

ADVERTISING CAN MAKE TOWN ONE OF BEST IN STATE

Byron Ford Finds Huge Possibilities in Clinton's Large Trade Territory

APPROVES TOWN'S MEDIUM

Finds The Independent Best and Cheapest Advertising Medium in State and Thinks It Should Be Used More

By BYRON FORD
A little bit of envy, a degree of selfishness and a too copious helping of that fine old Scotch quality of misdirected thrift. These and a too narrow outlook, a stunted 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 other towns are profiting through the business it should attract, but does not.

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 one 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 honorable, honest, hospitable—that they give honest value for every dollar they accept in the course of trade, that their merchandise is honest and their prices fair.

Rejuvenated is Business
One of the finest christian gentlemen I have ever known ran a little store in my home town. His goods were honest goods, his prices low and his behavior to all customers courteous and abiding. But his business grew smaller instead of larger. He couldn't understand it. But, when finally he 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 spasmodically, but continuously and intelligently. That store now is one of the busiest, prettiest and most popular in that town. The business has doubled many times over since the father died. Still it is handling the same goods that it carried in the days of the father.

So, there is nothing morally wrong with the good merchants of this fine old town. They have the goods, they give the service, they have the prices. But, the fact remains, their business has not grown as it should have grown in these last few years when every progressive Carolina community was making the most of the

BUS FOR RALEIGH AND WHITE LAKE

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

Fare:
Clinton 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.

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 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 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 Independent is easily the best advertising medium in North Carolina at the price. I know hundreds 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 liberal advertising of merchants 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 lantern to the barn and take the risk of fire?

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

TO SHOW HOW TO WARD OFF WEEVIL

Public Demonstration to Be Staged 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. 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 damage from the weevil is increasing rapidly.

"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

and will protect the fallen squares from the sun.

"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 a much bigger crop to be made if it remains on the cotton two or three days without rain. If lice appear after dusting they can be controlled by dusting with nicotine or tobacco dust. Thorough spraying with a liquid calcium arsenate 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 used.

"It will be a great pity if the farmers 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."

REEDS FORK NEWS

Miss Mildred Andrews is spending 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.

Messrs. Dallis Barefoot and Hubert Peterson and Misses Ila Jordan and Callie Andrews spent Sunday morning 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 mother Mr. and Mrs. Joe Byrd.

Mr. Bruce Chesnut's baby is reported to be better.

Mr. Johnnie Chesnut is just getting over his accident. He is crippled up very much.

There will be a chicken fry at Vaston Royal's barn Friday night. Cropping tobacco in this section will be over this week.

Miss Bernice Price of Goldsboro spent Sunday with Miss Madge Merritt of Clinton.

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

BUIE'S CREEK ACADEMY

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 building. New dormitory for boys; new gymnasium. Electric lights. Expenses moderate. No finer Christian atmosphere to be found.

FOR CATALOGUE APPLY TO
J. A. CAMPBELL, Principal
BUIE'S 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.

HINES
Ice Cream
Favorite of a section.
Verismooth, faultlessly made.
SPECIFY IT!

GUARDSMEN TRAIN AT FORT BRAGG

117th Regiment of Field Artillery of North Carolina Goes Into Camp

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 Florida, 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 carries 719 men and 46 officers; the Florida command numbers 853 men and 55 officers; and the Alabama regiment has 34 officers and an enlisted personnel of 531.

Col. W. T. Joyner of Raleigh is in command of the 117th with Lieutenant Colonel Cheshire of Raleigh second in command. The Florida regiment is commanded by Col. Sumner Lowry, of Tampa. The period of training for the regiments arriving today will continue for fifteen days, after which they will be succeeded by

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.

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 recommends dimethylaminophenylmethylpyrazole as a medicine. One syllable after each meal and at bedtime.—Fort Worth Star-Telegram.

EGZEMA!
Money back without question if HUNT'S GUARANTEED SKIN DISEASE REMEDIES (Hunt's Salve and Soap) fail in the treatment of Itch, Eczema, Ringworm, Tetter or other itching skin diseases. Try this treatment at our risk.

COX DRUG CO.

Meaning of "Zion"
Zion is a form of the Hebrew word Sion. 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 "citadel." Zion was properly the southern part of the eastern hill on the top of which the temple was built.

KRYPTOK GLASSES
The Invisible Hi-Focus
DR. VINEBERG
MASONIC TEMPLE

Remember
Her Birthday,
Her Anniversary,
Her Graduation—
Or just
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 WEDDING RINGS. You can find here a suitable gift for the bride.
F. RAWLS
Jeweler, Clinton, N. C.

CHICKEN CHOWDER
Keep Her Cool - and Laying
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. Feed cooling Chicken Chowder.
C. B. Brewer
CLINTON, N. C.
PURINA POULTRY CHOWS

PINELAND SCHOOL FOR GIRLS
Salemberg, 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 Accommodations to Regular and Transient Boarders
... SPECIAL RATES ...
By Day or Week
73 VANCE STREET - TELEPHONE 95

"And clean out the Oil Pump Screen!"
IN 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 Boss 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 name, and the name is "Standard" Polarine.
"STANDARD" Polarine
Oils you can trust!