

Mr. S. K. Wooten is in town today from the Chalmers factory selling the well known Chalmers car. Mr. Wooten stated that he would deliver several cars to the dealer, Sam White Moyer Co., here, in next few weeks.

NOTICE

Effective March 1, 1920, The Edwards Electrical Service Co., are dealers for

Delco Light products

in the territory listed below: Pitt County—Farmville, Falkland and Belvoir township; Edgecombe county—Nos. 2, 3 and 8 townships.

Service rendered on call

Edwards Electrical Service Co.

FARMVILLE, N. C.

Phone 173

SOCIAL AND PERSONAL

B. F. Crofton of Robersonville is a welcome visitor to the city.

Messrs. T. R. Hodges and R. P. Holloman of Washington are spending the day in the city on business.

S. K. Wooten of Kinston arrived in the city this morning via the Norfolk Southern.

J. Boyd of Grimesland is a business visitor to the city.

P. K. Honeycutt of Kinston was on our streets this morning.

Ed Mathews of Washington is a welcome visitor to the city.

R. R. Cotten of Cottontale was here yesterday afternoon.

G. T. Turner of Raleigh is in the city.

R. J. Slear of Charlotte is registered at the Proctor Hotel.

E. O. Clark of Grimesland returned to his home yesterday afternoon.

SECOND YEAR CLASS HOLDS VESPER SERVICE

The "B", or Second year Academic class, had charge of the Y. W. C. A. services, at the Training School, Sunday evening. Their subject was "The Search for Happiness or the Ideal," and every member on the program carried out this idea of the search for happiness for the Scripture lesson, the Beatitudes and another portion from Matthew with the same idea, were read by the class president, Miss Inez Frazier. The class carried out the following program:

- Piano Solo—Christine Evans. "Maloy's Story of the Holy Grail"—Vera Lunaford. Song, Elson's Dream—Fannie Johnston. "Reading," parts of Lowell's vision of Sir Launfal—Ida Holland. Van Dike's "Blue Flower"—Mabel Helms. Ruskin's "King of the Golden River"—Katy Harris.

"Merlin and The Glean"—Mary Brock.

The hymns were "Love Divine," He leadeth me," Day is Dying.

Miss Lillie Mae Dawson had charge of the program and gave the numbers at the beginning.

WILSON SCHOOL TEACHER IS VICTIM "SLEEPING SICKNESS"

Wilson.—There seems to be a well-developed case of sleeping sickness here. Miss Sybil Brown, a school teacher, for nearly two weeks has been prostrated in a semi-conscious condition. At intervals she awakes and recognizes those around her and then comes relapse.

A specialist who came here advised that she be allowed to sleep and aroused only when it becomes necessary to administer nourishment.

A NEW METHOD

London.—A new Belgian process of glass manufacture is being introduced into this country. A factory already established at Willesden is being extended for the purpose and Belgian experts will teach British workmen the process which so far has been the secret of Belgian manufacturers.

NEW GENL. STORE FOR THIS CITY TO BE OPENED

Messrs. L. H. Oppleman of Petersburg, Va., and J. D. Burton of Wilmington, N. C., are in the city today making preparations for the opening of a general store in one of the W. H. Long stores on Dickinson Avenue next to Forbes & Morton tobacco warehouse. They expect to be ready for business within the next ten days if not earlier. They will handle jewelry, diamonds, watches, fire arms, sporting goods, hardware, trunks, leather goods, musical instruments etc. These gentlemen are both business men of many years experience. Said Mr. Burton to a Daily News representative this morning, "we have decided to come to Greenville to locate because we think it is beyond all odds the very best town in Eastern Carolina."

"You ask a drummer" said Mr. Burton, "which is the best town in the state and he always replies, Greenville. This is the main reason why I am casting my lot with you good people."

The Daily News in the name of the city extends to the Messrs. Oppleman and Burton a warm welcome and wishes them every success.

INFANT DEAD

The one month and half old son of Mr. and Mrs. J. H. Little, Jr., who reside a few miles from this city, died last Sunday. The burial took place yesterday near Sparta in Edgecombe county.

ANTI MALARIA CONTEST BEEN POSTPONED

Wilmington.—The closing date of the schools in the eastern part of the state by the North Carolina Landowners association has been postponed and will be either April 1st or 10th. Announcement to this effect was made today by an official of the association.

Charles Wright of Washington, was a Greenville visitor this afternoon.

For CROUP, COLDS, INFLUENZA & PNEUMONIA. Mothers should keep a jar of Brame's Vapomenthia Salve convenient. When Croup, Inducers or Pneumonia threatens this delightful salve rubbed well into the throat, chest and under the arms, will relieve the choking, break congestions and promote peaceful sleep. BRAME'S VAPOMENTHIA SALVE. WILL SOON BE SOLD EVERYWHERE. 30c, 60c, and \$1.20 at all drug stores or sent prepaid by Brame Drug Co., N. Wilkesboro, N. C.

ascribing the cause to the prevalence of influenza throughout the coastal plain area where the malaria campaign is being carried on.

The contest opened February 9 and according to the original plans, would have closed March 9. But many schools have been closed on account of influenza and it would be impossible for one to complete the course by that date, and it is the desire of officials of the association that everyone of the 50,000 school children to whom malaria primers have been delivered have every opportunity of learning all that is to be gained from these text books.

Encouraging reports are coming in daily from all sections of the coastal plain, say officials of the association, and indications are that superintendents and teachers are taking full advantage of this opportunity to preach the gospel of malaria—its causes, prevention and cure.

Thus far the contest has been carried into only 22 counties in Eastern

Carolina, but so urgent has been the appeals from other counties that officials of the landowners association are seriously considering taking in ten additional counties, 10,000 primers for which have already been received. Should this be done every county along the coast from Virginia to South Carolina will have been covered, or the coastal plain practically in its entirety.

The extension of time will permit every child to complete the course not later than April 10. Every child will be required to write an essay on malaria, the writer of the best of which will be awarded \$50. There will be three additional prizes in each county of \$25, \$20 and \$10.

NOTICE

There will be a meeting of the Hospital campaign committee held in the rooms of the Chamber of Commerce tonight at eight o'clock. Every member is urged to attend.

H. A. White, Acting Chairman.

How Advertising Saved a Business

A man who may be called John Jones, because that wasn't his name, made mighty good plows for a certain type of farmer.

The plow had been invented by John's grandfather, who supplied his near neighbors, manufacturing the implement in a crude, homely way.

John's father had put up a little more modern factory and from it turned out plows enough to supply the farmers of several counties in the immediate vicinity.

When the business came into his hands, John determined that it should be a monument to father and grandfather and something he could hand down to his children with pride.

Things went well for a time, but after a while the farmers of the part of the country in which Jones' plows had been sold were forced to change their methods and grow other crops than those in cultivating which these implements were useful.

At first John was pretty badly discouraged by this turn in his affairs, but he soon made up his mind there was a way out and wrote to the publisher of his favorite farm paper for advice. The reply advised Jones to go to see the Brown and Smith Advertising Agency, in a not far-distant city.

John Jones never had advertised and knew nothing of advertising agencies, but he went to see the Brown and Smith people. They found out farming conditions still were favorable to the use of Jones' plows, helped John to get dealer agents in that territory and prepared advertisements for the farm journals and newspapers which covered it.

That was only a few years ago, but now John Jones is making and selling more plows in a week than his father did in a month or his grandfather in a year. And advertising has so reduced his selling costs that even in times of high-priced materials and labor he has been able to lower prices without cutting down his legitimate manufacturing profit.

Your problem may not be of the same nature as that which confronted Jones, but if it has to do with sales there is a part for advertising to play in solving it. Any one or all of the advertising agencies of the South, named below, will be glad to advise you about the application of advertising to your business, free of charge and without obligation on your part.

- Basham Company, Thomas E., Louisville, Ky. Cecil, Barreto and Cecil, Richmond, Va. Chambers Agency, Inc., New Orleans, La. Chesman and Company, Nelson, Chattanooga, Tenn. Ferry-Hanly Advertising Co., New Orleans, La. Johnson and Dallis Company, Atlanta, Ga. Messergale Advertising Agency, Atlanta, Ga. Staples and Staples, Inc., Richmond, Va. Thomas Advertising Service, The, Jacksonville, Fla.

Members Southern Council, American Association of Advertising Agencies

This advertisement prepared by The Thomas Advertising Service, Greenville, Florida

Don't Walk 20 Miles A Day Behind a Plow when you can ride and do better work without putting any additional load on your team. There is a riding plow made specially for the farmer who has only two or three work animals—a plow of few parts that has every adjustment needed to do first-class work. Its name is the Avery "Little Indian". It has exceptionally light draft because the rear furrow wheel acts as a revolving landside, reducing friction, and all wheels are fitted with dirt proof, threaded grease caps, making it easy to force grease the entire length of the axle spindles without removing wheels. The landing lever controls the front furrow wheel and enables the operator to take more or less land instantly to straighten crooked furrows. It also holds the plow to its work on sloping ground. Furnished with 10 or 12-inch bottoms and two or three horse hitch. It won't cost you a cent to come in and look this plow over. FORBES and BAKER

WHITE'S THEATRE TONIGHT ETHEL CLAYTON in "The 13th Commandment" WEDNESDAY NIGHT ALICE BRADY in "Her Great Chance" THURSDAY Matinee and Night BILLIE BURKE in "Wanted, A Husband"

IT'S HERE---WHAT YOU HAVE BEEN WAITING FOR THE PATTERSON SIX

The car with a reputation. Have it demonstrated to you and be convinced that never before has such dollar for car value been offered to you.

HOOKER BROS MOTOR CO. At Liberty Warehouse S. D. Hooker F. B. Hooker