

S

# An Appeal to Rowan People

**S**ALISBURY Merchants want to appeal to you to do your trading here. In order to get your attention and hold it, the Merchants of Salisbury will put on one of the biggest Shopping Weeks that has ever been attempted in the State, beginning next Tuesday, October 28th and running through Saturday, November 1st. You are invited to visit the merchants of Salisbury, and if an out-of-town-citizen to be their guest a day during Shopping Week. Listen to a few words about

## \$ The Rowan Dollar \$

The Rowan dollar is your dollar. Has it ever occurred to you Mrs. Housekeeper, that the money spent in Rowan is your money; that when it goes to your neighbor it comes back to you? Do you ever think, Mr. Householder, that when you send money to other states you are robbing yourself; that you patronize your own pocketbook when you trade in Salisbury? You have an equal chance to get the Rowan Dollar and its little cousins, the nickels and dimes. Money sent away from Rowan stays away a long, long time. It matters not if you can get passes, if you are an employee of the railroad, it costs you something for hotel bills and other unnecessary expenses to trade in distant cities, and too, the merchant you buy from is not your neighbor, nor is he doing anything to help progress in your county or section.

Every article of commerce can be bought in Salisbury. If it's dry goods, clothing, hardware, automobiles, carriages, shoes, groceries, novelties, printing, bread, drugs, furniture, jewelry, meats, books and stationery, pianos, you can buy them in Salisbury and at the same time keep your money in your home county. Toss the mail order house catalogues into the fire and call on a Salisbury merchant. Buy from the Salisbury merchant, he is your neighbor. He pays taxes here. He is buying from you. His dollar is your dollar. Let your dollar be his dollar. Don't go to distant towns to do your trading. It's all in the family—the Rowan Family. Let's cultivate a family spirit. Think for Rowan. Keep Rowan in your heart. Act for Rowan. Buy from Rowan. Let these words sink deep. There's money for you in trading in Salisbury. Begin with

### Trade With These Merchants:

#### Dry Goods and Woman's Wear:

Empire Store Co., J. H. Reid,  
J. Feldman & Sons, Belk-Harry Co.,  
Brittain & Campbell, Oestricher's,  
Salisbury Dry Goods, T. M. Kesler.

#### Clothing Stores:

V. Wallace & Sons, E. K. Chapman,  
Rogers Clothing Co., J. Feldman & Sons.

#### Grocery Stores:

D. M. Miller & Son, R. B. Yancey & Co.

#### Furniture Stores:

Reames & Jones, G. W. Wright.

#### Jewelry Stores:

Holshouser & Howan, W. H. Leonard,  
Starns & Parker.

#### Hardware Stores:

Salisbury Hardware & Furniture Co.  
Rowan Hardware & Machinery Co.

# "TRADE IN SALISBURY WEEK"

October 28, 29, 30, 31 and November 1st

### Trade With These Merchants:

#### Meat Markets:

Sanitary Market, W. A. Brown Market.

#### Shoe Stores:

Whitlock and Rainey.

#### Drug Stores:

Main Pharmacy, J. W. McPherson & Co.  
James Plummer, Smith Drug Co.,  
S. M. Percell, Peoples Drug Co.

#### Books and Stationery:

Theo. Buerbaum & Co.

#### Cafes:

Nicolson's.

#### Fruits and Candy:

A. B. Saleeby.

#### Pianos:

B. P. Jarrett.

#### Chinaware, Toys, Etc.

A. Parker Store.

#### SPECIAL:

Peeler's Printery, N.C. Public Service Co.  
Peoples National Bank,  
Salisbury Bank and Trust Co.  
Salisbury Realty and Insurance Co.  
Wachovia Bank and Trust Co.

With the large number of modern stores, carrying as complete line of merchandise as you will find in North Carolina, along with the good treatment and reasonable prices given by the merchants here, there is no need of you going anywhere but to Salisbury to do your shopping. Not only next week but all the time. To out-of-town-buyers a 5 per cent. Cash Refund will be given during Trade Week to cover transportation and hotel or cafe fare. Each merchant will make his own refunds—to explain it—if you buy \$10 worth of goods, you give the merchant a \$10 bill and he will give you back 50 cents. You must let the merchant know that you are a visitor in order to get your cash refund.

## Why it PAYS to BUY in Salisbury

Because your interests are in this county. Because the county that is good enough for you to live in is good enough for you to trade in. Because it pays to transact business with your friends and neighbors. Because you can get what you pay for. Because every dollar you spend in the county stays in the county and helps work for its welfare. Because the merchant you buy from stands back of the goods, and you can see what you are buying. Because you make your living in this county, and sell what you have to sell here. Because the merchant you buy from pays his part of the state, county and city taxes. Because the merchant you buy from helps support your school, your church, your lodge and your home. Here is where you live and here is where it will pay you to trade.

### To the out-of-town-shoppers next week the following attractions will be open free:

The management of the Grubb Theatre will put on a performance each afternoon at 4 o'clock, with the exception of Saturday. The Fotosho, under the same management, will be open from 11 a. m. till 6 p. m. each day with the exception of Saturday. The merchants will furnish signed passes. The Stonewall Fair will be open to visitors on Tuesday and Wednesday. This is an indoor fair, being given by the Stonewall Club, in their large dancing hall on the third floor of the Murphy block. If you come to Salisbury next week to do your shopping you will get more goods for the same money, get your 5 per cent cash refund to cover transportation, etc., and in addition you will have somewhere to go and something to see. Come. The merchants and commercial organizations, along with all citizens will welcome you, and your visit will be made a profitable and enjoyable one.

# TRADE IN SALISBURY



S

S