

LOCAL

T. A. Core is in Richmond, Va. this week on business. Mr. U. S. Page of Robeson county, was a business visitor in Dunn today.

Miss Gertrude Bostick of Asheville, is visiting her mother at Dr. Bain's residence on West Broad street.

Mr. and Mrs. Robert Jordan have returned from their wedding trip and are at home at the residence of Mr. and Mrs. J. W. Jordan.

Miss Virgie Warren was operated on at a Fayetteville hospital Tuesday and the latest reports from her bedside are that she is getting along as well as could be expected.

Mr. A. E. Robinson of Falcon, has accepted a position with the Pope Printing Company. Mr. Robinson is a first-class job printer and has a thorough knowledge of all phases of the business.

A twin apple has been presented to the Dispatch by Mr. W. A. Thornton, a local merchant. Both apples are well developed and are securely joined together. It is rather unique and quite out of the ordinary.

"Young Peoples' Night" will be observed at the First Baptist church Sunday evening. The special sermon on "Jesus and the Ku Klux Klan," will be given by the pastor on the evening of the 21st instead of the 14th as announced.

Mrs. A. B. Godwin is in the Pittman Hospital, Fayetteville, where she was taken this week for treatment. Friends of Mrs. E. J. Nobles will travel to learn that she was recently taken to a Fayetteville hospital for an operation. She was suddenly attacked with appendicitis.

The Dunn Chamber of Commerce will hold its annual meeting tonight in the Fraternal Hall. All members and all others who are interested in the growth and progress of Dunn are urged to be present. There will also be an oyster roast during the evening to which every citizen of Dunn is welcome. Attend. It will do you good.

Mr. and Mrs. E. J. Hudson returned Wednesday night from Winston-Salem where Mr. Hudson attended the annual meeting of the Delectable Light dealers of the Carolinas. Mr. Hudson stated that most of the dealers present at the meeting were dealers present at the meeting were optimistic and expected a big business during 1923.

The people of Dunn should avail themselves of the opportunity to hear Ben Franklin Allen who will deliver a lecture at the opera house here Wednesday evening, December 17th. This noted lecturer is coming to Dunn under the auspices of the Women's Club and here will be no charge for admission. His subject, "Re-Making Main Street," will be discussed in an interesting manner. Prepare now to hear this lecture, as you will enjoy it.

Mr. J. L. Lancaster of Wilson, was here this week looking after the progress being made in remodeling the building which is being equipped for his new theatre. The new movie house will be known as the Colonial and will be located in the old White Way building. Mr. Lancaster says he expects to be ready to open in about three weeks. His new pipe organ has already arrived and a number of good pictures have been booked. His house will be for white people only and will be one of the most attractive in this section of the State.

Mrs. W. F. Pearson and daughter, Miss Iva, left this week for Raleigh, where they have purchased a residence and will make their home. Mrs. Mary Mitchell, another daughter, has been living in Raleigh for some time and will join the family there. The Pearson family are among the pioneers of Dunn, having lived here for more than a quarter of a century, and the town gives them up reluctantly. However, their numerous friends in this section of the State wish for them much happiness in their new home.

SERVICES AT THE METHODIST CHURCH The pastor, Rev. G. T. Adams, will preach at 11 a. m. Subject: "God Dwelling With Men," at 7 p. m. Subject: "True Prosperity"—a message to the Business Men." Sunday school 9:45 a. m. H. L. Godwin, superintendent. Men's Bible Class, C. C. Parker, president, Prof. W. S. Snipes, teacher. A cordial invitation extended to all the services of the church. Attendance ushers. Good music, a friendly welcome.

THE JUNIOR RED CROSS The Junior Red Cross of the Dunn Graded school, is very active in all the work which comes under the head of this department. Miss Louise Williams is chairman, and takes much interest in the work. The entire membership is 210 and Miss Dodson's section of the sixth grade enjoys the distinction of being 100 per cent. The local organization is registered with southern headquarters as an active school chapter.

WOMAN'S CLUB CALENDAR FOR JANUARY Business-Civics Department -Friday P. M., 8:30 o'clock, Home Economics Department -Friday, P. M., 2:30 O'clock, -January 26, 1923. Mrs. Fred McKay, President

MEETING OF THE EXECUTIVE BOARD The executive board of the Women's club met at the home of the president, Mrs. F. M. McKay, Wednesday January 10th at 8:30 p. m. Much business was discussed.

MRS. J. S. FARTHING, Recording Secretary. Do not fail to hear "Ben Franklin Allen," on "Remaking Main Street," Wednesday evening January 17th, at the Opera House at 7:30 o'clock. This lecture is to be given "Free of Charge." If you wish to help the woman's club, help boost our town and last but not least, if you want to hear a real live lecture on a good old subject, come out and hear Mr. Allen.

B. Y. F. U. PROGRAM Monday night January 14, 1923 Subject: "The Short Books of the New Testament." Piano Solo—by Miss Sallie Naylor. Introduction—by Mrs. B. D. Bunn. Bible Reading—Philippians 2:6-11. 3:8-14—by Miss Ruth Taylor. Sentences prayers—Members of group. Solo—Mrs. Oscar Strickland. The Theme of Paul's Letter to the Philippians—by Miss Lelia Strickland. Present Situations and Feelings—by Ida Mae Pittman. Poem—"Ain't it Fine Today"—Riley—by Mrs. Roger Brooks. Quartette. Jesus Our Example—by Mrs. Sam Broughton. A Study in Profit and Loss—by Durham Taylor. Poem—"Keep A Going"—Selected—by Mrs. Durham Taylor.

AT THE OPERA HOUSE FRIDAY "The Child Thou Gavest Me." First National attraction with an all star cast. Story by Hall Cain.

SATURDAY "Radio King", episode 4. "Henpecked"—two reel Universal comedy. Jack Mulhall in two reel Western. "White and Yellow."

MONDAY "The Real Adventure." Extra—Hawaiian Troupe Singing and Dancing. TUESDAY "Find the Woman", Paramount picture—Hawaiian Troupe Singing and Dancing.

WEDNESDAY "Timber Queen", episode 14. "Rag Doll Romance", two reel Christie Comedy. "Marathon", one reel Harold Lloyd Comedy. Pictures start immediately after Ben Franklin Allen lecture.

THERE IS WORK FOR TODAY Do not waste the precious hours That are given thee today. In regretting and repining, O'er a season past away.

Think not of the moments wasted. But perform the present task, For tonight may come the master, And of thee thy talent ask.

Rose morn and golden noon-tide May have past in idleness, But there still is call for workers, And the Father waits to bless.

Look not back, for God in mercy Blots the foulest stain away, If we seek, with true repentance, To redeem the time today. Ida C. H. Horne. Clayton, N. C.

HOW ADVERTISING PAYS In storekeeping the money is in the number of profits on all sales rather than in the size of the profit on each sale.

For example, in the hotel where the writer stayed the other night, a man at the telegraph station gave the girl a ten-cent tip for sending a fifty-cent telegram. The girl got more profit out of this one message than the company did. But in the long run, she won't get as much profit as the company, because she won't send as many telegrams.

This illustrates the principle of modern merchandising, which is at the foundation of the success of the Fords, Woolworth's, Krogers and the thousands of merchants whose fame

is small, but whose bank accounts are big. Volume sales at the smallest possible profit on each sale, with as many stockturns as possible in a year—these are the A B C's of retail success in the hardware, grocery, or any other field. And as soon as a merchant begins to put them into practice, he begins to multiply his profits.

One of the simplest illustrations of turnover is in the five-and-ten-cent store. It is said that in these stores, the item of stock that brings in the biggest return is sold on the smallest margin of profit! This item is candy.

The reason is this: a stock of candy is "turned"—sold twice times per year than any other item the "five-and-ten" carry.

A stock of candy is sold out each week. Experience has made it possible to buy just the amount that will be needed to last a week, and so at the end of each seven days the company has its investment back, plus a profit.

Suppose the profit made on each week's supply of candy is 4 per cent. Since the stock is turned over 52 times a year, the total profit is 52 times 4 per cent, or 208 per cent on the investment!

Of course this is an unusual case. The average business cannot hope to make such a rapid turnover. But it can work toward that end.

If a merchant has \$25,000 invested in a stock of goods, and sells this stock out four times a year, he has a "four-time turnover." He is really doing a \$100,000 volume of business in an investment of \$25,000.

If the sale of \$25,000 worth of goods yields him 5 per cent net profit, and he turns over \$25,000 worth of goods four times in the year, he has made four times 5 per cent, or 20 per cent net profit. And if he could speed up his selling so as to turn his stock one more time—five times in the year—he would make 25 per cent net profit. This with almost no extra selling or overhead expense!

Obviously, a retailer's preparation for increasing annual turnover must begin with his buying. A merchant must learn his customer's wants, must know when and how to induce them to increase these wants, and he must buy those goods which he can sell—turn over—to people in the shortest possible time.

In baseball, bench-warmers win no games. In retailing, shelf-warmers yield no profits.

Buy the goods that move. Although there's no rule, no one nowadays disputes the fact that chances of rapid turnover are in favor of advertised goods.

Another argument in favor of selling at a small individual profit is the fact that up to a certain point of business volume, the overhead of every business is fixed.

As long as a store is open, there is an overhead expense for rent, heat, light, insurance, clerk hire, etc. A store doing a \$60,000 annual volume of business can do a \$75,000 business with almost no increase in overhead.

The profit on the extra \$15,000 worth of sales is practically "valuet." The velvet is the result of careful buying, well-planned merchandising, perhaps a little newspaper and direct advertising, attractive window and store displays, and enthusiastic sales efforts on the part of the store personnel.—Type Metal.

THE RANDOM SHOT I shot an arrow into the air, It fell in the distance, I knew not where, Till a neighbor said it killed his calf And I had to pay him \$6 1-4.

I bought some poison to slay some rats, And a neighbor swore it killed his cats, And rather than argue across the fence I paid him 4 and 50 cents.

One night I set sailing a toy balloon, And hoped it would soar till it reached the moon, Cut the candle fell on a farmer's straw, And he said I must settle or go to law.

And that is the way with the random shot— It never hits in the proper spot, And the joke you spring, that you think so smart, May leave a wound in some fellow's heart.

—Hannaford Enterprise.

THE GREAT DELNORA (Formerly of Philadelphia, Pa.) The World's Most Gifted Woman Located here in Dunn, N. C. for the winter

Scientific Palmist—Crystal Gazer Advice given in all affairs of life Love, Business, Domestic and Financial Affairs—Consult her at once. Look For Her Banner, Magazine Ave. Just beyond and across street from New Grammar School Building OPEN DAY AND NIGHT

Business Local AVERY SULKY BLOW — I HAVE an Avery Sulkie in good condition that I will sell cheap. E. T. Draper at 1212 Farm.

DOG FOR SALE I have a fine dog for sale. Call at 1212 Farm.

FARMERS I have a fine farm for sale. Call at 1212 Farm.

CORN WANTED.—1,000 BUSHELS of corn wanted at once. Best market price will be paid. W. D. Holman.

LOST.—SMALL SOCIETY PIN inscribed with pearls, with letters "P. L. S." engraved on it. Lost last Sunday. Return to Dispatch office and get reward.

FOR SALE.—JERSEY COW practically fresh, healthy and in good condition. If interested see F. B. Kelly at Mator's store.

IF YOU WANT THE BEST COTTON seed on the market buy the Wamamaker. For sale by Johnson Cotton Co.

FOR SALE.—EARLY JERSEY Wakefield cabbage plants, at \$1.25 per thousand. A. D. Edwards, Falcon, N. C., Box 74 13 St. pd.

LOST.—SUNDAY AFTERNOON ON Fayetteville road between Dunn and Rhodes pond, black leather handbag. Finder please return to Holmes Electric Shop, Dunn, N. C., or G. T. Smith City Market, Fayetteville, and receive reward. \$25.

OR SALE.—3 THOROUGHBRED Rhode Island cockerels and 1 thoroughbred cock. Reasonable price. Henry C. Lee. 12 St.

THE REAL ESTATE FOR SALE.—12-room house in the good town of Angier, well located for residence or a boarding house. Three good farms, two houses and lots in Dunn. Two good farms for rent. J. G. Layton, Dunn, N. C. 9 St. pd.



U. S. CHAIN TREAD BICYCLE TIRES Special Riders, Price...\$3.65

Fits any clincher wheel. Every tire guaranteed. Order now—pay postmaster on arrival.

LEWIS SPORTING GOODS STORE Raleigh, N. C.

FOR WAMAMAKER COTTON SEED see Johnston Cotton Co., Dunn, N. C.

WANTED.—TO BUY FOR CASH A lot 150 x 140 feet and a lot 75 x 140 feet. Best lowest cash price and location. Address "Lot Buyer" care Dunn Dispatch. 12 St.

MOVED.—TO SEED STORE NEAR Fowler's Bakery. Sewing Machine Shop. Remodeling a specialty. J. F. Byrnes, Dunn, N. C. Jan 2 4t. pd.

MEAL.—CHOICE WATER Ground meal at 20 cents per peck. Fowler's Cash Grocery. 12 St.

MONEY TO LOAN.—ANY Amounts on long time. If interested see me at once. West and West, Attorneys. 12 St.

FOR SALE.—3,000 RED FACE brick at our store corner Broad and Clinton streets. Sec. L. P. Bailey, Dunn, or R. C. Gillett, Smithfield, N. C. 12 St. pd.

BRICK.—KILN RUN or FIRE BRICK. Best quality within 48 hours after receipt of order. Layton Brick Works. (Established 1885) Marion, S. C. Dec 1 9 mo.

MONEY TO LOAN ON FARM Property.—25 years time if wanted. Amounts up to \$50,000.00. See Wilson and McLeod, Attorneys, Dunn, N. C. Jan 2, 12c.

FOR SALE.—A CHOICE LOT AND home, a nice home, located on E. Broad street. If interested apply to Jan. E. Jordan. 12 St. pd.

MONEY TO LOAN ON FARM lands in amounts from \$1,000 to \$25,000 for 25 years. Godwin and Jernigan, Attorneys, Dunn, N. C.

FINE FARMS FOR SALE OR RENT—well located, near Duke's Creek, Lillington, Clinton and Roseboro. I will rent or sell on easy terms. No better land. 1923 will be good time to farm. So many leaving. J. G. Layton, Dunn, No. 2. 5 St. pd.

Fastest Pursuit Plane in World Gives America War Mastery of Sky. Includes images of the Curtiss Pursuit Plane and technical diagrams.

Dr. W. H. Bennett, Chiropractor OPENS OFFICE AT First National Bank Building, Third Floor Friday, January 12th, 1923

J. L. HATCHER Dunn, North Carolina Undertaker and Licensed Embalmer Prompt Service Day or Night Phone No. 16

JUST ARRIVED Car Load of AMERICAN FIELD FENCE Any Style you Want The Barnes & Holliday Co. Dunn, North Carolina

TO OUR CUSTOMERS: Due to the fact that we are not financially able to carry large book accounts from month to month and from year to year, and after consulting many of our friends and customers we have decided to do strictly a cash business, beginning January 15th, 1923. Since we opened our store in Dunn we have received a large portion of your business in our line, and we wish to assure you that we have appreciated your patronage more than we can tell; and we sincerely trust that this change in the policy of our business will not inconvenience any of our customers or affect our cordial business relations with them. We will be at the service of our customers at all times and will do all in our power to render prompt and efficient services and will appreciate your patronage and cooperation. We will carry a complete line of drugs and toilet articles and will make any special orders desired. Extending you a cordial invitation to make our store your headquarters. Yours very respectfully, Fitchett Drug Company Dunn, North Carolina