

DRIVE STARTS FRIDAY 20  
AT 9:00 A. M.

# Futch's Department Store

WHERE SMART STYLES MEET MODERATE PRICES

Mail Orders Will Be Filled On the  
Day Received at Sale Prices

## Futch's Great Drive for 1000 New Customers Begins This Morning at 9 o'Clock

### HOUR SPECIAL

On the opening hour, 9 to 10, we will sell a 65c Zephyr Gingham, 32 inches wide, per yard . . . **19c**  
A range of pretty plaids and stripes. First Floor.

Unheard-of Bargains  
Will Greet You

### HOUR SPECIAL

For one hour this morning, 9 to 10 o'clock, we will sell 35c value figured voile, all dark patterns; the new summer styles, at, **12½c** per yard . . .

Be On Hand When  
the Doors Open

### HOUR SPECIAL

Opening hour, 9 to 10 o'clock this morning, we will sell \$1.75 value full fashioned hose, black, brown and the new shades for summer, **\$1.00** per pair . . . (Limit two pairs to a customer)

### SOIL OWNERSHIP THE SOLUTION OF PROBLEM

Senator Giles Preaches Closer  
Relations Between the Man  
And the Land in Carolina

NEW BERN, April 19.—"Mixing the human element in the soil only can be accomplished by soil ownership," Senator D. F. Giles, chairman of the state farm loan commission, declared today in his address before the North Carolina Drainage Association. "Eastern North Carolina needs most of all drainage of lands and farm owners," he asserted. "Since the organization of the North Carolina Drainage

association, more than ten years ago, we have been justified in believing it will ultimately accomplish its purpose. It is therefore incumbent on some organization to 'make' the farmer. "There is such close relations between the man and the soil that production will continue to increase in proportion to the increase in population, regardless of the boll weevil or any other modern plague. "But, in order to give the greatest income that can possibly come from the man and the soil combination, we must put the human element in the soil. Mixing commercial fertilizer with the soil is directed by the expert, but the work can be done by any wage earner. Mixing the human element in the soil can only be accomplished by soil ownership. And this after all is the ultimate purpose of the North Carolina Farm Loan Commission. "The 240 building and loan associations in North Carolina have done for the towns and villages just what must be done for the rural communities. "Thousands of citizens are peaceful and law abiding home owners because of these building and loan associations. When we have erected in North Carolina an organization by the state itself that will do for the tenant farmer in the country just what the building and loan associations have done for the laborers in cities and towns, we will have put our state on a direct line of progress and development. "This will ultimately class us with Denmark, Sweden and other great agricultural countries of western Europe. That this may be done, co-operation is needed from this and similar organizations, laboring in North Carolina for our state's progress and development. "The commission in North Carolina is not interested primarily in the two factors which ultimately mean our agricultural salvation in eastern North Carolina—these two factors being in-

creasing the yield per acre and reducing the cost of production. "Both will come in their proper way and time if our state will take another progressive step and create and provide for a strong helping hand for the tenant farmer of today and tomorrow."

There are 27 professional baseball leagues, covering territory from the Atlantic to the Pacific, and from the interior of Canada to the Gulf of Mexico. Players number 2200.

### A Good Thing—Don't Miss It.

Send your name and address plainly written together with 5 cents (and this slip) to Chamberlain Medicine Co., Des Moines, Iowa, and receive in return a trial package containing Chamberlain's Cough Remedy for coughs, colds, croup, bronchial, "flu," and whooping coughs, and tickling throat; Chamberlain's Stomach and Liver Tablets for stomach troubles, indigestion, gassy pains that crowd the heart, biliousness and constipation; Chamberlain's Salve, needed in every family for burns, scalds, wounds, piles and skin affections; these valued family medicines for only five cents. Don't miss it.—Adv.

### SATURDAY ONLY

\$5.00 MEAL TICKETS FOR

**\$4.00**

Number Limited to 200.

Rose Cafeteria

206 N. FRONT ST.

### Stop Itching Eczema

Penetrating, Antiseptic Zemo  
Will Help You.

Never mind how often you have tried and failed, you can stop burning, itching eczema, quickly by applying Zemo furnished by any druggist for 35c. Extra large bottle \$1.00. Healing begins the moment Zemo is applied. In a short time usually every trace of Eczema, Tetter, Pimples, Rash, Blackheads and similar skin diseases will be removed.

For clearing the skin and making it vigorously healthy, always use Zemo, the penetrating, antiseptic liquid. When others fail it is the one dependable treatment for skin troubles of all kinds.—Adv.

### WILMINGTON SHOE COMPANY

## Friday and Saturday Specials

You who do not care to pay the higher prices will find items listed below that will be of interest. Not cheap shoes at cheap prices, but high grade shoes at the price of the cheaper ones. Numbers that we are closing out or styles that we are overstocked on. These prices for Friday and Saturday only.



\$6.50 Russia Calf Blucher Oxford, welt sole, flat heel, for big girls or ladies that like the flat heels; special **\$3.95** at . . . . .

\$6.00 Black-Satin one-strap Pumps, turn sole, flat covered heel, **\$4.95** special at . . . . .

\$6.50 and \$7.50 Patent Leather one and two strap Pumps, welt and turn soles, flat heel; special **\$4.95** at . . . . .

\$7.50 Russia Calf one strap Pump, and two tone Oxfords, welt soles, flat heels, assorted sizes and widths; **\$4.95** special at . . . . .

\$7.50 LaFrance Black Kid one strap Pump medium and Cuban heels, assorted widths and sizes, at **\$4.95**

\$9.00 Brown Satin one strap pump, cut out on sides, Junior Louis heels; **\$5.95** turn soles; special at . . . . .

\$8.50 Black Satin Pumps, one strap, turn soles, covered Junior Louis heels; special at **\$5.95**

\$8.50 Patent Leather Pumps, fawn buck trimmed, turn soles, Junior Louis Heels; special at **\$5.95**

No. 13 Selz \$1X-\$6.00 Oxfords for Men—Three new styles.

\$9.00 medium light tan calf, one strap with buckle, Biege Suede, trimmed, covered Cuban heel; **\$5.95** special at . . . . .

\$7.50 Black Satin Colonial Pump, welt sole, flat leather heel, one of the newer styles; special at **\$5.95**

\$6.50 Biege Elk, tan calf trimmed, sport Oxford, flat heel, rubber heel attached; welt sole, very new; **\$5.95** special at . . . . .

\$8.50 Light fawn buck, one strap, brown trimmed, low rubber heel, welt sole; one of our most popular styles; **\$5.95** special at . . . . .

\$8.50 LaFrance Black Kid one strap Pumps, plain toe, Cuban heel, welt sole; special at **\$5.95**

\$10.50 medium light brown calf, two strap Pump, turn soles, covered Junior Louis heel, popular shade of brown for spring; special at **\$7.95**



### HOSE SPECIAL

Weldrest Silk and Rollins Silk, plain black and brown, black and brown with heavy seam in back and black and brown with thick and thin stripes, sold for \$2 and \$2.25; special at **\$1.65**

## The ear may often deceive ---but the eye is a truthful servant

When you buy a pair of shoes or a hat from a mail order catalogue you give rein to your ear, and put your trust in the Goddess of Luck.

But when you patronize your local merchant for the same materials you need no trust—you see and know what you are getting.

## Buying Advertising Space

Presents Precisely the Same Parallel

When you place your business with a newspaper not a member of the Audit Bureau of Circulation, you are trusting to the ear and luck.

But when an accredited paper of the Audit Bureau is used you see and know what you are getting.

The Audit Bureau of Circulation is the barometer by which the rise and fall of a paper's circulation is measured. The circulation records of each member are audited annually, and every paper not going to a bona fide subscriber is clipped from the list. This record is official. The Audit Bureau of Circulations is to the newspaper world what Dun and Bradstreet are to the realm of finance.

Do you hire a man at his own appraisal, or what experience tells you his worth?

## Wilmington Morning Star

Member Audit Bureau of Circulations

## THE WILMINGTON NEWS

Membership applied for, first audit to be made at end of paper's first six months' existence—in the meantime, circulation books are open for inspection

NO OTHER LOCAL PAPER IS A MEMBER

## WILMINGTON SHOE CO.

(Next to Murchison National Bank)