

SEEKS WISDOM IN THE RURAL WOMAN

Dr. Robert Henry
North Carolina Federation
of Home Demonstration
Clubs

The present opportunities for country women are quite different from those which faced the women of 25 years ago. Today, in addition to being a homemaker, she is a partner in this business of farming she takes an actual part in her church life, in Home Demonstration Club work and perhaps she has a productive business of her own, such as the verb market or rug making.

It is interesting partnership when we consider that we can cooperate actively in this economic enterprise. We must have an intelligent understanding of the individual and farm problems and an appreciation of country life. We farmers shall glorify our calling; for then we shall have a more gracious and satisfying kind of life on the farm.

Farming is being recognized as an art as well as a business and rural homemakers can have real careers in this profession.

One of the tasks of this generation is to learn how to live. We

WE HAVE ALWAYS MADE IT
our aim to please you by giving quality and service which will merit your approval.

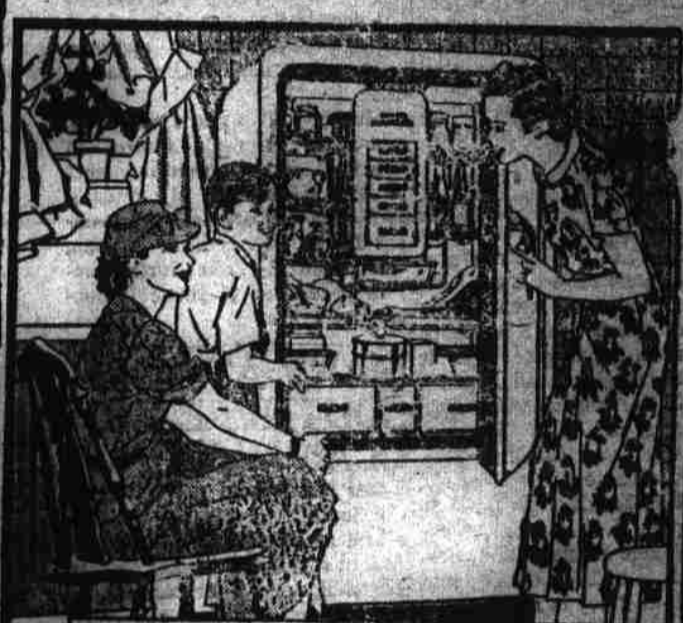
This fall, as ever, we welcome your patronage and are prepared to take care of your needs.

J. E. HOOD DRUG COMPANY

KINSTON, N. C.

Where Your Satisfaction is our Ambition

- Protects food perfectly
- Freezes ice cubes—desserts
- Saves steps, work, money
- Needs no daily attention
- No water or electricity
- Not so necessary to wear



OWN IT ON EASY PURCHASE PLAN

MAKE EVERY DAY HAPPIER

with this modern city refrigerator for homes beyond the gas mains and power lines!

SERVEL ELECTROLUX RUNS ON

KEROSENE

No matter where you live, you can now enjoy the same conveniences and savings of modern refrigeration that city homes have. Servel Electrolux is identical in all important ways with the famous Gas Refrigerator that has been the choice for hundreds of thousands of city homes during the past ten years.

This ideal kerosene refrigerator keeps food fresh for days—makes household easier—enables you to serve new dishes and more varied meals—assures a plentiful supply of ice cubes at all times. Best of all, it costs amazingly little to operate—actually saves enough to pay for itself. City one—Don't buy for free literature.

READ WHAT THIS SERVEL WOMAN SAYS:
"I saw the old Servel Electrolux in a shop everywhere on cold and frost. It looks good. I remember a sign. I don't know where I saw it, but I don't have to go to the house after it. And it's ready to go after the first day. And it's ready to go after the first day. And it's ready to go after the first day."—Mrs. G. H. Smith, Memphis, Tenn.

THIS COUPON NOW
E. HARVEY & SON CO., Kinston, N. C.

Name _____
Address _____
City _____
State _____

The fine record of attendance at their Home Demonstration Clubs, District, State, National and International meetings speak eloquently of the progressive attitude and the determination of Southern Women to learn and adopt the best methods of homemaking and the development of a fuller country life. It shows that the new awakening in country life, economic and social, is being led by farm women, they are demanding better living conditions. To have them they are working with their men to gain a larger share of the national income from agriculture.

But let us watch ourselves and in our demands, remember all types and classes of farmers and make our requests suitable, thus keeping agriculture democratic.

GREATER BEAUTY
We have a wonderful opportunity to make our lives richer by creating beauty about our homes and communities. An advertisement for our State, well-placed and printed home along our highways would be a masterpiece. The 2000 miles of State-maintained highways in North Carolina beautified would enrich our appreciation of our own resources. Surely there is nothing which can give us more pride and dignity than our well kept churches, schools and homes.

DUTY TO CHURCH
Our home life is the unit of the community, State and nation. The home is the place where the child learns his first lesson in character building and in the art of right living. If all of the country children of our State could grow up in homes where the atmosphere of beauty and the love of God is

AUGUST IS COOL
when you vacation by

GREYHOUND
Travel System

DAIL DRUG STORE
Konasville, N. C.

MY WORRIES ARE OVER!
NOW WE ALL USE
TOL-O-L
HAIR TROUBLE
IS GONE!

It's mother's hair that she wants to keep the most of the family. Mother's worries about the family hair problem are ended. Tol-O-L is the answer. It's the only hair dressing that is safe and economical. It's the only hair dressing that is easy to use. It's the only hair dressing that is guaranteed to give you the best results. It's the only hair dressing that is guaranteed to give you the best results.

GRANDMA, TOO!
Through its amazing power to open and revitalize, Tol-O-L keeps young hair and keeps young; takes old hair and makes it look young. Tol-O-L is so economical it fits into a budget. Tol-O-L is so simple to use that it can be used by the regular hair dresser. Tol-O-L is so good that it's the only hair dressing that is guaranteed to give you the best results.

TOL-O-L
More than a shampoo... a treatment!

PINK HILL
Mrs. Della Maxwell has returned from Charlottesville, Va., where she spent a week in the home of Sister Maxwell, a brother.

Mrs. Jasper Smith underwent a successful operation at Memorial General Hospital, in Kinston, a few days ago.

Miss Virginia King, of Warsaw is now operator of Faby's Beauty Shop. Mrs. J. P. Roy is proprietor.

Mr. and Mrs. Leighton Turner have gone to Georgia, where Mr.

THE PICKWICK
WHERE OLD FASHIONED MEN
SPORTING RESULTS
Daft Beer and Billiards
KINSTON, N. C.

LUMBERTON MAKES THE GREATEST GAINS

Lumberton was the only large tobacco market in the world to show an increase in sales last year. Lumberton also led the Border Belt markets in average price gains. Here are official figures taken from the reports issued by the Federal-State Crop Reporting Bureau at Raleigh.

MARKET	1936 AVERAGE	1935 AVERAGE	1936 AVERAGE GAIN OVER 1935
LUMBERTON	\$22.19	\$21.19	\$1.00
Fairmont	\$22.23	\$21.18	\$1.05
Whiteville	\$20.50	\$19.50	1.00

WHAT DO THESE FIGURES PROVE... JUST THIS, LUMBERTON IS A STRONGER MARKET IT MEANS THAT THE RAPID GROWTH AND EXPANSION OF THE LUMBERTON MARKET HAS INCREASED COMPETITION AND THE UPWARD TREND OF PRICES IS GREATER ON THE LUMBERTON MARKET THAN ON ANY OTHER MARKET IN THE BORDER BELT.

A growing market is always a high market—paying higher prices for every leaf on the stalk from the commonest sand lug to the finest wrapper.



BUY AND SELL IN LUMBERTON