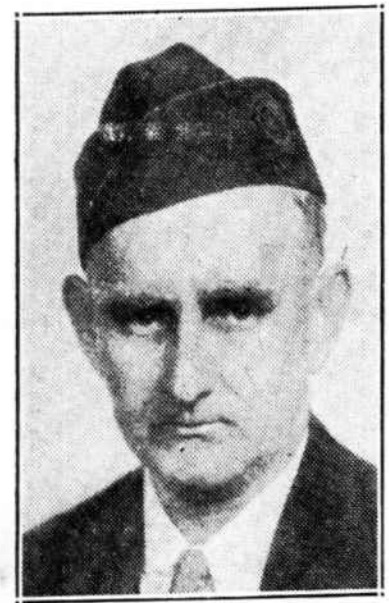


Boosters Of The Whiteville Mart



W. W. SCHULKEN



F. J. SCHULKEN

SCHULKEN BROTHERS

The name of Schulken has been so long identified with the merchandising business in Columbus county, and more especially in Whiteville that it is perhaps more or less hereditary that W. W. and F. J. Schulken operate one of the leading hardware stores in Columbus county. They grew up with the business, their father, the late H. F. Schulken, having been engaged in the general merchandising enterprise for a number of years here.

Schulken Brothers Hardware Store here carries a full line of hardware, frigidaires, radios, electrical and plumbing supplies, furniture and the largest supply of paint to be found in Columbus county.

Both the Schulken brothers were born and reared in Whiteville.

BRAXTON AUTO SERVICE
The Braxton Auto Service, situated on the corner of South Madison and Pecan Streets, here serves a wide territory. It has an up-to-date line of tires and accessories, an efficient repair shop, and is the authorized dealer here for the Plymouth, Willis and Graham automobiles.



S. L. BRAXTON

S. L. Braxton, a native of Scotland Neck, but who has lived in Whiteville for the past ten years, is owner and proprietor of the establishment. It was started in April, 1931, and has been successfully operating since that time. This company has the agency for Goodyear tires, Mr. Braxton is vitally interested in the up-building of Whiteville, and the local tobacco market.

Including lespedeza in the crop rotation has doubled the average yields of other crops on the farm of J. B. Huggins of Lanes Creek township in Union County.

A Catholic missionary in India was having an earnest talk with a Hindu whom he hoped to convert to Christianity.

"Come, now," said the missionary, "wouldn't you like to go to heaven when you die?"

The Hindu shook his head in polite regret.

"I don't think," he said, "that heaven can be very much, or the British would have grabbed it years ago."

HANDY HARDWARE HOUSE

Thomas L. Ballard is the manager of the Handy Hardware House here, established in 1924. He came here from Lillington eight years ago to take charge of the local store, which is a chain operating in several parts of the state.

This establishment carries a full line of building material and hardware.

Mr. Ballard has been in the hardware game for 11 years, having been located at Lillington and Fayetteville before coming to Whiteville.

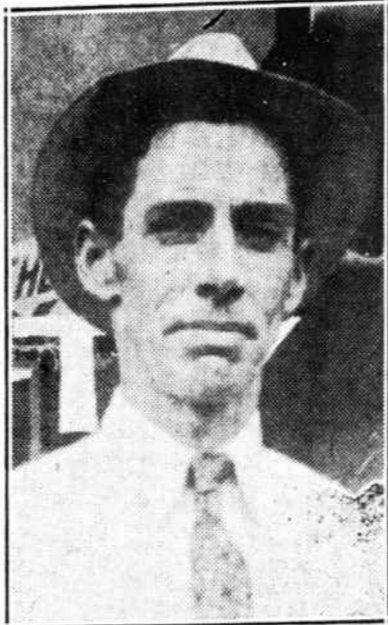


T. L. BALLARD

Serving three counties with the best quality groceries, the firm of Rose Grocery employs the use of three trucks to distribute their merchandise in Bladen, Columbus and Brunswick.

Headquarters of Rose Grocery is in Marion, S. C. The store in Whiteville was opened two years ago. R. N. Johnson is manager of the local branch.

The firm employs eight salesmen, truck drivers and office workers in the store here.



ROBERT JOHNSON

AAA Seeking To Develop Parity

Basis Of The Agricultural Adjustment Administration Is To Develop Parity Conditions For Several Established Farm Commodities

The basis of the Agricultural Adjustment Act is to develop parity conditions for several established farm commodities. Parity prices result from a balanced condition of supply and demand.

If there is too much supply or production, in relation to consumption of manufacturing, as with cotton, the prices may be expected to be low. When the consumption or disappearance exceeds the production of supply,

the price goes up as with tobacco in 1934. Under these conditions for parity purposes it would be necessary to reduce the production of cotton and increase the production of tobacco. Thus a potential parity or balanced condition between producers and manufacturers could be established which would insure parity rights for profits for both interests.

Unfortunately, human nature enters in and convinces the farmer and manufacturer alike in striving for and claiming maximum advantages (usually for selfish purposes).

When the price of a commodity, like tobacco, goes high, it has been the farmer's custom to overproduce the next season intending to make a "haul," with the resultant loss to himself and his community. To continue to under produce should ultimately have the same effect by either

destroying his market due to substitutes, or causing other producers to enlarge their production. Cotton is probably nearer parity than at any time since 1921 when it brought 16 cents. A seemingly balanced period of production in relation to consumption, lasted from 1927 to 1929, when the price stood rather stable at eighteen cents.

The 36 farmers of Cleveland county who grew 25 acres raspberries this season sold \$75,000 worth in addition to having supply for home use. Much of the crop was canned or condensed as jelly and jam.

"And your friend really tried his typist. How do they get on?"

"Oh, same as ever. When dictates to her, she takes it down."

THE ELMORE MOTOR COMPANY

BOLIVIA, N. C.

Chevrolet Dealers

Announces That

CHARLES M. TROTT

is now connected with their automobile business as salesman.

"We know your wants and we want your business"

A good cigarette, too needs Balance—

And that's why the tobaccos in Chesterfield are carefully balanced one against the other... not too much of one—not too little of another.

We take the right amounts of the right kinds of four types of tobacco — Bright, Burley, Maryland and Turkish.

It is this balancing of tobaccos that makes Chesterfields milder and makes them taste better.



Chesterfield... the cigarette that's *MILDER*
Chesterfield... the cigarette that *TASTES BETTER*

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CHEVROLET... *Your Host*... ALL DURING JULY

Drive THE MOST FINELY BALANCED LOW-PRICED CAR EVER BUILT



YOU WILL FIND THAT NEW CHEVROLET INTERIORS ARE MUCH MORE LUXURIOUS AND MUCH MORE COMFORTABLE THAN EVER

CHEVROLET You will find many things to delight you, many advantages that you can not find in any other low-priced car, when you accept your Chevrolet dealer's invitation to drive the new Master De Luxe Chevrolet! It's the only car in its price range that brings you the matchless beauty of Body by Fisher—the superior safety of solid steel Turret-Top construction—the gliding comfort of the Knee-Action Ride! And it's also the only car in its price range that brings you such a perfect balance of all motoring advantages such a fine combination of style and staminant power and economy, speed and safety, pick-up and dependability! Visit your Chevrolet dealer—accept his invitation to drive the most finely balanced low-priced car ever built—today!

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CHEVROLET
COME IN • DRIVE IT TODAY • WITHOUT OBLIGATION

DEALER ADVERTISEMENT

ELMORE MOTOR COMPANY
Bolivia, North Carolina

Peoples United Bank

Southport, N. C.

Will Appreciate Your Account

\$5000.00

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\$5000.00

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President

J. W. YATES
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