

What is News？
（From The Yale Review If news is that which is fied in publishing the fact that a cow has given birth to ac that headed caif，writes Maurice,
To determine what interesi ro determine what interests to be regarded as news is difficult and will be determ by the character and the mina the man in authority． person reads a newspaper
the things he is most the things he is most intere
in he may skim an isue in，he may skim an issue of
newspaper，but he will read those things that really mak their appeal．The man more interested in the prize rin
than he is in the than he is in the proceedirgs of
Congress will think his Congress will think his new paper very in it and very un debate on the first page and
buries the doings of the latest buries the doings of the latest
white hope in one of the inside white hope in one of the insid
pages．
In this typical illustration the question that every editor must answer：What has the greater news value，the congres－
sional debate or the white sional debate or the white hope？
－and that means，which －and that means，which will readers？If there are more yerso to whom the prize ring is higher conscquence than a law affecting the welfare of society， then considered purely from the
standpoint of business，the editor standpoint of business，the editor of honor to the prize ring an letting the debate find a place if it can．The editor would assert that the people were interested in＂curent news＂and that he
was very properly satisfying was very properly satisfying
their demand；but I maintain that the public interest in so－ called＂current news＂ proof of intelligence；rather it
may be held that it is may be held that it is positive very low order of intellect

PILLOWS FREE


AGENTS WANTED


# Our Annual Clearance Sale 

## Merged With Our White Goods Sale Will Offer You Genuine Bar－ gains for February

We are going to quote a few prices that you may see what a large saving this sale will mean to you if you only take advantage of it．Our rule is not to carry over any goods if possible，and we are going to make some prices sn low that you cannot afford to pass them by．The white goods for early spring buying is also offered at special prices．It is the immense quantity in which we buy that we are enabled to place on sale such bargains as are being offered in this February Sale．

Have you seen our Grocery De－Large stock of enamel ware at partment since we enlarged it？It special prices，for $10,15,25,50 \mathrm{c}$ ． will pay you to see this depart ment and see the great values．


## JOSEPH A．ISLEY 晶 BROTHER COMPANY <br> GURLNODON，N．C

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    4000 yds． 35 in dimi ty，pajama checks，fan cy white goods wort 4000 yd bleaching yd．wide regular 10 sale． ler 10 c quality
    3000 fancy gingh regular 10 and 12 1－2c quanty now．
    2000 yds．wide ging f $m$ ltse quality specia $f r$ this sale 10 nel special sheeting special for this sale， sheeting spouble this sale special this sale
    This sh width ready for is ful and prices 5 to 10 c less than it can be had els $\$ 1.25$ cotto
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    $\qquad$ $\$ 5.00$ plaid blankets
    special shoes at a great sacri－ shoes $50, \$ 1,75$ and 7200 shoes special $\$ 27300$

