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### EDITOR TALKS TO MINISTERS

Publisher Newfield Teaches Them the Gospel of Selling Their Church

METHOD, ADVERTISING People Do Not Advertise Things; They Advertise Service of Those Things.

By L. C. NEWFIELD, Editor, *Methodist* (Independent).  
The church is a business. It is a business that is not for profit, but for service. It is a business that is not for the few, but for the many. It is a business that is not for the present, but for the future. It is a business that is not for the world, but for the church.

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### ONE OF THE SOUTH'S GREAT FACTORIES

The Portsmouth Cotton Oil Refining Corporation has been one of the generally recognized leading manufacturers of oil in the South. The plant is located in Portsmouth, Virginia.

The plant is one of the largest in the South. It produces a large quantity of oil each year. The plant is well equipped with modern machinery.

The plant is a fine example of modern industrial architecture. It is a credit to the city of Portsmouth and to the State of Virginia.

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### N. C. AND VA. USE LOT OF FERTILIZER

Commercial fertilizer was used on about 21 per cent of the 1922 cotton acreage in North Carolina and Virginia.

North Carolina led all States in the application of commercial fertilizer to cotton production per acre.

North Carolina used commercial fertilizer on 55 per cent of its cotton acreage. In Virginia fertilizer was used on 50 per cent.

Alabama used 75 per cent, Mississippi 20 per cent, Louisiana 20 per cent, Arkansas 15 per cent, and Texas 12 per cent.

The cost of fertilizer per acre of cotton in North Carolina was \$2.25, in Virginia \$2.10, in Alabama \$2.00, in Mississippi \$1.50, in Louisiana \$1.50, in Arkansas \$1.50, in Texas \$1.50.

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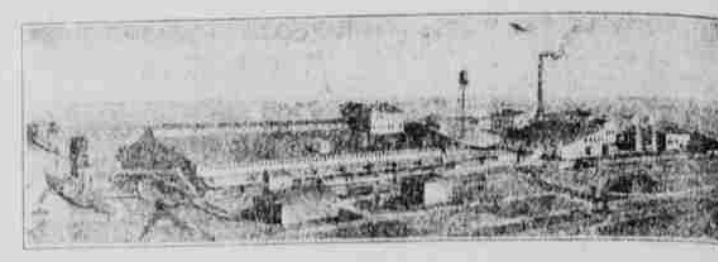
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### Brain Textile Unemployment

During deep retail unemployment in 1922, the number of unemployed in the textile industry was 100,000. This was a record for the industry.

### Why Awful Crimes Occur

Occasionally a brutal crime attracts your attention in the newspaper. You feel it hard to understand how anyone can be so heinous. You conclude a madman did it. Later the criminal is arrested. You read that he is a human. A human is a person whose intellectual development has not kept up to about the eighth year, and then stops and never exceeds that of a child of about 12 years. Check back over the past and you realize that you meet many persons who have been going along placidly thru life without committing crimes.

### On His Way

More, what would you do if you received a letter from the Ku Klux Klan? A local negro was asked, "Well, what'd I do if I got a letter?" replied Ross, Archibald "Glibber."

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