

IT PAYS TO ADVERTISE

Novelized by Samuel Field from the Successful Play

by ROY COOPER MEGROE and WALTER HACKETT

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"Oh, be still, did he?" said Martin. "Great, great! He's a smart boy."



"Hurrah, Mary! It's all right now!"

Mary pushed the buzzer twice. Almost instantly the telephone rang. "Hello! I answer it," said Mary politely.

SHORT ITEMS FROM Neighboring Cities.

Court at New Bern. New Bern.—A two week's term of Craven county Superior court for the trial of civil cases only convened in this city Monday morning with Judge Harry W. Whedbee, of Greenville, presiding.

Sentenced to Four Months. Wilson.—Sam Smith, a negro, was convicted of transporting whiskey in the Mayor's court this morning and sentenced to four months on the county roads.

Burned, Playing With Matches. Greenville.—Leonora Overton, 11-year-old daughter of R. E. and Mrs. Overton at Greenville, was severely

burned on Friday while playing with matches. Mrs. Overton was burned on the hands while extinguishing the child's blazing clothing.

Danger to Live Stock. Kinston.—Farmers along the Neuse river above here are watching their live stock to keep the animals out of the low grounds, with the river rising fast.

Two Stills Captured. Greenville.—Two moonshiners stills were captured near Winterville yesterday. One hundred gallons of moonshine beer and two hundred gallons of meal beer were destroyed with the stills.

Too Much Liquor. Rocky Mount.—Messrs. T. J. and John Woodruff, two young white men, were charged with having too much liquor in their possession, it being shown that one owned four gallons and the other two and a half.

CRIPPLE INVITES WILSON TO CELEBRATE ANNIVERSARY

New York, Feb. 8.—Should President Wilson today accept Mollie Fancher's invitation to him to attend at her Brooklyn residence the celebration of her fiftieth year in bed, a hopeless cripple, the Chief Executive will see a little old woman in an old-fashioned four-poster, a parrot on either side, a canary at the window and an unobtrusive dog and cat somewhere about.

Mr. Fancher, who had come in, turned to Rodney. "But I thought I was dealing with you."

"No, sir; with me. Now, what's your proposition?" decried the soap king. "A quarter of a million cash just for the trademark," said Bronson.

"A quarter of a million?" said Martin scornfully to the quivering Bronson. "Why, you ought to be ashamed of yourself to try to trim these poor boys like that."

important deal, the winning of the bet from John Clark, the reclamation of his boy Rodney and finally Rodney's marriage with Mary Grayson, something he had always wanted, exhilarated him.

"You know that 13 Soap is worth half a million in Chicago alone!" he shouted. "And you try to take advantage of these kids' ignorance. Why, it's outrageous, but you can't trim me. No, sir—we wouldn't take a million. Do you know that the Bingo cracker trademark is valued at six million, the Honey Bee soap at ten million and our trademark is better than theirs? We're going to advertise all over the world—That's what advertising means—the power of suggestion—the psychology of print. All you have to do is to say a thing often enough and hard enough and it'll be the property of the public!"

"Well, father," laughed Mary, hearing this torrent of advertising talk from these erstwhile conservative lips. "You've got religion."

Mr. Martin looked out a large silk handkerchief and blew his nose quite loudly. "I'll settle \$100,000 on the first grand child," he said, "just for luck."

"Well, well," said Ambrose Peale, with a suspicious twinkle in his eye. "Believe me, it pays to advertise."

THE END

Healthy Old Age Brings Happiness. Simple Remedy Promotes Health by Overcoming Tendency to Constipation. Advancing years impair the action of the vital organs. Old age should be the period of greatest happiness, but good health is necessary.

DANGER LURKS EVERYWHERE. Accidents are not respecters of persons or professions. A false step-carelessness of others—smash-ups—in the house, at work, on the street. Accident Insurance costs little. You should be protected. Wm. Bragaw & Company, First Insurance Agents in Washington, N. C.

Why Swear, Dear? Use 'Gets-It' for Corns! It's the New Plan. Simple. Sure as Fate—Applied in a Few Seconds. "Why, John, I never knew you to use such language! I've told you several times it's no use to try those bandages, salves, tapes, plasters."

NOTICE OF SALE. By virtue of power of sale contained in mortgage to me executed by Joseph Perry, dated May 11, 1909, and recorded in Register's office of Beaufort County in Book 148, page 174, which is hereby referred to, I will sell at public auction for cash to the highest bidder at the Court House door of Beaufort County, N. C., on Monday, February 23, 1916, at noon, that lot or parcel of land in the city of Washington, North Carolina, described as follows:

Bicycles & Bicycle Supplies. At New Prices While They Last. Best grade of Tires, \$1.25 to \$2.75. Roller Chains, 75c. Rubber Pedals, 75c. Pumps, 25c. Everything in Proportion. P. P. MAXWELL, Market Street, Washington, N. C.

ADMINISTRATOR'S NOTICE. Having qualified as administrator of the estate of Mrs. Laura B. O'Neal, deceased, late of Beaufort County, North Carolina, this is to notify all persons having claims against the estate of the said deceased to exhibit them to the undersigned at Washington on or before the 12th day of January, 1917, or this notice will be pleaded in bar of recovery.

NOW FEELS ENTIRELY WELL. Those who have headache, rheumatism, stiff and swollen joints or other symptoms of kidney trouble will be interested in a statement from A. H. Francis, Zenith, Kas., who writes: "I had a severe pain in my back and could hardly move."

ADMINISTRATOR'S NOTICE. Having qualified as administrator of the estate of J. D. O'Neal, deceased, late of Beaufort County, North Carolina, this is to notify all persons having claims against the estate of the said deceased to exhibit them to the undersigned at Washington on or before the 12th day of January, 1917, or this notice will be pleaded in bar of recovery.

THE BEAUFORT COUNTY Building & Loan Association. Opened January 29th. Members are requested to make their payments promptly. Others wishing to take out stock may still do so.

J. K. HOYT, President. WM. B. HARDING, Sec.

J. LEON WOOD & CO. BANKERS AND BROKERS. Stocks, Bonds, Cotton, Grain and Provisions, 78 Plume Street, Carpenter Building, Norfolk, Va. Private wires to New York Stock Exchange, Chicago Board Trade and other financial centers. CORRESPONDENCE RESPECTFULLY SOLICITED. Investment and marginal accounts given careful attention.