

THE JOHNSTONIAN—SUN
M. L. STANCIL, Editor and Mgr.

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PAPER FOUND BEST TO OBTAIN SALES BY ADS.

Newspapers are the most important media for advertising, according to Francis Kendig, president of the Kendig Advertising Agency.

Mr. Kendig is one of the best-known advertising men on the Pacific Coast and is president of the Kindig Advertising Agency. While the agency does a large business in the Pacific Coast states, it also has many accounts in Canada, Mexico and countries in South America. Mr. Kendig was formerly with the Los Angeles Times.

Mr. Kendig stated that he considered newspapers of first importance for the reason "that advertising copy must be seen, read, believed and remembered. It, further, must attract attention, arouse interest, stimulate desire and urge action. Nothing can approach the press in bringing about these results."

"Newspapers," continued Mr. Kendig, "are more generally believed than any other vehicle used in advertising. Each newspaper serves certain classes or types of people and by knowing the paper and its policies, also its circulation money need not be wasted by spreading advertising thinly over a territory not especially profitable."

"A good newspaper advertisement often will sell over an ad. placed in other media because there is a wider range of approach and appeal. A good advertisement will contain certain contrast balance, rhythm, coherence, movement and variety. In scarcely any other media can all of these essentials be incorporated in an individual advertisement."

"A broad campaign, as a rule, will profit by advertising in smaller journals. But a large percentage of the money spent should be placed with accepted newspapers, for this will give backbone to the campaign as a whole. In other words, the prestige of the house or corporation can best be built up through advertising in organs of recognized strength and honesty. No other form of advertising can achieve these ends."

ADVERTISING CREATES BUYING URGE

The inherent power of newspaper advertisements to create sales was overwhelmingly shown in an article published last week in the New York Daily "News." The Inquiring Photographer's column contained the following question, "Do you like to read advertisements in the newspapers as much as you do the news of the day?" Responses were printed from six persons, four women and six men, all of whom read the newspaper ads either regularly or irregularly, but they all were unanimous in declaring they read the advertisements when they intended to purchase something. Five of those questioned asserted that they read the ads with as much pleasure as they did the news columns. The sixth, a manager of a Jersey City Shoe Store, answered "No" to the question, but added significantly "I am usually interested in the news of the day. However, when I am thinking of purchasing something I need, which requires expenditure of a few dollars, I always consult the newspaper ads for the real buys."

One of the men addressed said: "Many times I see some articles which seem such good bargains that I purchase them even though I had no intention of doing so when I started reading the newspaper." "I don't read the ads. However, when I am interested in purchasing something, the newspaper advertisements interest me as much as the news of the day."

"It will do well for department store executives and other large purchasers of space to ponder thoughtfully over the psychology of selling as implied in the different interviews published in the Photographer's column. Perhaps it might be possible to multiply many times over the experience of persons who read newspapers with no thought of buying anything, but when their eyes alight on some announcement, which they consider a bargain they purchase it. Stores that foolishly curtail their newspaper advertising, curtail their sales volume. A fact that stands out clearly is that without advertisements, department store sales would be tremendously shortened.—Newsdom.

If, as George Bernard Shaw asserts, most Americans are idiots, how can he explain the fact that few, if any of them are interested in his opinions?—The Marion (Ohio) Star.

NEWSPAPER ADS JAM LARGE OMAHA STORES

Omaha.—"Old times" reappeared in Omaha early in March and department stores of the city did the biggest volume of business they had transacted for many months.

Stimulated by the heaviest newspaper advertising for a year, business was so brisk that nine policemen were stationed at one store one day and customers were only permitted to enter in relays. The business stampede was inaugurated by a new department store that carried several new paper pages of advertising.

A DAIRY PROGRAM

(From Hoard's Dairyman)
We have been asked, "What program has Hoard's Dairyman to offer the dairy farmer?"

Several times heretofore we have published a program which we think should be developed to make dairy farming more profitable. As it is evident some of our readers have not observed this program or have forgotten about it, we publish it again. This program does not delve into a lot of frills and fancies that make good newspaper headlines. It neither indulges in a lot of high sounding terms nor does it have a long, meaningless title to attract attention. This program may not even make good timber for the politician because of its simplicity. But it does outline the acid test of performance and stands today tried and proved true by the good farmer who has followed it.

Eliminate cows that do not pay for feed consumed and feed and care for the good cows better. The poor cow produces the surplus, and surplus determines price.

Increase the use of well bred pure-bred bulls and be directed to proving all bulls.

Raise more legumes so less feed need be purchased and the productivity of the land may be increased.

Extend dairy cooperatives for manufacturing and marketing dairy products and take care of seasonal surpluses. It is a mistake to let the surpluses of the farm pile up in the market. This condition unduly depresses the prices of farm products. Keep the surplus on the farm.

Educate the consumer concerning the food value and importance of milk and its products. Let dairy farmers pledge themselves to eat their own products and refrain from purchasing so-called substitutes.

Improve the quality of milk, butter, and cheese and establish a better merchandising system, especially for cheese.

Establish larger units of cooperative manufacture where needed, particularly for cheese, to the end that there may be higher efficiency and improved quality in the finished product.

Establish grades and standards, making them effective by making payment according to quality.

Build up a greater cooperation between the various units of the dairy industry.

Lend assistance to a more equitable distribution of wealth, thus equalizing and extending the purchasing power of the consumer.

Readjust farm taxation and lower taxes.

Discontinue bringing new land under cultivation. Reforest the millions of acres that now are being farmed at a loss.

Increase the use of machinery to take drudgery out of dairy work and to lower the cost of production.

Enact such legislation as will not break down personal initiative and responsibility, but will fulfil the Theodore Roosevelt definition of providing rules for the game and an umpire to see that the game is played fairly and squarely.

Adjust indebtedness between the mortgagor and the mortgagee where conditions call for an adjustment.

There should be established a system of credit peculiar to the needs of agriculture.

Finally, the building of better homes and better farm life through the development of better profits by the means of better cows better fed, and their product of better quality better sold.

There may be methods and plans of procedure which would create more enthusiasm and more popular appeal, but we know that these suggestions are fundamental to profitable dairying and are possible of execution. If other methods and plans of procedure are presented, we are ready to support them if they are capable of being put into operation.

After the government completes its program, it will have to adopt a measure for the relief of the unrelieved classes.—The Charleston Evening Post.

Hard times are demonstrated in the sad tale of the New York beggar who says his daily earnings have shrunk from \$65 to \$12.—The Boston Transcript.

"I'LL BET YOU A DOLLAR"

'Tis strange how betting is "coming in style;"
All bet, both the great and the small;
And precious few people we meet now-a-days
Who do no betting at all.
"I'll bet you a dollar", is the favorite sum now;
So I'll fall in and follow in line,
And bet with the rest as my pen scribbles off
This simple and rought little rhyme.

If you meet a man who is "seedy" and poor,
And not got a cent to his name—
If you reach out your hand and help him along
Once more independence to gain—
When he gets a firm stand by your liberal aid,
And is well up Prosperity's hill,
He may vow that your kindness he'll never forget;
But "I bet ver a dollar" he will!

A young gentleman escorts a young lady
From a park or dance, as may be,
And stops at the gate for a moment or so,
And longs for kiss—do you see?
If he snatch one, the lady may hurry away
With a look of a much-injured saint,
And vow she's insulted and "terribly vexed";
But "U bet yer a dollar" she ain't!

An old bachelor sits in his dingy old room,
With a scowl on his crabbed old face,
And no children to prattle around his hearth-stone,
With no wife his lone table to grace.
He may sneer at young couples, and call them poor "fools"—
Laugh to scorn each proud, happy, young "dad"—
He may swear he is pleased with his bachelor state;
But "I'll bet yer a dollar" he's mad!

—Author Unknown.

A FEW REMNANTS

"As in the days of Noe, they were eating and drinking, marrying and giving in marriage." Does it mean like a policeman, quitting his job—giving in his badge and commission, with freedom, he is under no obligation. Good bye old gal or old boy—we been separated two years—lets divide our gourds. I'm gone. Wake divorce cases.

Will Rogers says "the Republicans said last fall, if the Democrats get in, they will inflate money—the Democrats swore they wouldn't—but who can remember a campaign promise."

I expect Will is joining the Boswell sisters and all Claremore Democrats singing that ditty "Dog gone it, I've done it," while we North Carolinians can joint our legislatures, with Mr. Goerchs leading, the grand legislative chorus "Dog gone it—we've dont it, undone it, and doing it again to undo again—what fun in the merry go round."

Will says "we are temporarily drunk, and the darn thing might accidentally work permanently." We are certainly wabbling, and can't tell which side of the road we are on yet—there is coming a plunge, "some of these days."

Three years ago I startled Wayne county, like a thunder clap from a clear sky—was cussed and discussed by my disclosures on the court house steps, disregarding the vituperations I stood by my guns, now I am completely vindicated. \$30,000 has just come to the surface, I was yelping on the trail of then, and orphans thank me. You'r welcome children—sorry I couldn't get \$80,000 for you.

I wonder if McDonald will wobble Roosevelt's head back on the gold standard, in time to wobble back again, and I wonder lots of things space forbids me to write.

S. L. ROSE, Goldsboro, N. C.

BRIEF NEWS ITEMS

George Laxton of Caldwell county made a net profit of \$118 last year from the sale of honey from 12 hives of bees.

Caswell County tobacco growers say they are saving money by buying their fertilizer materials for cash and mixing the desired formulas at home.

The best way to add a small amount of limestone to the soil each year is to have the fertilizer manufacturer use ground limestone as a filler in place of sand.

Blue mold is reported in Person county and growers are keeping a close watch over their plant beds to check the spread of the trouble.

Alfalfa planted last fall in Forsyth county is showing up well this spring. T. J. Berath reports 15 acres that is perfect in stand.

There is more wickedness in the big city because the small town man goes there to celebrate.—The Toledo Blade.

The President is able to keep his message brief because he wastes no words trying to make an order sound like a request.—The Marion (Ohio) Star.

The government is planning to give us \$3,000,000,000 worth of inflation. If it's all right with Mr. Roosevelt, we'll take our share in cash.—The San Diego Union.

A self-polishing shoe leather has been developed by the Mellon Institute at Pittsburg. The Greeks will have a word for that, too.—The New Yorker.

BUY YOUR

- MAGAZINES
 - SANDWICHES
 - COLD DRINKS
 - CIGARS
 - CIGARETTES
 - TOBACCOS
- From the—
SOU. & A. C. L. CAFE
MRS. H. D. CULBRETH, Mgr.

HERE AND THERE

We hope that when business does turn the corner, it will be on the square.—Thomaston (Ga.) Times.

It would be great if President Roosevelt could put the unemployed to work removing mortgages from farms.—Ohio State Journal.

Wallace wants the farm bill passed without change. The change will be taken out of the taxpayers' pocket later on.—Dallas News.

Certain individuals an dntitions which found Candidate Roosevelt's program "too vague" are now finding President Roosevelt's program too darn specific.—Lynchburg (Va.) News.

The di-appointment of extreme dries over beer's return is nothing compared to that of Canada.—Cincinnati Times-Star.

If the President wins, Congress will want the credit. If he loses, Congress will try to prove an alibi.—Toledo Blade.

French propandanda is supposed to find its way into American newspapers. La Belle France apparently does not know the American newspapermen. Evidently she is accustomed to dealing with gigolo editors in Europe.—Lafayette (Ind.) Journal and Courier.

A great President is one who has Congress under his thumb rather than on his hands.—St. Louis Star and Times.

Forty-four nations are going to play in a world bridge tourney. All are experts at the grand slam, the double and redouble, which last, in international language, is known as the doublecross.—The Omaha Evening World-Herald.

Boy Drowned.

Leonard Ray, nine-year-old son of Mr. and Mrs. A. W. Ray, of Clinton, was drowned yesterday afternoon in Grady's pond near Clinton. It is thought the boy was injured when he jumped from the bank into the seven feet of water.

JUDGE BIGGS GETS HIS

Judge J. Crawford Biggs, of Raleigh, has been appointed Solicitor General of the United States which carries a salary of \$10,000. He will live in Washington, and the office carries a lot of prestige and after a man quits it he generally connects up with some big corporation paying five to ten times the salary.

Biggs is a member of the State Democratic machine and owes his appointment to former Governor Gardner who is national state committeeman and who had Biggs appointed while Senators Bailey and Reynolds were asleep.

Government Seed Loan Borrowers

We have proposition that will interest you if you will buy as far as your money goes. We may be able to work out plan with you for balance needed without full time prices. Johnson No-Dirt Filler Guano, Castings for all plows; Wagons, Silk Finish Flour, Farm Supplies. Make our store your store.

Floyd C. Price & Son
Selma, N. C.
Phone 48

SELMA PRODUCE MARKET

Barred Rock Chickens, lb.	10c
Heavy Hens, lb.	9c
Light Weight Hens, lb.	8c
Roosters, lb.	5c
Spring Friers, 2 lbs and up.	20c
Ducks, per lb.	5c
Geese, per lb.	5c
Eggs, per dozen	12 1-2c
Country Hams, lb.	10c to 12 1-2c
Sides and Shoulders, lb.	8c
Corn, per bushel	70c
Field Peas, per bushel	75c
Soy Beans, per bushel	75c
Sweet Potatoes, per bushel	40c
Fresh Country Butter, per lb.	20c
Middling Cotton	8 1-4 to 8 1-2c

TOBACCO FLUES

Place your order now for Tobacco Flues.
Prices Guaranteed
THE HARDWARE STORE, INC.
SELMA, N. C.

Farmers Exchange

Selma, N. C.
WE PAY CASH FOR PRODUCE

English Peas, 5 lbs.	25c
Gibbs Pork and Beans	5c
2 Cans No. 2 Tomatoes	15c
2 Cans No. 2 Corn	15c
2 Boxes Corn Flakes	15c
2 1-2 lb. Rolled Oats	10c
Rice, Blue Rose, 3 lbs.	10c
Colored Baby Lima Beans, per qt.	10c
Corned Herring, per dozen	10c
Red Devil or Star Lye, per can	10c
16 Per Cent Dairy Feed	\$1.40
Shipstuff	\$1.35

"SQUARE MEAL" Chicken Feed All Kinds.

Days For Fishing In Inland Waters

Information has been received from the Department of Conservation of Development that fishing in the inland waters of North Carolina will be allowed only on Monday, Fridays, and Saturdays from May 1st to June 10th.

Also that the time for taking shad in Johnston County has been extended to May 15th.

WAYLAND JONES,
County Game Warden

Bad Wreck Near Reidsville.
A spike on the tracks sent a locomotive and 27 freight cars, 11 of which were loaded with livestock, hurtling into a splintering pile at Stacy, near Reidsville, yesterday afternoon. Engineer George Allen and Fireman L. O. Woodson were seriously injured.

The train is reported to have had about 50 hoboes aboard. As far as known none was killed or injured. A number of the horses and cattle were so badly crippled they had to be shot.

Newspaper Ad Used As Scrip In Chelsea

Chelsea, Mass.—"The use of a newspaper advertisement for scrip is believed to be something new in financial circles, but it actually took place here Monday night at the state armory's wrestling show," ran a front page story in the Evening Record March 15.

"Battery H's advertisement in Saturday's and Monday's Evening Record was good for fifteen cents' discount for admission to the show with each fifty cent ticket. It was good for twenty-five cents' reduction with every seventy-five cent and one dollar ticket.

"Nearly 100 of the advertisements were used as scrip in tickets at the door.
"It was impossible to buy an Evening Record in Bellingham Square Monday night, so great was the demand for the papers. There will be an extra supply on the newsstands and street corners for next week."