

WANT ADS!

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If you want to reach the widest audience in the quickest, surest and least expensive way, the way to do it is with State Pilot Want Ads.

SALE—Two beautifully bred liver and white pointer three months old, right age at next fall. Male \$15, female \$10. Box 918, Southport, N. C. 5-8c

WANTED for Rawleigh in Southport. Write today. High Co., Dept. NCE-211-SB, Southport, N. C.

YOU HAVE FOR SALE OR a productive farm with 12 houses, write A. H. Chadbourne, N. C. 5-29c

A SACK OF "MY LADY" flour will give you more biscuits. You'll also carry a sack of groceries. BOLIVIA HANDSHE CO., Bolivia, N. C. 5-15-c

Whether you

Want To

BUY

or

SELL

The

WANT

ADS

Will Do It

twice as Well

And

They Do It

For

LESS

MONEY

than Any Other

Kind Of

Advertising

BY THEM

PRINCESS TREATS SCRIBES TO SPEECHLESS INTERVIEW

Reno, Nev., May 7.—Princess Barbara Hutton Mdivani, the world's richest about-to-be-divorced woman, held "court" today, but for the "subjects" the reception was most unsatisfactory. The princess, who is to divorce Prince Alexis Mdivani here next Monday after changing him with cruelty, sat in regal pomp before 14 newspaper reporters and photographers.

She'd wave her left hand and a huge diamond ring three-quarters of an inch square would glint on her fourth finger—and the news men would blink. Much Silence.

Whether the diamond was an engagement ring from Count Kurt Haugwitz of Denmark, now en route to the United States ostensibly to marry her, or from Alexis, Barbara didn't explain. There was a great deal of silence since no interviewing was permitted.

Barbara smiled occasionally. The news men talked among themselves, sometimes addressing Barbara and listening politely. The occasion was the formal posing for news and news reel photographers. The princess walked down the steps of her home, then scurried back to the protection of a sun porch. Two

cameramen persuaded her to make another entrance. More pictures were taken. Then Barbara balked. She didn't want any more photographs. While the photographers sat hopefully awaiting her possible return, Barbara sent her attorney, George Thatcher, out to inquire if they would "come in and chat."

Williams Flays 'New Deal Plus'

Former NRA Chief Says Extremists Impair Confidence In Roosevelt Plan

White Sulphur Springs, W. Va., May 7.—S. Clay Williams, former NRA chief, tonight said extremists, whom he labelled the "New Deal Plus," were responsible "for most of whatever lack of confidence has been felt toward the New Deal."

In an address before the convention of the Association of National Manufacturers, Williams defined the "New Deal" as the program defined by President Roosevelt, and the "New Deal Plus" as the Roosevelt program together with extremist plans of those who would "destroy the existing order."

Williams, an official of the R. J. Reynolds Tobacco Co., predicted President Roosevelt's accomplishments "will place his name higher among the great benefactors of America than even his friends now think." The speaker held that the prime objective of NRA and AAA was to increase the standard of living, and stressed both principles as non-revolutionary.

Discussing further the New Deal Plus, Williams said: "I fear that the full measure of confidence which is necessary to satisfactory recovery in this country cannot be realized until it is definitely established that the New Deal is not going to be dragged beyond its bounds and extended into a New Deal Plus."

"I risk the guess that both farmers and workers will decline with thanks, but very firmly, the invitation to help with the attempt that is being made to drive past the bounds of the New Deal and take this country out into those unknown and dangerous areas that are the goal of those who would have a New Deal Plus."

EXUM NEWS

(By Miss Blanche Phelps)

MRS. BENNET HOSTESS
Mrs. J. L. Bennett was hostess to the Exum Woman's Club on Wednesday afternoon, May 8th. Mesdames B. R. Bennett and J. E. Dodson gave an interesting and helpful demonstration on fruit shortcake and boiled custard. After a brief business program a word contest was held. Miss Blanche Phelps won first prize, a lovely potted plant, Mrs. L. W. Phelps won second prize, a small useful gift. Refreshments were served by Mesdames Bennett and Dodson. Those attending were: Mesdames E. L. Vereen, D. J. Ray, B. R. Bennett, J. E. Dodson, Ella Evans, L. W. Phelps, D. B. Edwards, W. A. Phelps, J. L. Bennett, Misses Opal Bennett, Mary Frances Dodson, Louise Edwards, Lyla Bennett and Blanche Phelps.

MRS. COLEMAN ILL
Mrs. E. W. Hewett from Shalotte spent part of last week with her mother, Mrs. A. P. Coleman, who has been sick for some time.

REV. MR. TODD PASSES
It was quite a shock to local citizens to hear of the death of Rev. J. K. Todd from Mollie on Wednesday, May 8. Rev. Todd was a former pastor of the Baptist church here.

Mr. and Mrs. Dewey L. Edwards and Mesdames L. S. Holden and Frank Mintz from Bolivia spent Tuesday of last week visiting relatives here.

Mrs. J. H. Allen and Miss Lucille Bennett from Wilmington

attended the graduation exercises at Waccamaw school Tuesday night. They were accompanied home by Miss Lelia Simmons. Miss Bennett is a graduate of Waccamaw high school.

FILLS APPOINTMENT
Rev. W. C. Westcott filled his regular appointment at the Baptist church here Saturday and Sunday. His subject Sunday morning was "The Church." He preached a very inspiring sermon.

Miss Violet Simmons from Wilmington spent the week-end with her mother, Mrs. J. A. Simmons.

Mrs. W. A. Phelps, R. N., left Monday for Southport where she is employed in the Brunswick County Hospital.

Mr. and Mrs. Melvin Russ from Makatoka visited his parents, Mr. and Mrs. J. W. Russ, Sunday. They were accompanied by Miss Nellie Little.

Mrs. L. L. Edwards and children from Bolivia spent the week-end here with her parents, Mr. and Mrs. T. R. Phelps.

Miss Mary Little, who has been in Wilmington for some time, spent Saturday night with her parents, Mr. and Mrs. Bernice Little.

Friends will be sorry to learn that Mr. J. L. Inman is very ill. He suffered a stroke of paralysis one day last week.

FREELAND

Freeland, May 14.—T. T. Ward, of Longwood, and M. B. Watts attended the W. O. W. meeting at Lumberton Thursday.

Many friends will regret to learn of the death of Goodie Inman.

Misses Ethel and Ponillie Formy Duval visited friends and relatives at Old Dock the past week-end.

Misses Hazel and Helene Formy Duval visited Miss Delana Formy Duval during the week-end.

Miss Allene Inman, of Whiteville, was a visitor of Miss Lee Pierce during the week-end.

Mrs. J. T. Smith and Mrs. T. J. Smith, of Whiteville, visited Mrs. M. B. Watts Sunday.

Woodrow Formy Duval, who is enrolled with the CCC at Southport spent the week-end with his parents.

Paul Marlowe, of Old Dock, was a visitor here Sunday afternoon.

Those visiting Miss Lillian Watts Sunday afternoon were Misses Esther, Doretha and Evelyn Coleman, Tillman Coleman and Weldon Smith, of Whiteville.

Donnie Sibbett was a visitor here during the week-end. Many friends attended the burial services of their presiding pastor, Rev. J. K. Todd, near Mollie.

Thurston Inman spent the week-end at his home here.

STUDY NEW PLAN OF SEEDING PINES

A new idea in reforesting loblolly and longleaf pines on idle farm lands is being tested by eleven farmers in ten North Carolina counties under the supervision of R. W. Graeber, extension forester at State College.

"We are broadcasting the pine seed at the rate of one pound per acre with the loblolly variety and 1½ pound per acre with the longleaf variety," says Mr. Graeber, in explaining the plan. "This is not a heavy seeding but when we realize that loblolly seed average about 20,000 seed to the pound, this amount would seem sufficient. Then too we are preparing the land with a disk harrow and the seed are covered with a drag harrow, weeder or brush. We plan to make periodic observations of the planted plots to see if the plan justifies wider adoption."

Mr. Graeber says the idea back of the experiment is to find a quick and economical method of reforesting idle farm lands on an extensive scale with the smallest outlay of labor and seed cost. Heretofore, the artificial broadcasting of pine seed has been done largely on cut-over pine lands and has not been successful. By preparing the land and covering the seed, it is hoped to get better results.

Those farmers co-operating with Mr. Graeber in the plan are checking the seedings to study the best time of seeding and to see how much of the seed is devoured by migratory birds. The seedings were all made at different times extending from January 20 to March 20. Further seeding tests are planned for 1936 extending over a wider range of soil and time.

Until the plan has been proven successful, Mr. Graeber advises prospective growers to get seedlings from forest nurseries in the usual way.

CAMEL MILDNESS BASIS OF NEW CAMPAIGN

The mildness of Camels is the theme of the new cigarette advertising campaign of the R. J. Reynolds Tobacco Co., which features the announcement that Camels are "so mild you can smoke all you want." It is supported by statements from a representative group of athletic stars and champions in various strenuous sports who smoke Camels and have found that "they don't get your wind."

This new campaign of advertising is now appearing regularly in the News Reporter. It is expected that Camel's consistent policy of newspaper advertising will be continued.

In the first advertisement Gene Sarazen, famous golf champion, pictured both smoking a Camel and in action, is quoted: "Traveling and playing as much as I do, I have to keep in condition. I smoke Camels steadily. They're so mild they never get my 'wind' or nerves."

Other athletes who comment on the mildness of Camels in statements accompanied by "action" photographs are

Georgis Coleman, holder of 13 national and Olympic diving championships; Melvin Ott, batting star of the New York Giants baseball team; John L. Skillman, squash racquets champion; Bill Miller, four times national sculling champion, and Jim Lancaster, captain of an undefeated New York University basketball team. It is pointed out that a cigarette whose mildness has won the patronage of outstanding athletes—who have to know what real tobacco mildness is—naturally has a mildness which will appeal to the non-athletic smoker as well.

The quality of the tobacco used in the manufacture of Camels is consistently stressed. Each advertisement gives prominent display to the statement, signed by R. J. Reynolds Tobacco Company, that "Camels are made from finer, more expensive tobaccos—Turkish and Domestic—than any other popular brand."

Fifty Years of Service

For half a century our store has been serving the buying public of Southport. Our customers know that we do not sacrifice quality for price. That is how we hold our old friends and are making new ones.

J. B. Ruark Co.
Southport, N. C.

A \$200,000,000.00 MARKET

MANUFACTURING PLANTS Are Needed In the CAROLINAS To Supply the Demand for This Tremendous Volume of Trade

Carolians Send \$200,000,000 Outside Their States Every Year for Products That Might Just As Easily Be Manufactured at Home

Some Classes of Manufacturing That Offer Opportunity: WEARING APPAREL FOOD PROCESSING

The yarn center of the country is in the Carolinas but comparatively few garment plants have been established in the State. The field is almost wide open for dress making. It is estimated, for instance, that the Carolinas use the products of 50 large shirt plants but only a fraction of that number has been established. The States also consume the output of more than 200 medium sized dress-making plants and only a handful operate here.

The Carolinas produce only a small fraction of the processed food consumed in the States. Besides this home market of huge proportions, the nation is demanding more of the States' high iodine content fruits and vegetables. It is estimated that the two States import the following amounts of food products annually:

Butter	\$ 6,000,000
Cheese	6,500,000
Canned milk	10,000,000
Canned fruit and vegetables	18,000,000
Sea foods	15,000,000
Meat	20,000,000

Raw Materials In Abundance Are Available For These Industries. It Will Pay to Investigate.

The CAROLINAS CRUSADER INC.

The Carolinas, Inc.
Box 60, Charlotte, N. C.

Without obligations, please send full information concerning Carolinas, Inc., and copy of the Carolinas Opportunity Bulletin.

Name.....
Street..... City.....

The newspapers of North and South Carolina have donated the space for this and a series of advertisements which will appear for the purpose of bringing facts about the Carolinas before their people, that they may be better informed as to the resources, history and industrial importance of the Carolinas, and that they may know how they can assist in the broad movement to advertise to the world the advantages of this favored section.