

McGIRT WILL ADDRESS GOLDSBORO KIWANIANS

Will Speak at Regular Meeting There Tuesday

W. A. McGirt, manager of the North Carolina Landowners' association, has

accepted an invitation to address the Goldsboro Kiwanis club at the regular meeting to be held Tuesday night at 7 o'clock. The invitation was extended for the club by Dr. C. F. Strossnider.

The Goldsboro Kiwanians have come to realize the serious condition incident to the advent of the boll weevil into North Carolina, and they have determined to aid the farmers in solving

the problem of adopting some crop to, in a measure, take the place of the fleecy staple. Mr. McGirt has been asked to talk on this phase of the farmers' problems Tuesday night.

Mr. McGirt will advocate the adoption of the diversified farming idea, which includes livestock on a small scale, to begin with, more "hog and henmy," or in other words he will suggest that the farmer raise, as near as possible, everything he needs to provide the sustenance of life, both for his family and for farm stock. This looked out for, then the farmer can safely plant a little cotton.

will thereby establish a reputation for your store as going out-of-the-way to deal fairly with everyone.

"There is unquestionably a much better feeling regarding business and industries everywhere, generally. Prices are on a sounder basis and our country's condition will be satisfactorily met and solved within a reasonably short time. Already the optimistic effects of the trend of cotton and tobacco prices is being felt throughout the entire south. Talk good times, believe good times, and you will have good times."

Mr. Myers was in Wilmington yesterday as the guest of W. F. Martin, local manager of the Morris Fertilizer company, and H. V. Hines, local manager of Morris and company, packers, at the Cape Fear club. He met a number of grocers and other citizens during his stay. He is concluding a tour of 50 southern cities.

TELLS HOW TO BRING BACK GOOD OLD DAYS

Advertising Manager of Morris and Co., in City for Day Gives Advice

"Wilmington has all the essentials for a great seaport and with the return of normal conditions, particularly in export lines, Wilmington will rightfully come into her own and become a power among the great shipping ports of the world," declared Charles W. Myers, of Chicago, advertising manager of Morris and company, packers, who spent yesterday in the city. Mr. Myers is making a tour of the cities in which Morris and company have branches, and he came here from Norfolk, to which place he returned last night.

Mr. Myers gave some straight talk on advertising methods and on believing in good times in business. "It is the function of advertising to instruct as well as to sell," he said. "It is not safe, that of selling goods. Readers often look at your space, if you are an advertiser, merely for the purpose of determining exactly what your lines or brands are; whether your prices are equitable; possible only to ascertain your business address. Advertising in its fullest sense not only builds up business, but it stands up cities and communities."

"Advertising is the very spirit of current events. There is, however, still a little of the effect of pessimism existing in the business world. Don't listen to it. It has done its worst and we are rounding the corner of gradually improving times."

"Change your advertisements often; make them actually advertise something; make them full of human interest, inspiration, pep. Get acquainted with your customers personally and keep acquainted with them; stop at no expense within reason and prudence to keep faith with your trade. You

NEW INSURANCE AGENCY OPENS OFFICE HERE

Northrop Insurance Agency, Inc., New Concern

Northrop Insurance Agency, Inc. is the name of the newest Wilmington concern and its officers are R. H. Northrop, president; Thos. H. Wright, vice-president, and Thomas W. Northrop, secretary and treasurer and general manager of the business. Offices are on the second floor of the Garrell building, Second and Princess streets.

The corporation will do general insurance agency business, representing companies doing business in all lines. All the officers are experienced insurance men. For many years both the president and vice-president have been prominently connected in insurance business here, while for some time Thomas W. Northrop has been with the Charlotte office of the United States Fidelity and Guaranty company, and has made a splendid record.

"The company has adopted the slogan, 'The Super-Service Agency,' and officers yesterday expressed their determination of living up to its terms, and ask the opportunity of 'solving your insurance problems.'"

There is hardly a branch of insurance in which the new agency does not offer protection. Among those covered are: fire, marine, tornado, rent, hail, rental value, leasehold use and occupancy, sprinkler leakage, profits, registered mail, parcel post, tourist baggage, salesmen's samples, transit, floaters, auto truck transit, explosion, riot and civil commotion, elevator, accident, health, life, automobile, steam boiler, employers' liability, public liability, compensation, group, burglary, plate glass, aircraft, engine, collective, credit, check alteration, collision, property damage and teams. The company will also do business in fidelity and surety bonds.



GRAB A CAR AND TAKE A TRIP TO THE BEACH Spend the Day Pleasantly at

LUMINA

"THE PEOPLES PLEASURE PLACE"

Bathing at Its Best—Bath Houses Open All Day Today LIFE GUARD ON DUTY 10:00 A. M. TO 6:00 P. M.

SUBURBAN SCHEDULE—TIDEWATER POWER CO.

In effect Tuesday, September 6, 1921.

Lv. Wilmington.		Special Schedule for Sundays	
6:25 A. M.	8:00 P. M.	Cars leave "Center" every 30 minutes from 8:30 A. M. till 8:00 P. M., and leave "Beach" every 30 minutes from 9:15 A. M. till 8:15 P. M.	
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