

HEROES OF BATTLES IN GREAT WAR WILL MEET NEW ORLEANS

Distinguished Gathering at Crescent City in October Will Include Many Notables—Tar Heels to Stay at St. Charles Hotel

(Special to The Free Press) New Orleans, Aug. 31.—When members of the American Legion gather in New Orleans next October for their annual national convention they will mingle with the greatest heroes of the World War.

The medal of honor men will receive all honors accorded to the most distinguished guests during the five days of the convention. Their expenses to the convention and return will be paid by the Legion.

Only combat soldiers can receive the medal of honor and it is not granted for ordinary bravery displayed in "sticking it out" through a heavy barrage or the storming of an enemy trench.

Medal of honor men who have accepted the convention invitation include all ranks from "buck private" to first lieutenant.

The honor men who have accepted the New Orleans invitation to date follow: Sydney G. Gumpertz, New York; Clayton K. Slack, Colon, Mich.; Richmond H. Hilton, Westville, S. C.;

North Carolina Legion delegates and alternates to New Orleans convention will be quartered at the St. Charles Hotel, the largest hotel in New Orleans and possibly the most aristocratic old hotel in the South.

The auxiliary national headquarters will be in Bienville Hotel. The auxiliary delegates will be quartered in Bienville, DeSoto and Lafayette hotels.

Baths, barber shops, shoe shine stands, etc., will be provided right here to accommodate those living on cars.

Better Sires Enrollment Passes the 8,000 Mark

Washington, Aug. 31.—With the growing understanding of the utility value of pure-bred live stock and especially pure-bred sires, the list of persons enrolled in the "Better Sires—Better Stock" campaign is rapidly increasing.

In some counties of limited area the number of farms is relatively small. Gordon B. Nance, county agent of Oldham County, Ky., points out, however, that although his county has only 1,080 farms, 10 per cent. of the farmers have signed enrollment blanks, which signifies active participation in systematic live-stock improvement work.

LAST CERTIFICATE Certificate of deposit No. 11004, dated April 12th, 1922, issued by the National Bank of Kinston to T. D. Wilson for \$500.00, has been lost or stolen. Application for duplicate has been made. Aug. 30, 1922. Dly 8-31, 9-6, 13, 20.

BRINGING UP FATHER



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TEXT BOOKS TO BE USED IN CITY SCHOOLS THIS YEAR

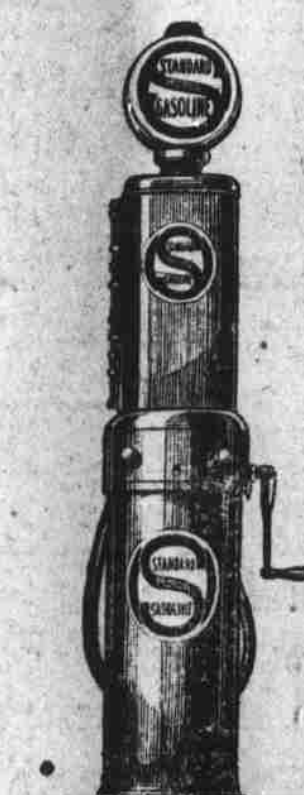
Kinston's public schools will open Monday, September 4. A list of the books which will be needed by pupils in the various grades is printed today for the benefit of the patrons of the schools.

Beginning with next year there will be a complete change in all the books used in the local schools, and it is suggested that pupils who may be able to purchase used books from other pupils, should do so, and thus save some unnecessary expense.

Following is the list of books to be used this year, and are on sale at the book department of J. E. Hood & Co.:

- Grade 1A. Aldine Primer 70c, Story Hour Primer 60c, Aldine First Reader 70c, Pencil No. 308 5c, Crayolas. Manilla Drawing Paper 15c, Yellow Practice Paper 5c. Grade 1B. Story Hour First Reader 60c, F and T First Reader 44c, Hiawatha Primer 85c, Pencil and Crayolas. Manilla Drawing Paper 15c, Yellow Practice Paper 5c. Grade 2A. Aldine Second Reader 80c, New World Speller, 1 to 3 30c, Palmers Primary Writing Book, 15c, Yellow Practice Paper 5c, Manilla Drawing Paper 15c, Pencil and Crayolas. X—Story Hour 2nd Reader 70c. Grade 2B. F and T Second Reader 48c, Fifty Famous Stories 60c, New World Speller 1 to 3. Primary Writing Book 15c, Manilla Drawing Paper 15c, Yellow Practice Paper 5c, Pencil and Crayolas. X—Baldwins Expressive Reader, 60c, X—Robinson Crusoe—McMurry, 50c. Grade 3A. Aldine Third Reader 95c, Aldine 1st Language 90c, Big People & Little People 55c, Fundamentals in Arithmetic 80c, Primary Writing Book 15c, New World Speller 1 to 3 30c, Hollis-Dann Music Book, No. 2, 50c, Yellow Practice Paper 5c, Manilla Drawing Paper 15c, Crayolas and Pencil. X—Story Hour Third Reader 75c. Grade 3B. Childs World 3rd Reader 60c, Keep Well Stories 70c, Aldine First Language 90c, Fundamentals of Arithmetic 80c, New World Speller 1 to 3 30c, Hollis-Dann Music Book, No. 2, 50c, Primary Writing Book 15c, Yellow Practice Paper 5c, Manilla Drawing Paper 15c, Crayolas and Pencil. X—F and T Third Reader 53c. Grade 4A. Aldine Fourth Reader \$1.00, Pratts Stories American History, 80c, Aldine First Language 90c, Fundamentals of Arithmetic 80c, Webster's Common School Dictionary 65c, Hollis-Dann Music Book, No. 2 50c, New World Speller 4 to 7 80c, Palmer Primary Writing Book 15c, Crayolas. Ink Tablet—Letter Size 10c, Pen, holder and pencil. X—Cook's Story of Ulysses 60c. Grade 4B. Fundamentals of Arithmetic 80c, Free & Treadwell's Fourth Reader 57c, Tarr and McMurry 1st Geography \$1.20, Aldine First Language 90c, Common School Dictionary 65c, Primary Writing Book 15c, Hollis-Dann Music Book, No. 2 50c, New World Speller 4 to 7 80c, Crayolas, Pen and Pencil. X—Child's World Fourth Reader, 90c, X—Viking Tales 70c. Grade 5A. Aldine Fifth Reader \$1.00, Aldine Second Language \$1.00, Fundamentals of Arithmetic 80c, New World Speller 4 to 7 80c, T. and McM. First Geography \$1.20, Common School Dictionary 65c, King Arthur and His Knights 85c, Hollis-Dann Music Book No. 3 50c, Palmer Method Business Writing, 20c, Ink Tablet, Letter Size 10c, Pencil, Pen and Holder. X—Water Colors No. 3A, X—Clark's Story of Troy 75c. Grade 5B. F. & McM. First Geography \$1.20, Aldine Second Language \$1.00, Common School Dictionary 65c, Allen's Stories of N. C. History, 85c, Essentials of Arithmetic 85c, Hollis-Dann Music Book No. 3 50c, Palmer's Business Writing 20c, Ink Tablet, Letter Size 10c, Pencil, Pen and Holder.

"STANDARD" REG. U. S. PAT. OFF.



THE POWERFUL CLEAN BURNING GASOLINE STANDARD OIL COMPANY (NEW JERSEY)

After The Showdown

The great "buyers' strike" of 1920-21, a never-to-be-forgotten event in the economic history of this country, proved a point which must henceforth be recognized as basic and incontrovertible.

It was discovered by merchants and jobbers everywhere, in practically every line of merchandise, that it was the trademarked and adequately advertised brands of goods that got the lion's share of the business there was to get, while the preponderant loss of sales fell on the unbranded and unadvertised goods.

This was a great "showdown" for Advertising. Its position as a factor in economic life was on trial. Had it really done what had always been claimed for it? Had it created consumer preference that would hold against the keen competition of a sacrifice price on unmarked goods?

The verdict of the buying public was unqualified. It was not a straw vote to determine popularity. It was the final test of willingness to buy. The ballots were dollars. And the preponderant majority voted with their dollars that they preferred to keep right on buying advertised goods.

With the whole country on a reduced schedule of production and sales, the factories that were able to keep on producing, in anything like normal quantities, were invariably those making trademarked and nationally advertised goods.

All over the country today manufacturers, jobbers, and merchants are giving serious consideration to this important and conspicuously demonstrated fact: the public prefer to buy nationally advertised brands of merchandise. And public demand is the last word in all economic situations. No one can go against it, and long endure.

This will mean, then, that more and more manufacturers will seek out ways to make their products worthy of a distinctive trademark and a sustained plan of advertising. It will mean that merchants will more and more give preference in their stocks to advertised brands. It will mean that the jobbers will more and more arrange to supply the merchant with advertised brands.

But new advertisers, manufacturers who are finally convinced that their future lies in the direction of an advertised product, will discover that the magic power of advertising cannot be applied overnight. It may require sustained effort to attain a position of equality with competitors who have been advertising for many years. This will be an unwelcome discovery. But it will be found to be the truth, and will be their only hope of gaining a substantial foothold in what, from now on, must continue to be a more keenly competitive market than we have known for a generation.

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