Cumberland Telephone & Telegraph Co.**  
Incorporated

## Pahlen Bros.

Sell Peters ..... Shoes

Can Give You Good Value

## VETERINARY

When your stock are sick or chronic troubles, call

**Dr. J. A. McCarley, D.V.S.**  
Durant, Miss.

Will be at Pope's stable, Lexington every Wednesday and the first Monday in each month.  
Phone  
Office 22-2. Residence 102-2  
And he will satisfy you.

## KILL THE COUGH AND CURE THE LUNGS

WITH **Dr. King's New Discovery**

FOR COUGHS, CROUPS, AND ALL THROAT AND LUNG TROUBLES.

GUARANTEED SATISFACTORY OR MONEY REFUNDED.

Send the name of paper and this ad. for one beautiful Savings Bank and Child's Sketch-Book. Each book contains a Good Luck Penny.  
SCOTT & BOWNE, 409 Pearl St., New York