

### Continuous Bloom of Shrubs

Yes it is possible to have almost continuous bloom in the shrub border if care is taken to plant the border and garden with the proper varieties. This is an excellent time to check up on your plantings and see if there are gaps in the flower parade that need filling.

As the warm sunny days of spring arrive they are greeted by the golden bells of Forsythia, an excellent background shrub. And if you have at least one Garland flower (Daphne cneorum) its lovely fragrance will first delight you during the spring days of April. Eager also for first place is the Thunberg Spirea with its feathery grace and myriads of dainty white flowers, but it must share honors with the glowing red flowers of the Flowering Quince.

May finds us with a wealth of bloom among our shrubs. Vanhoutte Spirea, with its pendulous branches, its snowy white blossoms and spreading grace dominates the scene. For pink, which is always welcome in the garden, we have the Flowering Almond. For exquisite fragrance there is nothing lovelier at this time than Viburnum carlesii, not exactly a newcomer but anything but common. Also in May we have the French, Chinese, Persian and Common Lilac, the Honeysuckle, and for one who loves yellow flowers, there is the brightly cheerful Hugonis Rose.

Late May and June bring the Mock Oranges and their delightful fragrance, set off by the Pink and Red Weigela. There is also the Pink Tamarix, and the White Fringe to give variety to the June border.

Showiest of all July blooms is the Snowhill Hydrangea, and who does not love that little gem, Anthony Waterer Spirea which is equally desirable? In July the Rugosa Roses also are very beautiful.

With the approach of August there are fewer varieties in bloom but none less lovely. The Butterfly Bush is in its prime; the Sweet Pepper or Summer Sweet is at its best, and for hedges and backgrounds we can depend on the Rose of Sharon.

The late summer landscape is brightened by the immense flowers of Peegee Hydrangea, first white, then deepening to deep pink as the autumn season arrives. Soon after this the shrubs take on their glorious autumn colors as the final number with the entire cast.

#### SALUTES

In the United States the characteristic salutation is "Hello!"

The national salutation of Naples was formerly, "Grow in grace!" At present in most parts of Italy, a phrase equivalent to "How are you?" is used.

The Spaniards say, "How are you passing it?"

The French, "How do you carry yourself?"

The Germans, "How goes it?"

The Dutch, "How do you travel?"

The Russians, "Be well."

### Tobacco

#### ADVERTISING ON THE AIR

Commercial broadcasters in Canada have entered into an agreement permitting no advertising over air "other than the mention of the sponsor's name, address and nature of his business or product." This decision, it well to note here, was only reached after an investigating committee had recommended government ownership of all radio facilities.

The United States may have to follow Canada's example. Those who predicted a bright future for the radio as a medium of education and entertainment are beginning to entertain serious doubts. It is true that the Ohio School of the Air and other educational projects have been successful, notwithstanding opposition on the part of those who saw commercial advantages to be gained by using the time for expounding the advantages of So and So's toothpaste, interspersed with crooning lullabies.

The most desirable "listening" hours for the radio owner are from 7 to 11 in the evening. Naturally this period is most sought after by advertising sponsors of programs. A few discriminating advertisers use good taste by confining their appeal to the name of the company and the product. Others, by far in the majority, go to greater lengths, until an evening's twirling of the dial brings forth a devastating medley of jazz combined with a narrative of the merits of product or service.

The judicious advertiser is already beginning to wonder if his programs are really based on what his audience likes. He is also beginning to wonder if the regard for his product on the part of his audience is not often in inverse ratio to the number of times it is mentioned on the program.

Some far sighted advertisers are even revising their methods with favorable results already apparent.—The Rotarian.

### Make Plans Now For Outdoor Livingroom

The old clock on the mantel shelf is steadily ticking its way toward garden time and the garden lover longs for the feel and smell of the rich warm earth.

He is already planning a schedule of garden delights that starts with the melting of the snow and ends with the bite of next fall's first frost. Perhaps you, too, are planning and it is well for you to do so for there are many things to be considered before the spade first turns the black soil and the earthworm slides away from the light that intrudes upon its privacy.

The successful garden is the result of careful planning. The space to be allotted to vegetables and greens must be decided upon. Rows, borders, and banks of flowers must be laid out to insure beauty of arrangement and a succession of blooming that will

keep the touch of color undimmed throughout the summer and early fall.

And if you would have a delightful outdoor living room for the enjoyment of family and friends next summer this is the time to plan its arrangement, furnishings and decoration. Plants, garden furnishings and ornamental features make the outdoor living room inviting and comfortable, and no home is attuned to the mode of 1932 until the grounds are as livable as the house itself.

Any real estate dealer will tell you that an outdoor living room actually adds a great deal more to the value of your property than it costs, and unlike most things you buy, trees, shrubs and evergreens increase in cash value every year after planting.

The possibilities of the garden are endless and the problems met with in developing a productive yet attractive garden are such that they cannot be solved in a day. No better time is available for deciding upon the purposes and appearance of this year's garden than now. Once the garden program is decided upon there is an added zest in carrying it out to realization, watching it develop under the guidance of hands that love the effort of gardening. Unless you plant this spring a whole year of enjoyment will be lost.

### Making The Home Grounds Livable

Often in pictures of successful interiors, one notices many details which seem to make one feel that here is a room in which the owner really lives and enjoys himself. Is it not true that a room in which you delight to spend the hours at home—a room which gives your friends a great deal of pleasure when they come into it—can be considered a success from the standpoint of good decorating and satisfactory living?

Likewise it is the ability to live in and make use of the grounds that makes them part of the home. Where there is nothing outside the house to enjoy, there is no comfort in going outside. Lawns without shade, flowers and borders, are like bare rooms with hard benches and no other furnishings. The developing of the landscape can be thought of as a part of the home furnishing. The grounds become livable and comfortable as they are planted with trees which give us comfortable shade, with shrubs which screen out undesirable views, or form a background to the flowers which give us beauty. The most livable grounds are those thoughtfully planted.

Inspiration, and others for consolation, sometimes worse than none at all.

Soap will clean the hands, but for the spirit give us a high wind at sea.

Until we try we don't know what we can accomplish.

The best place to succeed is where you are with what you have.

### SAVE YOUR MONEY

with us on everything you don't raise in your garden.

### EVER GROceries AT LESS COST FOR CASH ONLY

SHIRTS, WORK CLOTHES AND FURNISHINGS

### P. MEDLIN

Central St.—Between Honeycutt's and Corbett's Barber Shop

ZEBULON, N. C.



A Formula for everything you grow — made from the best materials — FOR SALE BY — Come and see me.

D. D. CHAMBLEE

Zebulon

Our Buyer Will Be At Stedman Stores Every Friday

From 11:30 till 2:30 O'clock

### WANTED--POULTRY

We Pay Cash Prices

Southern Poultry Co.

112 South St., Wilson, N. C.

### THE MOST IMPORTANT THING ABOUT WORKING IN YARD OR GARDEN

IS A GOOD COOLING, REFRESHING

DRINK OF GOOD ICE WATER when you are tired, warm and thirsty and

our

### ICE

water can produce. Ice is for ICE."

ICE CO.

Zebulon, N. C.

MEMBER

to serve is convincing evidence of its service.

WANT

right to expect the best in

COMPANY

SERVICE"

Zebulon

CO.

### It Pays To Trade

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### YOUR INTERESTS ARE OUR INTERESTS

whether it be in connection with Garden Tools, Seeds, Hose, to beautify with or any other of the many items we carry for home use. We aim to sell as low as the lowest and to give you the best goods money can buy. Our business policy is a Square Deal to One and All.

We can supply everything you would use in the Yard and Garden Contest. Come and see us. Lots of special values now that Spring calls for, and in Groceries.

J. A. KEMP & SON FUNERAL DIRECTORS

ZEBULON,

PHONE 9

