

Selling Out at Cost!

Having been appointed postmaster at Pink Hill, which position will require all of my time, I have decided to close out my stock at COST

Sale Begins Saturday, November 28

The Stock consists of Dry Goods, Shoes and Notions, Heavy and Fancy Groceries All the stock is in good condition. Remember they are to be sold at Cost. Come and get your share of the Bargains :- :- :-

JESSE J. SMITH

Pink Hill, North Carolina

The Ladies Store

MRS. T. A. AND BERNICE TURNER

FULL LINE OF

Ladies' Furnishings, Millinery, Novelties, Notions, Dry Goods, Etc.

The Only Store of Its Kind in Pink Hill Or Within a Radius of 20 Miles

You are cordially invited to come and inspect our stock whether you buy or not. We shall be glad to see you. Our prices are reasonable and the goods and service strictly down to date. You should call upon us before going elsewhere.

McCall Patterns Carried

Let our Milliner design that new hat for you. We can satisfy the most critical.

Mrs. T. A. & BERNICE TURNER
Pink Hill, N. C.

J. T. STROUD

General Merchandise

A Full Line of

Dry Goods Groceries
Clothing, Shoes, Notions
Glassware, Etc.

Coca-Cola, Pepsi-Cola, Hires' Root Beer and all the Soft Drinks

Country Produce
Bought and Sold

Special Sale on Dry Goods and Shoes

If I don't save you money don't buy!

J. T. STROUD

Opposite Church, Pink Hill, N. C.

"PINK HILL IS WIDE AWAKE" SLOGAN RECENTLY ADOPTED BY THRIVING AND HUSTLING TOWN SOUTHERN LENOIR

Continued from Page 5

Smith, C. E. Weeks, Thaddeus Turner, Jones R. Smith and Zack Williams.

The vice-president is Mr. Lonnie Smith and Mr. Ivey B. Smith is assistant cashier.

The Oldest Firm in Town.

One of the places of interest and always a busy place is the general mercantile establishment of the firm of Turner Brothers. This firm, composed of T. A. Turner and L. C. Turner, dates back twelve years and has a record of successful business each year, and with a steadily growing list of customers. The stock is full and down-to-the-minute in every particular. Young men, the Messrs. Turner, are energetic and progressive and study the needs of the community as well as the larger markets. In the stock is a well selected stock of dry goods, hats, caps, shoes and notions. Their grocery department is a leader and heavy and fancy groceries supply the need of the growing trade. In every movement to forward the interests of Pink Hill, the firm of Turner Brothers is always found right in the lead. They believe in their town and its future, and are striving to have a part in the larger development of the resources of the section.

With the record of being the oldest firm in Pink Hill, this concern proposes to be also known as a firm of progressive men and along this line they are making good.

One of the Big Concerns.

One of the big concerns of Pink Hill is the general store of L. P. Tyndall—and large quantities of heavy merchandise is handled in this store, with its list of customers extending in every direction from the town. A native of this county, Mr. Tyndall was for some while in the turpentine industry, and operated a general merchandise business four miles from Pink Hill.

In the early part of this year he erected a large brick store building in Pink Hill, and with the addition of large warehouses located at the railroad, handles a large quantity of merchandise of heavy nature, buying in carload lots.

The store building is 40 by 60 feet, with a handsome, modern plate glass front, a well lighted and attractive store room, where is displayed the stock of house furnishing goods, stoves, ranges and other staple lines found in a general stock.

In addition, Mr. Tyndall handles buggies, wagons, guano and wire fencing, with other needs for the town man and the farmer. With twenty years' experience in the business of general merchandise, it is hardly necessary to mention the fact that Mr. Tyndall is a successful merchant and worthy citizen.

Still retaining his rural interests, the farm and other holdings, Mr. Tyndall lives in Pink Hill, occupying a handsome modern home recently erected at a cost of \$2,500.

This business is rapidly growing and many of the farmers of this section are now purchasing all their supplies here, who formerly went to other towns—this is as it should be. Pink Hill merchants are entitled to the trade of the country around this community.

One of the New Ventures.

One of the recent additions to the business activity of Pink Hill was the result of a long-felt want—a ladies' store. Two ladies own and operate this establishment, and they have made good from the very first. Mrs. T. A. Turner and Miss Bernice Turner, under the firm name, Mrs. T. A. and Bernice Turner, have opened what is termed "The Ladies' Store," and they assert without fear of contradiction that it is the only store of the kind in the town. The new stock covers a host of articles that go to make up the modern woman's wardrobe. Full line of ladies' furnishings, millinery, novelties, notions and dry goods. In addition a stock of the latest patterns is kept up to date. Thoroughly modern, this store compares favorably with any store of its character in the State. Opened this fall, there is no old stock and every design and every style is the latest. The business of the Ladies Store is an index to its popularity, and this business is growing each month.

Good Reason for Selling.

There must always be justification when a merchant offers his stock of goods at cut prices. Whenever you read an advertisement calling your attention to sales at cost and below cost—ask the question—Why? There are some good reasons why a stock of goods should be sold at a loss—oftentimes the owner wishes to retire from business and the quickest way to clean out the stock is to cut the profit out of the price and maybe more. Mr. Jesse J. Smith, already a successful merchant, with a large stock of dry goods, shoes and notions and, in addition, a grocery department, with a well-selected stock of staple, heavy and fancy groceries, is announcing the sale of his stock at prices that will appeal. Mr. Smith says that he is glad to cut the profit

off every article in the store. Mr. Smith has a good reason for this step. His stock is good and his business is good, but he has recently been appointed postmaster, and he wishes to devote his time to the office—as he should—and consequently he makes this cost price offer on his stock.

One of the Necessities.

Visitors to every town and city are always interested in the hotel accommodations. Visitors must have some place to sleep and eat, and if a visitor is seeking a location for either a home or a business, the first acquaintance he makes in the town is with the hotel. It is very necessary therefore that every town should have a good hotel, one that is attractive and one that pleases. Advertising draws people to a town or to a county—but when they come they are very likely to measure everything by the accommodations they receive. Pink Hill is fortunate in its hotel accommodations. Conveniently located, within a stone's throw of the railroad station, and right in the business section of the town is the Hotel Howard. Here are comfortable rooms—clean and cozy—there are fourteen of them. The proprietor, Mr. Thomas Howard, is determined to please every guest, and makes a special effort to secure the very best for the table and he succeeds. The cooking is done with a thought of the guests and everybody who stops here tells the same story—a comfortable room and splendid food. The rates are reasonable, and with the ample food supply of the county, it seems that the high cost of living has not struck the Hotel Howard.

Making Good and Growing.

One of the enterprises of Pink Hill destined to have a bright future is the Pink Hill Motor Car Company. The manager of the company, Mr. J. T. Stroud, has in connection with the garage, a machine shop for repair work and can handle all automobile repairs as well as other machine shop business. The concern is also equipped for the manufacture of tobacco flues, and did a large business in this department the past season. In order to take care of the business, the capacity of the plant will be largely increased the coming season because of the growing demand for the output. Careful and trained mechanics have been engaged in this shop and the repair work always gives perfect satisfaction to the customers. This is another evidence of the fact, so often expressed, in connection with Pink Hill—it is not necessary to go out of town for any need. Build your home town—the motto of Pink Hill citizens and Pink Hill hustlers—is possible when every industry is represented in the community.

This concern is new in Pink Hill—but is doing well. Having secured the selling agency for some good automobiles, they will do still better business along their various lines with the opening of the year.

Growing Bigger Steadily.

Identified with the community progress and community growth is the store of Mr. J. T. Stroud. With a general mercantile stock, consisting of well selected assortments of dry goods, shoes, notions and like lines of merchandise, this store enjoys the confidence of the people and has a large and growing business. In addition to the usual stock, Mr. Stroud also caters to the soft drink trade, and the modern drinks are served.

Ready for a Pleasure Trip.

One of the delights of this present age is an automobile trip—through the rapidly developing country of

Eastern Carolina. Not a few years ago and this section of country was generally understood to be "down and out"—but what a mistake that was. Today, men of knowledge are frank to say that Eastern Carolina is right in the forefront of the procession. Coming into its own fast and still faster. Hundreds of thousands of fertile acres are being brought under the latest methods of cultivation and fertilization. If the reader of this little paragraph has not seen a really good country—come to Pink Hill and get in touch with Mr. W. A. Smith—he will furnish you a careful driver and a comfortable car, and you will see some of the best country in the world—Mr. Smith does an automobile livery business and knows how. His prices are reasonable and service is up to the standard.

In addition to the automobile livery business, Mr. W. A. Smith has a large and well stocked general mercantile establishment, and has made a good record in the line. With energy and determination he has faith in the coming greatness of Pink Hill, and is putting his time and money into the business of helping build a bigger town.

It is very apparent that Pink Hill men stand together on the proposition of building Pink Hill. They have the location, the back country, the opportunity and they are determined to take a good grip on the proposition and pull off success. Co-operation plus energy will do the business for the Pink Hill folks.

New York, Nov. 23.—There is every reason to believe that Princeton will next year adopt the permanent football coach idea, which has been so eminently successful at Harvard under Haughton, and in the majority of the colleges throughout the Middle West.

Princeton, with some of the best all around material that Nassau has had to work on in years, this year literally fozzled away her opportunities. There was Old Man Opportunity fairly begging to be taken into the Tiger fold, but the old plan of a new coach every year or two, and these without full authority to carry out their programs told in the poor showing during the 1914 season.

Of course, Percy Haughton is a wizard. He is as good as Yost, or Stagg ever was. But he couldn't have done what he has accomplished in a year, nor in two years. And he had to have complete charge in his department. Yale has started right, it seems, in employing Hinkey, who probably will be given carte blanche as long as he wants the job of putting the winning wallop, smash, and punch into Yale's gridiron warriors.

FOLEY KIDNEY PILLS

E. C. DAYTON M. D.

OFFICE
OVER MILLINERY
STORE
PINK HILL, N. C.

PHONE { DAY NO. 2
RIGHT NO. 5

TURNER BROS.

"The Progressive Merchants"

Clothing, Ready-Made
Suits, Extra Pants

You are cordially invited to inspect this new line. You will be surprised to find so many new fabrics, such snug fitting serviceable garments. And—listen! We're going to save you some money on this new line, too. We're going to get you started right! In short—**WE'RE GOING TO SELL YOU YOUR CLOTHES** if right goods and right prices will do it.

Remember our expenses are small—no heavy rents to pay, no heavy clerk hire—no fancy lugs to keep us; hence your guarantee of rock bottom prices at this progressive store.

GET YOUR SUIT WHILE THE STOCK IS COMPLETE

Hardware, Groceries, Hats
and Shoes, Harness, Etc.

TURNER BROTHERS

The Leaders

Automobile Livery

W. A. SMITH

Pink Hill, North Carolina

See me when you wish an Automobile and Driver for any trip. I will carry you anywhere at any time. My car is new and my prices are reasonable. Call me up over phone at any time. Make up a party of four and I will carry you to Kinston and return for \$1.25 each. Stay as long as want to same day.

Selling Out at Cost

My entire stock of goods at cost. Now is the time to lay up a supply of the things you need while you can get them at cost—the entire stock is for sale. Come in now and buy before the best is taken. You will be surprised at the bargains you will find and the money you will save.

Yours to serve,
W. A. SMITH

L. P. TYNDALL

Visit the Big Brick Store
When in Pink Hill

NEW STORE—NEW MERCHANDISE

WE SELL

Farm Supplies, Fertilizers, Wire Fencing, Hardware, Paints and Oils, Dry Goods, Clothing, Groceries, Hudson Buggies, Stoves, Ranges, Heaters

Why go away for these goods? You can now buy your supplies in Pink Hill.

Twenty years in the Merchandising business is your guarantee of service at this dependable store.

THE BIG BRICK STORE—DOUBLE FRONT

L. P. TYNDALL
Pink Hill, N. C.

TABLES ALWAYS SUPPLIED WITH THE BEST. SPECIAL RATES BY THE WEEK OR MONTH

RATES - \$1.50 - PER - DAY

HOWARD HOTEL

THOMAS HOWARD, PROP.

CONVENIENTLY LOCATED IN A STONES THROW OF THE DEPOT AND BUSINESS PART OF TOWN

PINK HILL, N. C.