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GAMBLING IN ADVERTISING

Consider the merchant who invests an advertisement; once or twice—and then steps to see whether it paid.

Is he not in spirit a gambler?

Consider also his brother merchant—this man who never ran an advertisement until he saw first concerted the weather column, and the market page, and the Tarot cards of the day to make sure that conditions are right—and waste his hard-earned cash at a game of cards or a shuffle of dice.

Is he not too a gambler?

And the merchant who experiments to divers novelties and waverings—and falls victim to every new-described scheme that attracts behind the name of probability.

Is he not likewise a gambler?

To each man advertising is like a game of roulette. They stake their money and wait for sure gain. If it stops at the red they win; if it stops on the black they lose. There is danger in the game transaction—squad a matter of blind, unerring luck. They are the playings of dice; and their loss in the game of finance.

But

the merchant who advertises persistently in a medium of known results is as wise as a man at sea who does not venture to sail unless he is clear-headed to know the point of departure, the present position, the route to be followed, and the winds that are blowing his vessel on its way.

To him, advertising is a certainty.

The Fulton merchant for example, whose advertisement appears in every issue of the News and this week in particular, has gained such a great hold on the minds of his customers that he knows his advertising is a sure winner. For the merchant who knows advertising is a gambling proposition is, in the eyes of the public, a poor representative of his trade and class. His advertising is, indeed, a lost cause.

For it is a thing with the public good and patronage of the merchant to know the policy of his house toward the customer. It is part of the business of his business some said as much as they do in their products. He knows that advertisement is a necessary medium of communicating with consumers, and in so doing he is able to maintain the policy of the house toward the customer.

It is a means the good will and patronage of the merchant, and the policy of his business. To know and assume the policy of his business some said as much as they do in their products.

But whatever the season or weather, or direction of the time, the merchant advertising property is in the public hands. The public are the masters of the property, and they are the masters of the house. As such, they are entitled to the public's patronage, and in return are entitled to the benefits of the property.

Thus, advertising is the best of public relations—publicity.

The public have a way of taking care of their own interests and the interests of their country.

Mr. J. W. Wade, a noted furniture dealer in this city, has been favored with the patronage of the public for many years. He is the man who has the best of public relations and the best of public relations. He is the man who has the best of public relations and the best of public relations. He is the man who has the best of public relations and the best of public relations. He is the man who has the best of public relations and the best of public relations.

Now that the news is in, what do you think of Mr. Wade's business? Did he receive any benefit therefrom? Did he receive any benefit therefrom? Did he receive any benefit therefrom? Did he receive any benefit therefrom? Did he receive any benefit therefrom?

Mr. J. W. Wade of course, received the benefit of the news. He was favored with the patronage of the public. He was favored with the patronage of the public. He was favored with the patronage of the public. He was favored with the patronage of the public. He was favored with the patronage of the public.

And Mr. Wade's business is better off for it. The news is in. Mr. Wade's business is better off for it. The news is in. Mr. Wade's business is better off for it. The news is in. Mr. Wade's business is better off for it. The news is in. Mr. Wade's business is better off for it.

Mr. J. W. Wade (18) a man of this kind has a business that is the best of public relations and the best of public relations. He is the man who has the best of public relations and the best of public relations. He is the man who has the best of public relations and the best of public relations. He is the man who has the best of public relations and the best of public relations. He is the man who has the best of public relations and the best of public relations.

To him, advertising is a certainty.
is one of the most complete ladies' ready-to-wear houses in West Kentucky. We handle the greatest variety and the highest quality of goods that can be bought for the money. Come in and let us show you before you buy your Spring goods. We carry a large supply of cut goods. You can buy most anything that ladies wear at

THE FASHION

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THE FASHION
JUDGE BUNK GARDNER

Announces for Circuit Judge in First Judicial District

The Pulaski News

Friday, March 10

PROFESSIONAL AND HONORABLE.

JOHN J. HOUSE

Optometrist and Ophthalmologist.

Dr. Myers Optical Prescriptions.

All defects of vision correctable by the power of lenses with

optical form prescribed to meet your

need.

P. O. BOX 91

MURFREESBORO, N. C.

PULASKI BROS.

Jewelry and Clocks.

GEM

Jewelry, Watches, and Sterling Silver.

WARREN AVE.

PULASKI, VA.

Our Guarantee:

Jewelry and Watches.

We will make and repair all kinds of jewelry and watches.

Our Speciality.

Give Me Your Business.

"The Brick Store"

J. W. JONES, Owner.

9th and 10th Sts.

PULASKI, Va.

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PULASKI, Va.
MR. A. L. MARTIN

The Greater Fulton Booster is a division of the Fulton News and is published every Monday during the term. It covers the community and is distributed to all subscribers. Mr. A. L. Martin, who has been a Booster every year of the nineteen years he has lived in Fulton, is the Booster. The Booster is printed on high-quality paper and is distributed by hand. The Booster is a community newspaper that covers local events, news, and sports. It is published weekly and is read by many people in the community. The Booster is a valuable resource for the community and is widely read. The Booster is a great source of information about local events and news.

At McDowell's

Special purchases together with sample lines, make these prices possible.

Not 'Simply Bargain Prices, But True Seasonable Economies'

WOMEN'S HAT

Ladies hats from $4.00 up.
Spring tailored hats at $5.50.
LADIES CLOTHES

Ladies' coats, $15.00 and up.
Ladies' suits from $10.00 to $25.00.

McDOWELL'S

211 Meadows Block
Fulton, Kentucky

Everyday ready-to-wear for everybody at less prices at

McDOWELL'S

211 Meadows Block
Fulton, Kentucky

Everything in store's furnishings at bargain prices. Anything ready-to-wear for everybody at less prices at

McDOWELL'S

211 Meadows Block
Fulton, Kentucky

Be sure to get your purchases together with sample lines, make these prices possible.

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Be sure to get your purchases together with sample lines, make these prices possible.
CITY ORDINANCE.

Be it Ordained by the Mayor and Board of Aldermen of the City of South Fulton, Tennessee,

That it shall be a misdemeanor for any person or persons to turn in a false alarm to the fire department; any person or persons being guilty of same shall upon conviction before the Mayor, be fined not less than Five ($5.00) Dollars and costs, nor more than Fifty ($50) Dollars and costs for each offense.

Any person turning in a false alarm to Fulton, Kentucky, the Fire Department shall be required to give his or her name in full and street address and telephone number.

This March 15th, 1915.

Signed

J. P. Swann, Mayor
J. L. Crockett, Recorder.

Dry Goods
Groceries
General Merchandise

Everything that's needed in the household. We pay the highest market prices for you poultry and eggs. We welcome everythng that is needed in the household. We pay the highest market prices.

THE HOME OF BARGAINS

The Place to Buy all Household and Kitchen Goods in our line.

Our new line of goods for which I made room by my Winter Special Sales is being put in stock. I sell furniture and stoves at the closest possible margin and have placed this class of goods in many homes in and around Fulton. I hope to have your continued patronage and assure you a square deal. Make my store headquarters when in Fulton. You are always welcome.

E. M. Lucas & Co.

FULTON, KY.

LOCAL AND PERSONAL

Best Gasoline 14 1-2c
Coal Oil 91-2c

Hard Oil, Cylinder Oil. Everything in this line.

We handle the best and give you the best price.
You will find our large tanks at 323 Cedar Street.

ILLINOIS OIL COMPANY

STOMACH TROUBLE

FOR FIVE YEARS

Benefit of Friends Thought Mr. Hughes Would Be, But One Helped Him to Recovery.

We Sell the BEST.

M. I. BOUTVL

Monuments, Tombstones, Vaults.

M. I. BOUTVL

McConnell, Tenn.

THE HOME OF BARGAINS

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I hope to have your continued patronage and assure you a square deal. Make my store headquarters when in Fulton. You are always welcome.

E. M. Lucas & Co.

FULTON, KY.
Water Valley Department

Of Interest to Builders

We handle the goods at the least expense to you, therefore we can save you money when you buy from us. We carry a full supply of Building Material of every description. We handle a large selection of Building Hardware, Doors, Windows, Roofing Paint, Etc.

WATER VALLEY LUMBER CO.
Water Valley, Kentucky
SOME GLASSES HELP THE SIGHT

but hurt the appearance of the wearer. Not to wish these made by us. When making glasses we are careful to have them conform to the features as well as to aid the sight.

We fit and grind glasses with accuracy. We use the best lenses and highest grade mounts and frames.

We endeavor in every case to give you the best value for your money.

Realizing the great importance of eye preservation and care of the sight, we make every effort to give best vision and oil test results.

We deliver the goods.

The question is not how long we have been in the business, but how well we do the business.

M. F. DeMEYER

JEWELER

MUNCHES & AVERYED.

The doors of Phineas and Son Jewelry and D. H. Strother opened a new chapter in the history of the jewelry house in West Terre Haute. Mr. Strother has been a great business in the town of Terre Haute for many years.

The new store is located at the corner of Main and Jefferson Streets.

Our Shoes Make Walking Easy

The "good foot" to our shoes will please you when you step out of them. They will keep you feeling good when you walk on them. And you're sure to get a long time and be satisfied. We sell good shoes.

Our shoes will "walk" you when you first go on them. They will make your feet comfortable.

You can buy our good, stylish shoes for a fair price.

P. H. WEEKS.

KILLED BY J. C. TRAXL.

While walking in the city, Mr. J. C. Traxl, of the firm of Traxl Bros., was struck by a car and killed. Mr. Traxl was a well-known resident of the city.

We desire to pay a tribute to Mr. J. C. Traxl, who has been a resident of the city for many years. Mr. Traxl was a popular member of the community and was widely known.

The news of this death is causing much grief in the city. It is an event that will be deeply mourned by all who knew him.

Mr. Traxl was a fine citizen and a valuable member of the community. He will be missed and his death is a great loss to the city.

The city authorities have ordered a public service in his memory.

WASHINGTON, D.C.

A. HODGKIN & CO.

The firm of A. Hodgkin & Co. is one of the largest and most successful business concerns in the city. The firm has been in business for many years and has built up a large and devoted clientele.

The firm is well known for its high grade of workmanship and attention to detail. A. Hodgkin & Co. are the leading contractors in the city and are widely respected.

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Notice To the Public

Our office force is competent. Our Job and Ad Departments are complete in every particular. We give you the best possible service. We guarantee absolute satisfaction on all

JOB PRINTING

Our Prices are right. Give us your work.

If you want anything we help you get it.

If you have lost anything we help you find it.

For best results advertise in

The Fulton News

FULTON, KENTUCKY
Mr. B. N. Phillips

This gentleman resides the small southern, jewelry store in the State, and it is one of the most ironical and enigmatic in the southern section of the State. His store is the only one in the town that is not only well-stocked with jewelry, but also has a large stock of fine watches and clocks. The store is located on Main Street, and it has been in business for over twenty years.

Mr. Phillips is well known throughout the town for his honest dealing and fair treatment of his customers. He takes great pride in the fact that he never sells a customer anything that he does not believe in. He is a man of strong character and integrity, and he has built his reputation on the principles of hard work and fairness.

Mr. Phillips is also a member of the local Masonic Lodge and the Freemasons, and he is involved in many community activities. He is a man of great influence in the town and is respected by all.

You will find Mr. Phillips a kind and gracious man who is always willing to help those in need. He is a true gentleman, and he is an example of the best that our community has to offer.

PARTNER IN BUSINESS

E. S. Lucas & Co. has been in business for over fifty years, and it is one of the oldest and most respected jewelry stores in the town. The firm was founded in 1870 by Mr. E. S. Lucas, and it has been owned and operated by the same family ever since.

Mr. Lucas was a man of great vision and foresight, and he built his business on the principles of honesty and hard work. He was a man of great character and integrity, and he was respected by all.

Mr. Lucas' son, Mr. E. S. Lucas Jr., is now the manager of the store, and he continues to uphold the same principles of honesty and integrity that his father founded the business on.

You will find Mr. Lucas Jr. a kind and gracious man who is always willing to help those in need. He is a true gentleman, and he is an example of the best that our community has to offer.

There is no secret to the success of E. S. Lucas & Co. It is built on the principles of honesty, hard work, and a deep respect for the people who work for them.

Every employee is treated with respect and kindness, and they are given the opportunity to learn and grow.

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"THE FULTON NEWS"

FRIDAY, MARCH 10

The ideal character and the a
know that your daily ab
the student body as they are
for the coming session. I believe
they have to make it. The estab
the foundations for the future
or who choose to trust that
the most dignified locations, en
volve you to investigate our schools.

GROWING OLD.

A little more food at the close of
the day. A little more water in the
mouth.
A little less excitement in the
work place. A little less yard of
the ore.
A little more patience for the
days of old.
A little more ease for heads of
A little more rest for the days of
old.
A little more talent in the
search for a warm seat.
A little more care for the
rocks.
A little more zeal for the
affairs of life.
A little more love for all man-
kind.
A little more leisure to sit and
think of things that have been.
A little nearer to those ahead.
A little more laughter, a few
more tears, a little more of
what is good.
We want to devote a part of
our time and labor to those
who have been the most
beneficial and important to
our lives.

THE FARMERS BANK
Grow With Us

100 VOTES 100 VOTES

ADVERTISING REGULATION FOR A SAVINGS

Since the Merchants and State
Bank Association decided to
make a deposit from among
the members for a new
bank, it was decided that
all members should be
given an opportunity to
participate.

We will do this by giving
members the opportunity
to advertise in any form
they may desire.

Advertising regulations
are different for different
banks.

The Merchants and State
Bank Association has
decided to give
members the
opportunity
to advertise in
any form
they may desire.

EDUCATIONAL ADVANTAGE

A part of Fulton

The ideal character and the
knowledgeable character
should be taught in
the schools.

FARMERS

If you are looking for a good
bank, we will be glad to
show you why.

THE SLOGAN OF THE
CITY NATIONAL BANK

"Courteous Treatment To All"

We will be glad to give you any
information you may desire.

Mr. J. M. Burrow

We are happy to announce
that Mr. Burrow has
been elected to
the board of
directors for
the coming
year.

In addition to
the usual work
that is expected
of him, he will
also serve on
the committee
on education.

We are sure that the
work he will do will
be of great
benefit to our
school district.

We want to extend our
congratulations to
Mr. Burrow on
his election.

STAPLE AND FANCY

GROCERIES

We have been
appointed

The Fulton Cooperative

It is our pleasure to
announce the
appointment of the
Fulton Cooperative

We will do our best

Shubelfield & Murphy

Advertised in the News.
The Fulton News.

FRIDAY, MARCH 13

Why Smell With Bad Teeth When It Can Be Reclaimed

We are greatly to see that all lines owned by other parties and connected with us are kept in such condition as to furnish efficient service. Where the owners of rural lines are responsible for their upkeep, we want to operate with them.

All lines require a thorough overhauling occasionally. If the best service is to be obtained. We recommend that every line connected with us be overhauled at least once a year, and that at least one experienced telephone man visit this work. The cost of this work when divided among all the patrons of the line, makes the amount paid by each man small, and this cost will be more than offset by the improvement in service.

If the owners of rural telephone lines in this section are experiencing trouble with their service, we will appreciate their calling the matter over with our Manager or writing us fully. We will gladly do what we can toward helping you improve the condition of your line.

CUMBERLAND TELEPHONE & TELEGRAPH COMPANY

THE REASON

We are authorized to announce that on Friday, Mr. Williams, of the First Senatorial District subject to the primary election.

Mr. Williams stands on the right side of the temperance question and has always been an advocate of the temperance cause. The Fulton News pleased to speak of the merits of this most excellent citizen in this section.

Mr. Williams is a present a number of distinguished attorneys of the State of Kentucky to advocate good roads. His presence is a sign of the respect in which he is held and every one is proud of his name. It is only right that we should do him the justice to say that he has never once failed of any road in the county. The news gave to him that he was the only man to go to the polls and ever satisfied that liberty is the interest of good men.

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HUTCHENS & AVERITT

Fresh Groceries and a Square Deal

WE DELIVER TO ALL PARTS OF THE CITY

Cumberland Phone 346 Raul 140

Farmers Headquarters

Advertising does not pay these men who are out fit a position to make good their claims. Is it not better to pay those who do the best work. If you employ those who advertise and use any pretense of having done the work, you are giving the public useful advertisements.

A CREDITOR'S PRIVILEGE

You are hereby Advertised to the creditors of the late James W. B. C., that all claims will be paid out of personal estate to the utmost of his property after the expenses of administration are paid.

B. A. Turner

The fact that we are sending you this special edition of the telephone is that you have been regular users of our service. Our telephone service is very valuable, and in fifty years of the company we have only equal. We are a little too late to be in the market this year. Thank you.

Mr. W. E. Bray was in the city.

Mr. B. A. Turner is no better at this writing.

Mr. Everett of Martin visited the city.

Mr. Regent of Martin visited the city.

Mrs. Regent of Martin visited the city.

Mrs. Everett of Martin visited the city.

Here we send you that the effort of the Brownsville Telephone Co. to advertise.

Kiley Lewis and Will Mosley spent Sunday in Carthage.

Mr. Brown and J. W. C. spent Sunday in Cynthiana.

Mr. Johnson and J. W. C. spent Sunday in Cynthiana.

Miss Brown and J. W. C. spent Sunday in Cynthiana.

Mr. Brown and J. W. C. spent Sunday in Cynthiana.

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Mr. Brown and J. W. C. spent Sunday in Cynthiana.
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A Bold Financial Institution of Which Fulton is Justly Proud

H. B. LUCAS.

We illustrate the story of one of Fulton’s foremost financial institutions with the case history of H. B. Lucas, the popular president of H. B. Lucas & Co., who has been a resident of Fulton for ten years and has been manager and owner of the business for four years. It is in the main a story of growth, a story of unusual success, and the story of a bit of a type of business that is found nowhere else in the country. It is a story of a man who has worked hard to make good, and a story of a business that has grown under the guidance of a dynamic man.

It is the story of the Farmers Bank of Fulton, which was founded in 1895, and which has grown from a small savings bank to a large financial institution. It is the story of a man who has built a bank that has grown in all the essential respects. It is a story of growth, a story of progress, and a story of success.

Mr. Lucas was born at Columbus, Ohio, in 1867, and was educated in the public schools of that city. He then went to work for his father, who was a printer, and learned the trade. He later went to work for a newspaper in Columbus, and then went to work for a bank in that city. After a few years, he went to work for a bank in New York City, and then went to work for a bank in Chicago. After a few years, he went to work for a bank in St. Louis, and then went to work for a bank in Atlanta. After a few years, he went to work for a bank in Fulton, and then went to work for a bank in New York City. After a few years, he went to work for a bank in Fulton. After a few years, he went to work for a bank in Fulton. After a few years, he went to work for a bank in Fulton. After a few years, he went to work for a bank in Fulton. After a few years, he went to work for a bank in Fulton. After a few years, he went to work for a bank in Fulton. After a few years, he went to work for a bank in Fulton. After a few years, he went to work for a bank in Fulton.

Mr. Lucas has been president of the Farmers Bank of Fulton for four years, and has been manager of the business for two years. Under his guidance, the bank has grown from a small savings bank to a large financial institution. It is now one of the largest banks in the state.

Mr. Lucas is a man of great energy and determination, and he has always been willing to work hard to make good. He is a man of great business acumen, and he has always been able to make wise decisions. He is a man of great vision, and he has always been able to see the future. He is a man of great courage, and he has always been willing to stand up for what he believes in.

Mr. Lucas is a man of great modesty, and he has always been willing to give credit to others. He is a man of great compassion, and he has always been willing to help others. He is a man of great integrity, and he has always been willing to live up to his own standards.

Mr. Lucas is a man of great heart, and he has always been willing to help others. He is a man of great soul, and he has always been willing to live up to his own standards.

The Farmers Bank of Fulton is a bold financial institution, and it is justly proud of its past. It is a bank that has grown under the guidance of a dynamic man, and it is a bank that has grown under the guidance of a dynamic man.