ADVERTISING CAN MAKE TOWN ONE OF BEST IN STATE

yren Ford Finds Huge Possi-biities in Clinton's Large Trade Territory

APPROVES TOWN'S MEDIUM

dis The Independent Best and Despest Advertising Medium in State and Thinks It Should Be Used More

By BYRON FORD
A fittle bit of envy, a degree of seelfishness and a too copious helping of that fine old Scotch quality of missirected thrift. These and a too narrow outlook, a stinted perspective and an appalling degree of frugality in the matter of well directed intelligent advertising are some of the reasons that might be cited why Clinton is not a busier town and why some is not a busier town and why some other towns are profiting through the business it should attract, but does

By this I do not mean to say that Clinton merchants and Clinton people generally, are not among the very best people of North Carolina. Any some who knows them knows that America cannot offer better people— that in honor, integrity and down right goodness they are the equal of the best the world knows. They are good in the sense that they are hon-orable, honest, hospitable—that they give honest value for every dollar they accept in the course of trade, that their merchandise is honest and prices fair.

Rejuvinated is Business
One of the finest christian gentleen I have ever known ran a little see in my home town. His goods are honest goods, his prices low and his behavior to all customers court-cous and abliging. But his business grew smaller instead of larger. He alidn't understand it. But. when sought understand it. But, when the the went to that reward promised such as he, a son assumed charge of the business. The son remodelled the store, put in big plate glass show windows, modern store fixtures and all that sort of thing—and then advertised. Not spasmodiscally in continuously and intelligent can't then advertised. Not spasmodi-cally, but continuously and intelli-gently. That store now is one of the busiest, prettiest and most popular in that town. The business has adoubled many times over since the father died, Still it is handling the goods that it carried in the days

So, there is nothing morally wrong with the good merchants of this fine ald bown. They have the goods, they give the service, they have the prices. But, the fact remains, their ices. But, the fact remains, their disess has not grown as it should we grown in these last few years are every progressive Carolina com-mity was making the most of the

BUS FOR RALEIGH AND WHITE LAKE

By way of Clinton, Dunn and Lington. Good service and careful drivers.

Fare: n to White Lake___\$1.25 great awakening that has followed the building of schools, the improvement of roads, the development of the great potential wealth of the state.

great potential wealth of the state.

Town Deserves Better Business.
Clinton deserves better of its merchants. It is a good old town, a fine, lovable old town. It deserves the best that its people can give it, and the business man who is letting escape business that rightfully belongs to Clinton is not doing his duty by Clinton.

During the last few weeks I have

duty by Clinton.

During the last few weeks I have had occasion to talk to most of Clinton's merchants. Without exception I have found them delightful people. I would enjoy doing business with them; but, somehow, in most stores I was given the impression that they were not reaching for business as they should. And when I wanted to talk advertising, invariably I was told that The Independent's rate was too high, that good old Oscar Peterson didn't charge but so much and that the News Dispatch charged about the same—the combined rates being only a little more than the rate of The Independent.

That was a poor argument. A

That was a poor argument. A merchant pays for circulation when he buys advertising space. The space in The Independent, based on circulation, is worth twice what was charged by The Democrat and the News Dispatch combined. With the circulation it has The Indexed to the combined of the combined of the combined of the circulation in the The Indexed the combined of the circulation in the The Indexed the combined of the circulation in the circu it has The Independent is easily the best advertising medium in North Carolina at the price. I know hun-dreds of towns in the United States that would give thousands of dollars to have such a newspaper with such a circulation located in them. With such a circulation the Clinton merchant has the agency that will bring to him the best business of Eastern Carolina. He can send his message to about 20,000 people in his trade territory and draw to his store the people whose love of Sampson naturally impels them in this direction, but who are attracted to other points by the more illeval advertising of more the more ilberal advertising of merchants of other towns.

chants of other towns.

This is not a pipe dream. Advertising is not something to guess about. It is profitable when intelligently used. The great industries of the nation are examples of what it will do. If every merchant in Clinton will use the columns of The Independent as regularly as the merchants of neighboring towns use those of their home papers, there is no limit to the business he will attract.

Differed on Masterpiece

Lord Byron, among authors often called the greatest lover, differed from the public as to what was his best work. He held that "Childe Harold" was by far his masterpiece, but the public gave the distinction to "Don Juan," written between 1818 and 1820.

See US and See Better



Why not have all the convenience of better light for your family in the home? Do you still carry a lan-tern to the barn and take the risk of fire?

R. and F. ROYAL, SALEMBURG, N. C. See Us for Prices and Terms

PINELAND SCHOOL FOR GIRLS

Salemburg, N. C.

An inexpensive high toned Boarding School. A Southern Accredited High School Course, Two Years of Junior College Work Piano, Art, Expression, Domestic Science, Bible and Business. Interdenominational but strictly Christian. None but the best are wanted at Pineland.

For Catalogue Address Mr. and Mrs. W. J. JONES

MATTHEWS HOTEL

Cool--Comfortable--Clean

Newly Furnished Throughout

Offers Excellent Accomodations to Regular and **Transient Boarders**

SPECIAL RATES By Day or Week

73 VANCE STREET :-: TELEPHONE 95

ublic Demonstration to Be St. on Honeycutt Farm Friday Afternoon

A public demonstration on boll weevil control, and the best methods to fight the cotton destroyer, will be held on the Charlie N. Honeycutt farm Friday afternoon at 3 o'clock. The demonstration will be under the direction of the American Cotton association and the Bank of Clinton. Every cotton planter in this county is urged to attend this demonstration.

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The Honeycutt farm has a model plot of cotton, grown under the plan of the cotton association, and it will be on this land that the demonstration will be staged. A field representative of the association will be in charge, and will demonstrate the best methods of combating the weevil which, it is reported, is making heavy

headway into Sampson cotton.

The weevil menace is very serious this year, and much damage is feared all through this belt. At Hartsville South Carolina, just over the state line, D. R. Coker, recognized as one of the best cotton authorities in this county, last week issued a strong appeal for a hard fight against the weevil. Mr. Coker in his statement said:

"Many cotton crops in Darlington county can produce a good yield per acre if the boll weevil is controlled but will not make one-fourth of a crop unless something is done at once to stop this pest. Mr. Napier, the county agent, Mr. D. R. Hopkins, who was formerly a county agent, and other careful observers report that demons from the weavil is is that damage from the weevil is in-

"Last year there was very little rain between June 1st and July 14th. Cotton grew slowly and the hot, dry weather destroyed most of the grubs in the punctured squares. This year all the grubs are hatching out and it is too late for hot, dry weather to control the weevil should it now occur, because many weevils are now at work and because the cotton is rank ritt of Clinton.

and will protect the fallen squares

"Unless we have at once another period of frequent rains the weevils can be controlled by poisoning.
Thorough dusting with calcium arsenate at intervals of four or five days will control the weevils and allow much bigger crop to be made if it remains on the cotton two or three days without rain. If lice appear af-ter dusing they can be controlled by dusting with nicotine or tobacco dust.

dusting with nicotine or tobacco dust. Thorough spraying with a liquid calcium arsenste molasses mixture will do much good if dry weather follows. We are using both methods.

"The early applications of molasses mixture have paid handsomely this year where they remained on the cotton 24 hours without rain, and infestation is light where this method was tation is light where this method was "It will be a great pity if the far-

mers allow the weevils to destroy their crops when a large part can be saved by prompt action.

"If nothing is done, few people in Darlington county are going to make enough cotton to pay expenses."

the week with her uncle, Mr. A. C. Merritt.

Mr. and Mrs. F. A. Tew and family spent Tuesday of last week at White Lake.

ing at White Lake.

Mrs. Mince Hobbs spent Tuesday at the home of Mrs. A. C. Merritt Mr. and Mrs. John Byrd spent the week end with his father and moth er Mr. and Mrs. Joe Byrd.

Mr. Bruce Chesnutt's baby ported to be better. Mr. Johnnie Chesnutt is just get

ting over his accident. He is crippled up very much. There will be a chicken fry at Vas

ton Royal's barn Friday night. Cropping tobacco in this section will be over this week.

Miss Bernice Price of Goldsbore spent Sunday with Miss Madge Mer

To My Friends and Customers

I have just bought out the Sutton Bros. Cash and Carry Meat Market on Elizabeth street and am putting in a full line of Fresh groceries. I solicit your patronage. Give me your order either in person or call Meats, Vegetables and a general line of phone No. 222. Satisfaction guaranteed.

MRS. EULA TEW

MONUMENTS

Southern Marble Works, of Dunn, N. C., is erecting the majority of the better class of Monumental Work in Clinton, and the entire County of Sampson.

See or write us for prices. We will appreciate your trade.

J. P. COOPER, General Manager

AN ACCREDITED HIGH SCHOOL, for both sexes. Colleges and universities accept students upon certificate. Twenty men and women in faculty. 612 students last year, representing 70 counties, 7 states and China. Business Courses, Home Economics, Art, Expression, Piano, Violin, Band, Vocal Music, with special training for Gospel Singers and leaders of Church Music. Fireproof library ses moderate. No finer Christian atmosphere to be

> FOR CATALOGUE APPLY TO J. A. CAMPBELL, Principal BUIES CREEK, N. C.

MONEY TO LEND

I represent clients that will make loans on improved farm lands, from 5 to 30 years.

If interested see me.

E. C. ROBINSON, Atty.

Roseboro, N. C.

Favorite of a section. Verismooth, faultlessly made.

117th Regiment of Field Artillery of North Carolina Goes Into

Fayetteville, Aug. 2.—National guardsmen from three states to the number of 2,238 arrived at Fort Bragg today to begin the summer training camp for the field artillery of that branch of the service. The guard regiments arriving today were the 116th Field Artillery from Flori-da, the 117th Field Artillery of North Carolina and 141st Field Artillery Alabama National Guard. Five trains brought the three regiments, the last train of North Carolina troops leaving Fayetteville for Fort Bragg at 7:30 tonight.

The North Carolina regiment car-ries 719 men and 46 officers; the Flor-ida command numbers 853 men and REEDS FORK NEWS 55 officers; and the Alabama 18 has 34 officers and an enlisted per sonnel of 531. 55 officers: and the Alabama regiment

Col. W. T. Joyner of Raleigh is in command of the 117th with Lieuten-ant Colonel Cheshire of Raleigh sec-ond in command. The Florida regiment is commanded by Col. Sumter Lowry, of Tampa. The period of Messrs. Dallie Barefoot and Hubert training for the regiments arriving Peterson and Misses Ila Jordan and today will continue for fifteen days, after which they will be succeeded by



Remember Her With a strand Of beautiful BLUEBIRD

PEARLS!

A large assortment of fancy beads, all colors, lengths and styles, more popular now than ever.

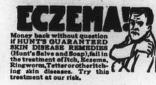
A BEAUTIFUL LINE of ENGAGEMENT and WED DING RINGS. You can find here a suitable gift for the bride.

F. RAWLS Clinton, N. C

National Guardsmen from Virginia South Carolina and Georgia. It is expected that 5,000 guardsmen will pass through the National Guardsmen No. 2 training camp before the end of the month of the month.

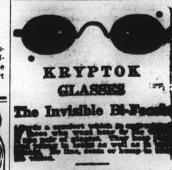
Practically Ideal Ah, how happy would many lives be if individuals troubled themselves as little about other people's affairs as about their own.—Lichtenberg.

You Say It! A pharmaceutical house recom-mends dimethylaminophenyidmethyl-pyrasoine as a medicine. One syllable after each meal and at bedtime.—Fort Worth Star-Telegram



COX DRUG CO.

Zion is a form of the Hebrew w Zion is a form of the Hebrew word Siyyon. It is perhaps from an older word meaning "to be dry," "to set up" or "to protect." Arabic analogies favor the meanings "hump," "summit of a ridge" and so "ditadel." Mea was properly the southern part of the castern hill on the top of which the tample was built.



DR. VINEBERG

Keep Her Cool -and <u>Laying</u>

Hot, fat, lazy hens that are allowed to swelter and sizzle in summer will not lay next winter. Feed your birds a ration balanced for summer. Feed less grain feed—it is heating. Keep your hens cool and comfortable in hot weather and they'll reward you with lots of eggs when winter comes. cooling Chicken Chowder.

C. B. Brewer CLINTON, N. C.





N addition to draining the old oil every 500 miles the experienced Fleet Boss insists on removing the crank case four times a year for thorough cleansing of the interior. He sees that the wire mesh pump screen is scrubbed with kerosene, for even partial clogging with dirt will keep oil from flowing evenly. Uneven pressure, no matter how good the oil, is responsible for many scored cylinders and burned out bearings.

Not even the oldest Fleet Boar can claim anything like our 54 years of experience in making good oils-oils you can trust for ample pressure and perfect lubrication if you keep your oil lines open. Practical experience and constant laboratory tests keep the three consistencies of "Standard" Polarine motor oils fully abreast of every change in motor design. They set the standard in quality-you can't buy better lubrication at any price.

STANDARD OIL COMPANY (New Jersey)

Buy the best oil but buy it by no

