

Coffee Salesmen Promoting Cotton

Representatives of Big Manufacturer Turn Towel Salesmen

New Orleans, La.—Engaged in the distribution of 3,000,000 cotton towels as premiums during 1940, the William B. Reily Company, of New Orleans, large coffee manufacturer, has given cotton another boost by instructing its 110 salesmen over the cotton belt to give special emphasis to cotton towel premiums in contacting belt merchants, the National Cotton Council announces.

The company launched its cotton towel campaign on January 1, when it placed a force of 500 women demonstrators in the larger stores of the belt, setting up displays of cotton towels in each store where a demonstration was held.

Acceptance of cotton towels by the Reily Company as its featured premium this year came as a result of

Sausage Skins Help End Cotton Surplus

Such heavy eaters of link sausage are the American people that they consume more than 400 miles of cotton linters a day in the form of sausage skins.

The National Cotton Council states that each year the American public eats in excess of 128,000 miles of cotton linters sausage skins, or more than 5 times the distance around the world at the equator.

Because of their high cellulose content, cotton linters are preferred by chemists as the base substance for sausage skins.

Conferences between officials of the firm with members of the New Orleans Citywide Cotton Committee and the National Cotton Council.

Efforts of the Council to have cotton goods more widely used as premiums by firms in the Belt are said to be meeting with much success, several companies having broadened the list of cotton articles in their premium catalogs.

CUTTING THE VEIL



—Jerry Costello in The Kickerbocker News

The triumph of the early bird over the unfortunate worm is nothing to the victory that has been won by the tens of thousands of men and women who have had the good fortune of the good sense to secure early diagnosis and early treatment for cancer. In its early stages, this disease is one of the most curable of all serious threats to life. When the cancer has advanced, there is too often little that can be done for the patient.

No one knows how many men and women have been cured of cancer. A few years ago the American College of Surgeons began collecting records from its approved clinics of those who had been treated and were free of the disease for five, ten or fifteen years, and in 1938 announced that it had 29,195 such cases. The American Society for the Control of Cancer which recently launched a Cured Cancer Club headed by a valiant physician, Dr. Anna C. Palmer, who is 82 years old, says that there are thousands of other cases that have not found their way into the records of the American College.

The Women's Field Army Against Cancer is conducting its fourth annual enlistment and educational

drive throughout the country under the slogan "Early Cancer is Curable. Fight It with Knowledge." Each year the army tells us, between fifty and seventy-five thousand men and women die of cancer who could and should have been saved by early diagnosis and early treatment.

The goal of this nationwide campaign during April, set aside by Special Act of Congress and Presidential Proclamation, is the saving of lives. Let us make certain ourselves that if we or our family develop symptoms that mean cancer and should always mean a visit to a physician, are:

1. Any persistent lump or thickening, especially in the breast.
2. Any irregular bleeding or discharge from any body opening.
3. Any sore that does not heal—particularly about the tongue, mouth or lips.
4. Persistent indigestion, often accompanied by loss of weight.
5. Sudden changes in the form or rate of growth of a mole or wart.

Let us aid in the work of the Field Army by enlisting in its ranks, by enlisting early in April.

TOURING FOR COTTON

Attend Game in Tarboro
Messrs. Charles Jenkins, Clarence Britton and James Bailey Peel attended the baseball game in Tarboro

Recommend Three Blue Mold Controls

Three, and only three, methods of controlling blue mold are recommended by the State College Extension Service and Experiment Station. Dr. Luther Shaw, extension plant pathologist, says farmers should play safe and adopt a control method which has been proven in laboratory and field tests.

The first of these, and the most effective in the majority of tests, is fumigation with paradichlorobenzene. This material consists of solid white crystals. When purchased in 100 and 200-pound lots, the price ranges from 12 to 15 cents per pound. The crystals are spread over the regular seed bed cover and a heavier cover is then placed over the entire bed and fastened securely to prevent escape of the vapors.

The second recommended treatment is also a fumigant. It is benzol (benzene) and comes in liquid form. It also requires tight plant bed covers. The cost of benzol is usually 20 to 30 cents per gallon.

The third treatment is a spray and there are two formulas recommended. One consists of six ounces of yellow copper oxide, six ounces of a reliable spreader, such as Vastol OTC, Orvus, or Lethane; one quart of cottonseed oil, and 25 gallons of water, preferably from a pond or stream.

The other formula calls for six ounces of yellow copper oxide, 1 quart of self emulsified cottonseed oil, and 25 gallons of water, preferably from a pond or stream.

If the spray treatment is used, it should be started when the plants are the size of a dime, or larger. The fumigants are best applied when blue mold makes its first appearance in the community.

Best Dates For Seeding Pastures In The Spring

The best dates for seeding pastures in the spring is from February 15 to April 1. Carpet grass, dallis grass and lespedeza should be seeded during this period and may be sown on top of other grasses and clovers planted the previous fall. Bermuda grass seed is rarely used in this state, but if the seed is used, they should be planted in May or June. Cuttings from this crop are usually set out in February or March.

NOTICE OF SALE
North Carolina, Martin County. In The Superior Court.
County of Martin vs. Martin County Brick & Tile Co., a corporation.
Under and by virtue of an order of sale and judgment in the above

entitled proceeding made by L. B. Wynne, Clerk of the Superior Court of Martin County, on Monday, the 1st day of April, 1940, the undersigned commissioner will, on Thursday, the 2nd day of May, 1940, at twelve o'clock noon, in front of the courthouse door in the town of Williamston, N. C., offer for sale to the highest bidder for cash the following described real estate, to-wit:

Beginning at a stake in right of way of A. C. L. Railroad on South side of railroad, thence South 8 East 14 poles to a stake, thence S 26 1-2 W 13 3-5 poles to a stump in a ditch,

thence up said ditch S 74 W 12 9-25 poles, thence continuation of said ditch S 68 1-2 W 12 poles, thence up said ditch and beyond S 75 1-2 W 11 7-25 poles to stake, thence along blazed line N 8 degrees W 32 8-25 poles to corner of railroad right of way, thence down said railroad right of way to the beginning, containing 7 1-5 acres, more or less, including the right to drain said land through and by the ditches on the adjoining lands from which this tract was taken.

This the 1st day of April, 1940.
CHAS. H. MANNING,
Commissioner.

FEEL AS PERKY AS A ROBIN



HANES Crotch-Guard Shorts are particularly designed for a man's comfort... the result of months of study.

The HANESKNIT Crotch-Guard provides gentle, athletic support all day long... helps you keep feeling alert and trim. The wider crotch won't bind. The fly-front has no buttons to bother you. The all-round Lastex waistband stays trimly in place.

You owe yourself this new experience in ease and comfort. Try one pair... and we believe you'll join the enthusiastic users who won't wear anything else. Get a HANES Undershirt, too. See your HANES Dealer today.

SHIRTS AND BROADCLOTH SHORTS
35¢ 3 FOR \$1



HANES CROTCH-GUARD SHORTS (Illustrated above)

50¢ Durable at 75¢

P. H. HANES KNITTING COMPANY WINSTON-SALEM, NORTH CAROLINA

THE FOLLOWING MERCHANTS SELL

Hanes Underwear

FARMERS SUPPLY COMPANY

BELK-TYLER COMPANY

MARGOLIS BROTHERS

MARTIN SUPPLY COMPANY

DARDEN'S DEPT. STORE

Barclay's PRIVATE STOCK STRAIGHT RYE WHISKEY

80c FULL PINT

Barclay's PRIVATE STOCK Straight Rye Whiskey

ONE PINT

Bottled for Jas. Barclay & Co. Limited, Detroit, Michigan, U.S.A.

\$1.55 FULL QUART

ONE PINT

FULL 90 PROOF

Jas. Barclay & Co., Ltd., Peoria, Detroit, Glasgow, Scotland

Return - Triumph

THE ONE AND ONLY

Suicide Hayes

AND HIS ORIGINAL

HELL DRIVERS

Everything New!

New Stunts — New Thrills
New Stars

SEE HAYES

Jump a Stock Car OVER 16 CARS

20 DEATH DEFYING ACTS

SUNDAY

APRIL 14th

WILLIAMSTON — 3 P. M.

FAIRGROUNDS

GENERAL ADMISSION 25¢

Sponsored By American Legion



Mary Neil Porter, of Memphis, Tenn., 1940 Maid of Cotton, poses in one of the exclusive new cotton evening dresses she will wear in style shows in 28 major cities during her tour of the nation as King Cotton's good will ambassador. Traveling with a Lux fashionist, Miss Porter made the initial appearance of her 12,000-mile air tour at a fashion show at Miami on March 17.

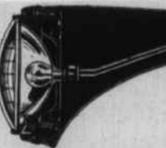
Shifts In Farmers' 1940 Planting Plans

Weather conditions, changing export markets, and increased use of power farm machinery—these are the main factors behind some important shifts in "American farmers' planting plans. Cotton takes the biggest slash, about 40 per cent, from an average of 44 million acres in 1925-30 to 25 million the last three years. Blame low prices, caused by loss of exports. Corn comes down about 20 per cent, to just under 88 million acres this year, against 110 million for 1930-33—due to better per acre yields, low prices, and fewer grain-consuming work animals on farms. The 1940 wheat harvest will be about 46 million acres, compared to the 65 to 80 million that has prevailed since the World War. The fall drought which forced abandonment of 15 million acres of winter wheat accounts for most of the difference. And tobacco planting is cut by 21.5 per cent, the direct result of the British embargo. Most striking move in the opposite direction is soybeans, which in 10 years has sprung from an almost negligible status to present ranking as seventh largest crop, with more than 10 1-2 million acres planted this year.



"THE RIDE ROYAL" with Perfected Knee-Action

On Special De Luxe and Master De Luxe Series.
Chevrolet's famous Perfected Knee-Action Riding System brings you ride results never before known.



NEW SEALED BEAM HEADLIGHTS with Separate Parking Lights

The newest, safest, most scientific road-lighting system ever designed for any motor car.



PERFECTED HYDRAULIC BRAKES

Today, as always, the last word in dependability, in ease and smoothness of operation, in positive safety for you and your family, as Chevrolet owners everywhere will gladly testify.

NEW EXCLUSIVE VACUUM-POWER SHIFT

On all models at no extra cost. Only Chevrolet has this marvelous Exclusive Vacuum-Power Shift... pioneered by Chevrolet, supplying 80% of the shifting effort automatically, and requiring only 20% driver effort... now made even more attractive in appearance and even more efficient in action.



NOWHERE ELSE Features Like These!

Chevrolet for '40 is the only car in the world combining all the modern features pictured here. Remember, only Chevrolet brings you all these features at low prices and with low cost of operation and upkeep! Only Chevrolet has the top volume production—the consistent year-after-year sales leadership—to give such value. Buy the best... Buy a new Chevrolet for '40!

"CHEVROLET'S First Again!"

Eye It... Try It... Buy It!
LEADER IN SALES... 8 OUT OF THE LAST 9 YEARS



NEW FULL-VISION BODIES BY FISHER

The finest bodies built today—with full 3-passenger front seat and wider rear compartment—with 1 1/2 inches wider windshield and more vision all around—bigger, more beautiful, more comfortable in every way.

"THE LONGEST OF THE LOT"

From front of grille to rear of body (181 inches) Chevrolet for 1940 is the longest of all lowest-priced cars!



85-N.P. VALVE-IN-HEAD SIX

Chevrolet's first in acceleration, first in hill-climbing, and first in all-round performance with all-round economy—now even more outstanding in smooth, quiet, vibrationless operation.

\$659 MASTER 85 BUSINESS COUPE

Other models slightly higher
All models priced at Flint, Michigan. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. Bumper guards—extra on Master 85 Series.

NEW "ROYAL CLIPPER" STYLING

With completely new streamlined body—lowered center of gravity without reduction in road-clearance—completely equipped instrument panel.

ROANOKE CHEVROLET CO.