

Advertising Will Do It?



The billions of dollars that our government and foreign nations are borrowing from our people will be spent right in this country for foodstuffs of all kinds.

The bulk of this money will find its way into the hands of the millions of wage-earners, and they in turn will spend most of it for the necessities of life. This community will get its share of those billions.

The SHREWD home merchant knows this and is already mapping out an extensive advertising campaign to offset the tremendous efforts of mail order houses and merchants in the larger cities. He will get his share of the business, because advertising will bring it to him.

The local merchant who forgets to advertise, who expects to increase his business without a proportionate increase in legitimate publicity expense, may discover to his cost that he is decreasing it instead.

The public takes EVERY MAN'S number; get that!



The DAILY NEWS For Results

PITT COUNTY WOMEN

(Continued from page one)

- ered by the Pledge Card being distributed by Mr. Hoover.)
- 4 Women in Industry (Promoting conditions in factories, stores, offices, and all places where women labor.)
 - 5 Child Welfare.
 - 6 Public Health.
 - 7 Social Service.
 - 8 Education.
 - 9 Training Classes (to train women for places made vacant by men.)
 - 10 Home and Foreign Relief.
 - 11 Safeguarding Moral and Spiritual Forces.
 - 12 Finance.

This classification can be changed to suit local conditions, each locality and each woman, deciding what line of work to follow. There is something each one can do to help, and if each one does something, much will be accomplished.

This work in no way interferes with the Red Cross, but goes hand in hand with it as War Work for women.

As soon as the Township Chairmen have been secured, they will be called to meet in Greenville, to discuss plans for the work and to elect a permanent Chairman and other officers necessary to a permanent organization.

Women of Pitt County, your country calls you. Your State and your nation needs you.

Civilization cries aloud for your help, and the world, partially paralyzed by the cruelties of this inhumane war, relies upon you for new strength to resist its enemies. We feel that your cooperation will be cheerfully given.

The war may be of long duration, but it cannot outlast the patient fidelity of true women to a just cause.

SALLIE SOUTHWALL COTTEN,
Chairman 1st Congressional District,
and member N. C. Division C. N. D.

WORDS OF WISE MEN

The high impulse should be followed at any risk.

Unless a man undertakes to do more than he possibly can do he will never do all that he can do.

The hardest thing in the world is self-control, and the saving of money means the exercising of self-control in all directions at once. That is what makes saving so hard.

No book is worth anything which is not worth much; nor is it serviceable until it has been read, and reread, and loved again, and marked, so that you can refer to the passages you want in it as a soldier can seize his needs in an armory or a housewife bring the spice she needs from her store.

FAMILIAR MISQUOTATIONS

Honesty is the best bluff.

Variety is the vice of life.

The weakest go to the wall.

Art is long, and mostly cheating.

It's a long lane that has no cafe.

Straw lids tell which way the wind blows.

The husband who hesitates is bossed.

And, like another Helen, find another boy.

Assume a virtue and get away with it.

I am monarch of all I survey—with my eyes shut.

Better a cycle of Cathay than 15 minutes of Europe.

Nature made woman to temper man—and she keeps him in one.

FLASHLIGHTS

The knockers never get after a man that isn't doing something worth noticing.

Children now and then are greater than their parents, but they wouldn't have been if their parents hadn't given them the proper start.

'Tis hard that a man should go out of the world almost as weak a wretch as he came into it. Old men are twice children, says the proverb.

There is good in everything—even the pretzel is hardened and pretty crooked, but proves a most companionable fellow on acquaintance.

Everyone says mean things about people he does not wish them to hear, and so it is a very mean trick to tell a man what people say about him.

Money can be made honestly in so many ways that one sometimes has to stop and wonder why it is that some men deliberately select the crooked ones.

STATISTICAL NOTES

Denmark has 538,000 horses and colts.

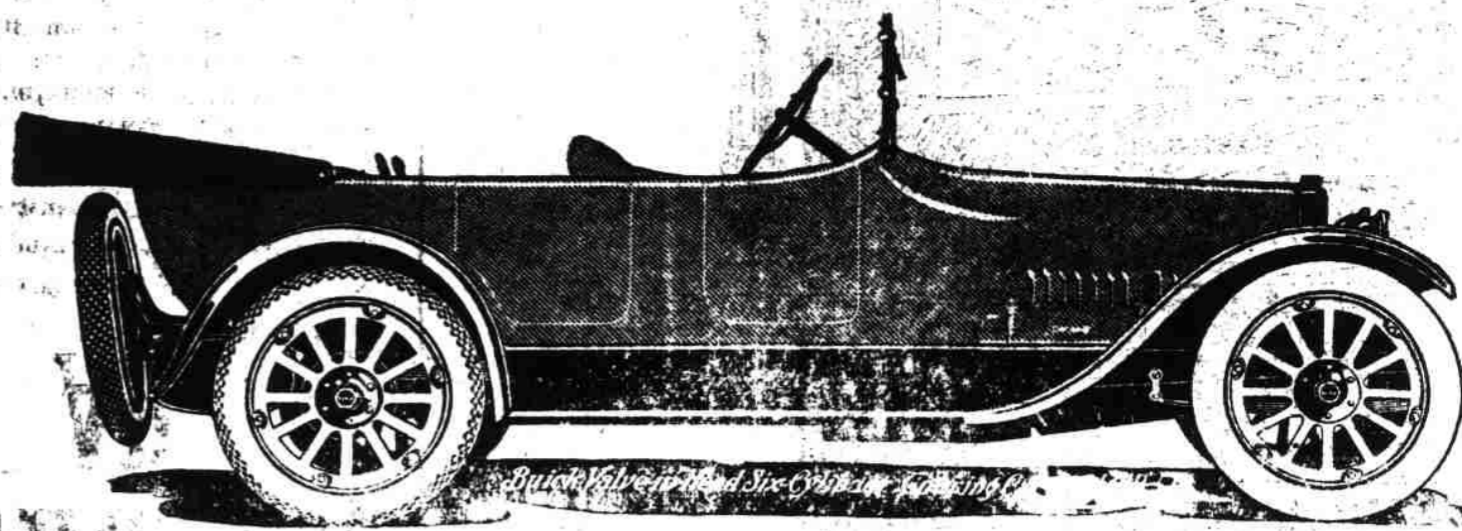
There are 270,000 sheep in Denmark.

Come in

and pay that overdue subscription account.

Don't wait until the paper stops.

FIRST PRIZE Daily News Auto Club



1917 Model Buick "Light Six" Touring Car, Value \$1315—Sold in Pitt County by National Garage Company, Hines & Atkins, Fifth Street, Greenville, N. C.

IF

The Daily News' Auto Club had Closed Today, the following would have been the Winners:

Miss Lottie Barber	686,300 Votes
THE \$1315.00 BUICK "LIGHT SIX"	
W. D. Pruitt	679,750 Votes
THE \$500.00 PACKARD PIANO	
Miss Clara Jones	661,090 Votes
THE \$100.00 COLUMBIA GRAFONOLA	
Miss Esther Blount	660,950 Votes
THE \$60.00 FREE SEWING MACHINE	
Frank Patrick	616,950 Votes
THE \$18.00 GRUEN WATCH	
Miss Argent Quinerly	604,700 Votes
THE \$18.00 GRUEN WATCH	
Louis Curry	579,800 Votes
THE \$12.00 ELGIN WATCH	
G. T. Gardner	561,000 Votes
THE \$12.00 ELGIN WATCH	

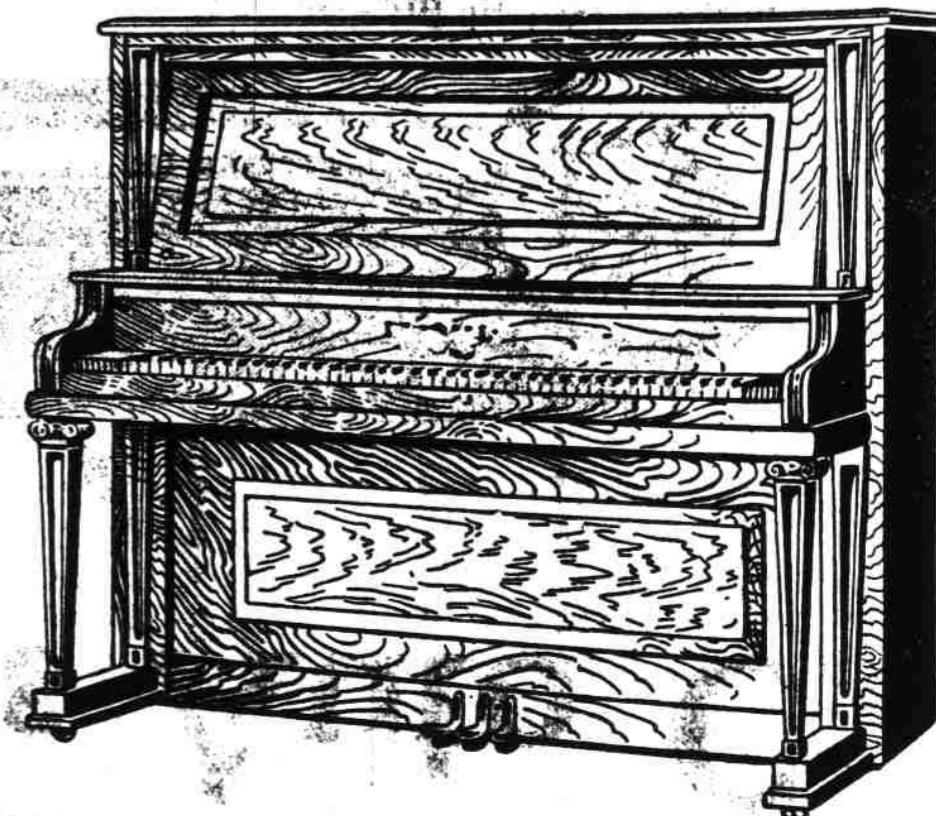
: BUT :

The Club did not Close Today and there will be a lot of changes between now and the Close. By Working Hard, you can have Your Name placed on this list Aug. 11

SECOND PRIZE DAILY NEWS AUTO CLUB

Awards for All

The \$1,315.00 Buick Six touring car is only the first prize in the Daily News Auto Club. There are seven other valuable awards, amounting from a \$500.00 Packard piano, a \$100.00 Columbia Grafonola, a \$60.00 Free Sewing Machine and four elegant watches. Non-winning members will be paid a cash commission of ten per cent on all business that they turn in themselves.



\$500 Packard Piano, for Sale in Pitt County by the Quinn Miller Co., L. H. Osborn, Sales Manager.