

# Released by the Federal Court of Bankruptcy!

The Home Furniture Store's Inc., Stock - -

## Must Go! and How!

Selling Starts **Fri., Aug. 12, 9:30 a.m.**

Sale by C. H. Schaut

Old Stand **Greenville, Kum!**

### SCHOOL DAYS

By DWIG



J. H. Boyd, of Pitt County, has developed a herd of 113 pure bred Poland China hogs.

In Raleigh and Henderson

Mr. Cyrus Bazemore, of Mt. Airy, was a visitor here for a short while today.

Mr. and Mrs. R. G. Harrison, jr., and little son, Bobby, left this morning for Raleigh and Henderson where they will visit friends and relatives for a few days.

# BONDS

## Bought, Sold and Quoted

ATLANTIC JOINT STOCK LAND BANK BONDS, NORTH CAROLINA JOINT STOCK LAND BANK BONDS And FEDERAL LAND BANK BONDS.

Interest, payable semi-annually.

Inquiries Invited

## Eastern Bond & Mortgage Co.

Investment Securities

Phone 65

Williamston, N. C.

## Turnage Theatre

WASHINGTON, N. C.

FRIDAY - SATURDAY, AUG. 12 - 13

THE WILDEST ADVENTURES EVER FILMED

# "Explorers of the World"

This is the greatest picture of its kind that has ever been filmed. It shows fighting elephants, ferocious leopards, whales, monkeys, and sea elephants. Every one should see this picture.

### PLOW TOBACCO LAND; WATCH BOLL WEEVIL

Is Important in Control of Damage by Insects, Says C. H. Brannon

Two insect control measures that should be considered by the growers of North Carolina's two great cash crops at present are first to plow under the tobacco stalks as soon as the leaf is harvested and to keep a sharp watch for damage by the cotton boll weevil during the remainder of the growing season. C. H. Brannon, extension entomologist at State College, says tobacco stalks left standing and growing in the field after the leaf is harvested serve as food and breeding ground for millions of insects which will go into winter quarters well fed and healthy, prepared to emerge next spring to again do untold damage to the crop. If entire neighborhoods would cooperate in destroying these stalks, damage from tobacco insects

### EXERCISE BULL TO KEEP HIM IN FIT CONDITION

When Kept in Small Pens Or Stalls Animals Often Become Vicious

Bulls kept in small pens or stalls soon become vicious and unruly and do not stay in the best breeding condition. Neither is it wise to keep the animals in the pasture with the cows. Usually they become actually dangerous.

"At Vanceboro the other day, however, I found a man who had solved the problem of handling an unruly bull to good advantage," says Fred M. Haig, dairyman at State College. "This farmer owned a bull that was getting more vicious each day. Finally, when the owner's patience had about become exhausted and he was ready to sell the animal for meat, he decided to make a yoke and put the bull to work. After about two weeks of training, the bull was well broken and now works every day. The owner said he had even used the animal in logging and that he was stronger than any mule on the farm. After a few weeks of hard work, the bull lost all signs of viciousness."

This man not only kept a valuable animal but also got an extra dividend from the labor performed. The bull got plenty of exercise as he was placed in the pasture each night.

Do not keep a scrub bull because he is gentle and don't kill a good, pure bull because he is mean, says Haig.

would be materially lessened. This, says Mr. Brannon, is one of the most important control measures that could be applied to the tobacco insects.

Then, too, he advises the careful watching of the cotton fields for the boll weevil. It is true that the hot dry weather of July reduced infestation. The weevil is very sensitive to weather conditions and when infested squares fall on the hot dry ground, usually the grub of the weevil is so scorched that he cannot live. Similarly, the grub finds ideal living conditions when the season is moist and hot. Continuous, rainy cloudy weather in August and through September will mean that the weevil will destroy most of the late squares and will also attack the half-grown bolls.

Those who have calcium arsenate should be prepared to dust if the infestation reaches the regular ten percent point. Those who cannot dust should use surplus labor in picking and burning squares or otherwise fighting the weevil with such means as are available.

## KILL MOSQUITOES



# Newspaper Advertising

THIS IS WORTH READING

Display advertising in which the articles advertised are fully described has proved to be the most effective by far. Tests on advertising were made some time ago by the Chicago Tribune. Advertisements in which the descriptions of various articles were limited to one or two lines were run along with others carrying five lines of descriptive matter. The latter proved to have double the response.

Last Spring an Eastern concern made a complete canvass of its trade territory to ascertain the type of advertising with most appeal. Ninety per cent of those questioned were found to favor full description of merchandise together with prices. A few favored price alone and a smaller number favored the general prestige-building type. A merchant who is familiar with his own merchandise is apt to think because he knows every detail of the merchandise that every one else does. That is not true. People like to know just what they are going to buy; they like to have it described in detail, even to size and dimensions.

Mail order houses discovered this early in the game, and they have gone so far as to illustrate practically every item of merchandise, some in colors, and described to the smallest detail. They sell entirely through the printed word. What an advantage the local merchant has over the mail order catalog, if he would advertise along similar lines.

Catalogs are printed twice a year, while your county newspaper is printed twice a week. The merchant has the advantage of presenting seasonable advertising—he has the advantage of personal contact. The story of his goods is fresh each issue and the story is news. He has the advantage of the newcomers in the trade territory and the younger people who marry, who, before, had no thought of where to buy. The field is always widening for the local merchant if he has the vision to go out and fight for the business.

To fight for business, all that is necessary is proper advertising, which will sell the people on his store. The merchant who advertises for business with regularity, rain or shine, good roads or bad, is the merchant who is making advertising successful for him. The fact that people know where his store is means little. People like to know just what this merchant is doing, what new merchandise he has and why they should buy it. This is a day of competition and advertising leads the way.

# The Enterprise

# ANNOUNCEMENT!

WE WISH TO ANNOUNCE TO THE PEOPLE OF WILLIAMSTON AND COMMUNITY THAT WE HAVE LEASED THE

## Standard Filling Station

FORMERLY RUN BY MR. JODIE BARNHILL ON THE

## Washington Road

AND WE ARE NOW PREPARED TO SERVE YOU WITH STANDARD GASOLINE AND OILS AND OTHER ITEMS THAT ARE USUALLY CARRIED BY A REPUTABLE STATION

### COME OUT TO SEE US

YOUR PATRONAGE WILL BE APPRECIATED AND WE GUARANTEE BEST SERVICE POSSIBLE.

# Mack Simpson

MANAGER OF STANDARD STATION

At Intersection of Washington and Jamesville Highways — Williamston