

LOCAL ITEMS

All notices published in this column, where revenue is to be derived, will be charged at the rate of 10 cents a line, (count six words to a line), each issue. Special rate will be made on long contracts.

Ain't you going tonight?
The Passion Play tonight.
Rub-Mr-Tism will cure you
 5 or 6 doses 666 will break any case of Chills & Fever; it acts on the liver better than Calomel, and does not gripe or sicken. 25c.
Rub My-Tism will cure you.
Huckleberries are on the market at 10 cents the quart.
J. G. Godard is having a private office arranged in the rear of A. R. Dunning's law office in the Godard Building.
Buy an electric stove and prepare a warm supper quickly these hot summer nights. The Light Co., has them for sale.
Keep the air cool by installing an electric fan in your room. See the Electric Co., and let them tell you the secret of summer enjoyment.
Clayton Moore was made a member of the Congressional Executive Committee at Elizabeth City last week.
The town is in the weed business again this season, but the crop seems to bring no profit—only furnishing a theme upon which the citizens can spend a few sentences of choice English.
Cleanliness is next to godliness, and self preservation is the first law of nature. Therefore swat the fly. Clean the town and there will not be so many flies to swat.
The failure of the managers of the Dixie Theatre to secure the films of the Titanic disaster, was disappointing to numbers of people. After paying for the use of the films, the Dixie was informed that the service could not be obtained until the 11th. There was no redress so the management had to make the best of it.
Take your children and the older ones, too, to witness the Passion Play. It will make a better impression on the mind than any oral lesson on the Bible story. The time is almost here when motion pictures will be in every school, where it is possible to stand the expense. Don't miss this opportunity.
Harrison Bros. & Company are selling the "New Century" cultivator. It is made by Rodrick Lean Mfg. Company. Farmers are recognizing the good qualities of the machine and the first week it was demonstrated, one dozen cultivators were sold. These sales establish the fact that farmers in this section are using up-to-date machinery, and so doing better farming.
Mrs. Lela Love wife of Wiley Love, a farmer living near Covey, Ga., says: "I have taken Foley Kidney Pills and find them to be all you claim for them. They gave me almost instant relief when my kidneys were sluggish and inactive. I can cheerfully recommend them to all sufferers from kidney troubles Saunders & Fowden."

For Register of Deed

At the solicitation of a number of my friends, I have decided to announce myself a candidate for the office of Register of Deeds of Martin County, subject to action of the Democratic Convention.
 Very respectfully,
S. S. BROWN.

Makes The Nation Casp

The awful list of injuries on a Fourth of July staggers humanity. Set over against it, however, is the wonderful healing, by Bucklen's Arnica Salve, of thousands, who suffered from burns, cuts, bruises, bullet wounds or explosions. Its quick healer of boils, ulcers, eczema, sore lips or piles, 25 cts at Saunders & Fowden.

PERSONAL BRIEFS

Rev. M. E. Bethea went to Raleigh Monday.
Col. W. G. Lamb left Monday for Chapel Hill.
J. P. Simpson left for Raleigh Monday and returned on a Flanders car via Wilson.
Mr. and Mrs. J. J. Stroud spent the week-end here and returned to Robersonville Monday, where Mr. Stroud is superintending the erection of a building.
W. H. Harrell and Elbert Peel are at home from Chapel Hill.
Miss Della Smithwick, of Jamesville, spent several days here last week with relatives.
Miss Mary Lee Pell, accompanied by Miss Carrie Dell Blount, returned to Richmond after visiting relatives here.
Harly M. Stubbs is at home from Chapel Hill.
D. C. Jones was here from Hamilton Tuesday.
Dr. J. S. Rhodes went to Norfolk Monday on business.
Mr. and Mrs. J. P. Boyle, Miss Maude Baker and Edward B. Darden spent Sunday in town.
Miss Mary Smith, of Plymouth, is visiting Miss Fannie Biggs Martin.
Dr. John D. Biggs left Wednesday for Raleigh to attend to Democratic Convention.
S. L. Wallace and A. Corey, of Jamesville, have been in town this week on business.
Robert Baker was here from Hamilton Wednesday evening.
Misses Hardison and Barrett, of Rocky Mount, arrived in town last week to visit Mrs. J. W. Watts.
Miss Hilda Crawford is at home from the G. F. College at Greensboro.
Curtis Bethea returned to Lexington Tuesday and from there will go to Chapel Hill to attend the summer school.

Embroidery Club

The Embroidery Club met with Miss Nannie Biggs on Friday afternoon. A full number of the members were present and the time spent in work and conversation was very pleasant. The hostess served delicious refreshments. The meeting will be held with Miss Anna Crawford on June 14th.

A Card

This is to certify that Foley's Honey and Tar Compound does not contain any opiates, any habit forming drugs, or any ingredients that could possibly harm its users. On the contrary, its great healing and soothing qualities make it a real remedy for coughs, colds and irritations of the throat, chest and lungs. The genuine is in a yellow package. Ask for Foley's Honey and Tar Compound and accept no substitute. Saunders & Fowden.

Report of the condition of the

Bank of Hamilton
 Hamilton, N. C., at the close of business April 18, 1912.

RESOURCES:

Loans and discounts	\$39,558.12
Banking house furniture and fixtures	500.00
Due from banks and bankers	18,356.92
Cash items	281.32
Gold coins	700.50
Silver coin including all minor coin currency	405.44
National Bank notes, etc.	1,719.00
	\$60,922.30

LIABILITIES:

Capital stock	\$ 5,000.00
Surplus fund	2,000.00
Undivided profits less current expenses and taxes paid	1,294.50
Time certificates of deposit	13,087.65
Deposits subject to check	39,505.76
Cashier's checks outstanding	33.29
	\$60,922.30

State of North Carolina, County of Martin, ss: I, E. A. Council, cashier of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
 Correct—Attest: E. A. COUNCIL, Cashier.
 P. L. Salisbury, Directors.
 Subscribed and sworn to before me this 27 day of April 1912.
 J. A. Davenport
 Notary Public.

State of North Carolina, County of Martin, ss: I, E. A. Council, cashier of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
 Correct—Attest: E. A. COUNCIL, Cashier.
 P. L. Salisbury, Directors.
 Subscribed and sworn to before me this 27 day of April 1912.
 J. A. Davenport
 Notary Public.

Soul of Advertising

Consider three of the most attractive and beautiful things that live—flowers, fruit, women. It is from them that we shall learn about the soul of advertising.

The flower wants the bee and the butterfly to help it. If it is not helped it will not ripen into fruit, it will fade, wither and die. It must advertise. So it decks itself out with all imaginable beauty of form and color, it pours out perfume that is carried miles afar. Those who scent the perfume, those whose eyes are charmed by the color and form, hasten to where the flower is.

In the flowers and in the fruits you can find the soul of advertising, and also concrete, definite examples of successful advertising practice.

The soul of advertising, as of other psychological control of humanity, consists in first liking the one you are claiming you serve so that he will in turn like you. There is a gulf between getting up as good a watch as can be made for the money and asking a dollar for it, and taking a man's dollar and giving him as little as possible in return. There is a tremendous difference between running the safest steamers in the world, incidentally also the fastest and most luxurious as are the Cunarders, and charging high prices for the tickets and giving speed and luxury and neglecting every underlying moral principle of efficiency.

Therefore, the soul of advertising further consists in making the client, the buyer serve commercial ends by first giving him what he most needs, in such agreeable form that he is willing and eager to purchase. A dinner prepared by a French chef is more healthy, more digestible than one prepared by the unskilled cook and incidentally it tastes so good that we are willing to pay three times as much for it. The whole aim of the good cook is to put what is good, not what is bad, in palatable form. Therefore, the fact is recognized that the more solid benefits are etherealized, are spiritualized, are made romantic not by direct appeal to the grosser instinct of self-preservation, race preservation and parasitism, three major instincts but by appeals of color, of perfume and of taste. The flower never advertised the fact that it had proteids and hydrocarbons, very useful to bees and butterflies as food and building materials. It advertised color and beauty and sweetness and took pains to put something of transcendent value back of them. The fruit never advertised starch and cellulose, it advertised color and beauty and aroma and lusciousness and it gave with these qualities transcendent food value. Woman does not advertise her usefulness, she advertises her attractiveness, and the woman who makes good gives also the real essentials, a whole life of self-effacing devotion.

To what extent have advertisers grasped the soul of advertising?

\$7.90 via Norfolk
\$9.75 via Richmond
TO
Washington D. C. and
return via
Atlantic Coast Line R. R.
 The Standard Railroad of the South
 Account unveiling Columbus Monument, Washington, D. C., June the 10th, the Atlantic Coast Line Railroad offers the above attractive trip rate.
 SELLING DATE June 5th, 6th, 7th and for trains scheduled to arrive Washington, D. C., before noon, June 30, 1912.
 FINAL LIMIT. To reach original starting point not later than midnight, June 12th; unless ticket deposited with Jos. Richardson, Special Agent, 1419 New York Ave., Washington, D. C., by original purchaser, and upon payment fee \$1.00, extension final limit can be secured to, and including, July 12, 1912.
 For schedules, reservations and other information, see local Agent, or address:

Farmers and Merchants Bank
 Williamston, N. C., at the close of business April 18, 1912

RESOURCES:

Loans and Discounts	\$174,353.27
Overdrafts	581.27
Banking House, Furniture and Fixtures	10,000.00
Due from banks and bankers	16,741.13
Silver coin, including all minor coin currency	1,968.33
	\$203,944.00

LIABILITIES:

Capital Stock	\$25,000.00
Surplus Fund	10,000.00
Undivided profits less current expenses and taxes paid	2,850.57
Time certificates deposits	68,118.34
Deposits subject to check	97,992.53
Cashier's check outstanding	92.56
	\$203,944.00

State of North Carolina, County of Martin, ss: I, J. L. Rodgers, Asst. Chr of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
 Correct—Attest: J. L. Rodgers, Asst. Cashier.
 Geo. W. Blount W. H. Crawford, C. D. Carstarphen, Directors.
 Subscribed and sworn to before me, this 18th day of May 1912.
 C. H. Godwin,
 Notary Public.

State of North Carolina, County of Martin, ss: I, J. L. Rodgers, Asst. Chr of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
 Correct—Attest: J. L. Rodgers, Asst. Cashier.
 Geo. W. Blount W. H. Crawford, C. D. Carstarphen, Directors.
 Subscribed and sworn to before me, this 18th day of May 1912.
 C. H. Godwin,
 Notary Public.

Report of the Condition of the

Bank of Martin County
 Williamston, N. C., at the close of business April 18, 1912

RESOURCES:

Loans and Discounts	\$174,887.73
Overdrafts	10,809.77
All other stocks bonds, mtgs	3,375.00
Banking house fur. and fix't's	1,850.00
Due from banks and bankers	9,586.91
National bank notes, etc.	5,520.31
	\$206,029.72

LIABILITIES:

Capital Stock	\$ 15,000.00
Surplus Fund	20,000.00
Undivided profits, less current expenses and taxes paid	1,671.83
Bills Payable	25,000.00
Time certificates of deposit	39,195.72
Deposits subject to check	105,014.77
Due to Banks	147.40
	\$206,029.72

State of North Carolina, County of Martin, ss: I, C. H. Godwin, Cashier of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
 Correct—Attest: J. G. Godard, Warren H. Biggs W. C. Manning, Directors.
 Subscribed and sworn to before me, this 27 day of May 1912.
 Burruss A. Critcher,
 Notary Public.

REPORT OF THE CONDITION OF THE

Bank of Robersonville
 Robersonville, N. C., at the close of business April 18, 1912.

RESOURCES:

Loans and discounts	\$ 48,905.55
Overdrafts	2,423.04
Banking house \$2,540.05; furniture and fixtures \$1054.39	3,604.44
Due from banks and bankers	40,535.42
Silver coins, etc.	2,401.22
	\$ 97,869.47

LIABILITIES:

Capital stock	\$ 15,000.00
Surplus fund	9,600.00
Undivided profits, less current expenses and taxes paid	868.56
Dividends unpaid	440.00
Time certificates of deposit	13,861.93
Deposits subject to check	57,597.25
Cashier's checks outstanding	501.43
	\$ 97,869.47

STATE OF NORTH CAROLINA, County of Martin, ss: J. A. Mizell, cashier of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
 Correct Attest: J. H. Roberson, Jr. R. L. Smith, A. S. Roberson Directors.
 Subscribed and sworn to before me, this 18th day of April 1912.
 J. C. SMITH
 Notary Public.

THE POCAHONTAS
 Virginia Beach, Va.
 Is now open for Guests. For terms address
MRS. A. B. WILLIAMS

J. B. SPELLER
 Dealer in
 Wood, Shingles, Poultry, Eggs, Furs, Wall Paper and Baseball Supplies
 Williamston - North Carolina

Ladies
Shampooing and
Massaging
Done at Your Home by
LADY MASSUESE
 Patronage Solicited
Mrs. M. Alexander
 Phone 126-B
 Williamston - N. C.

Notice
 Having qualified as Administrator upon the Estate of Thomas Moore deceased; Notice is hereby given to all persons holding claims against said Estate to present them to the undersigned for payment on or before the 23d day of April 1913, or this notice will be plead in bar of their recovery.
 All persons indebted to said estate are requested to make immediate payment. This 23d day of April 1912.
 J. S. PEEL, Adm.,
 Everetts, N. C.

Notice
 Having qualified as administrator of the estate of J. S. Wynn, deceased, late of Martin county, N. C.; This is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned at Williamston, N. C., on or before May 1st, 1913, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment. This 23d day April 1912.
 J. G. GODARD, Adm.

BUICK
 The Car that will Live Up under ALL conditions.
 The Toughest Road Car Made.
 A Car that has Style, Power, Speed and Endurance.
S. R. BIGGS, Agent

THE Penn Mutual Life Insurance Co.
 OF PHILADELPHIA
 Is a purely mutual company and is one of the Oldest, Safest, Sanest, and Strongest Insurance Companies in America
 Noted for its liberal contracts and large Dividends for its policy holders
S. A. NEWELL, Agent
 I also represent several of the strongest Fire Insurance Companies

The Ideal Barber Shop
 B. R. BARNHILL, Prop.
 Williamston - North Carolina
Sanitary in Every Respect

The Ideal Pressing Club
 B. R. BARNHILL, Prop.
 Williamston - North Carolina
 All kinds of Cleaning, Pressing and Tailoring. Special attention given to Ladies Garments. Club rates for men—clothes called for and returned.
 Phone 136
Satisfaction Guaranteed!

Ladies
Shampooing and
Massaging
Done at Your Home by
LADY MASSUESE
 Patronage Solicited
Mrs. M. Alexander
 Phone 126-B
 Williamston - N. C.

PATENTS
 TRADE MARKS
 DESIGNS
 COPYRIGHTS & C.
 Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Our examinations are strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the Scientific American.
 A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year, four months, \$1. Sold by all newsdealers.
MUNN & Co 351 Broadway, New York
 Branch Office, 65 West, Washington, D. C.

Seaside Excursion Fares
 VIA
Atlantic Coast Line R. R.
 The Standard Railroad of the South
WEEK-END RATES
 For Saturday and Sunday forenoon trains, June 1st, to Sept. 8th inclusive, limited to midnight of following Monday.
Wilmington, N. C. and return \$5.00

DAVIS 100 PER PURE PAINT
 as it carries on every package an Analysis and Guarantee that protect you against all forms of adulterations.
FOR SALE BY
W. H. WILLIAMS
 Williamston, N. C.