

UNDEVELOPED OPPORTUNITIES

FOR THE WIDE AWAKE MAN

In a country of a hundred million people there are bound to be several hundred thousand brains at work every day wrestling with the problem of simplifying the tasks incidental to comfortable living. So not a day passes but brings forth its discoveries of new methods of doing things that have to be done—a little time saving here, a little more efficiency there, an elimination of labor and drudgery, an innovation designed perhaps as a luxury that soon becomes a necessity.

Not one per cent of these products of fertile American brains ever see the light of day outside of the household where they are born and developed. So few who have good ideas think of commercializing them—which means sharing them with others, and thus deriving profit from them. Of the small proportion thus commercialized, a still smaller number are permitted to become of real benefit to humanity, because humanity is not efficiently apprised of their existence.

Great fortunes are made out of little inventions—little devices that contribute appreciably to the general well-being—when they are adequately advertised.

Great fortunes are lost by neglect of the simplest means of letting people know about time-savers, trouble-savers and conveniences that people would fall over each other to buy if they knew such things existed.

How many times have you yourself accidentally discovered in a store, or in the hands of a friend, an article which sells on sight, and which you immediately bought when you heard about it, but which does not amount to shucks in a commercial sense merely because it is never advertised?

Consult your own experience, and consider whether it does not point to a neglected opportunity in your own business which you could yet seize through the help of newspaper advertising.

By this cooperating with your home newspaper in advertising what you have to sell you would go a long ways toward promoting "Trade at Home," for it is through the advertisements in newspapers — home papers first, but foreign papers if the home papers do not carry such ads—that the public learn to buy what they want.

Help the Argus foster the Trade at Home spirit by advertising in its columns.

HELP US GROW!

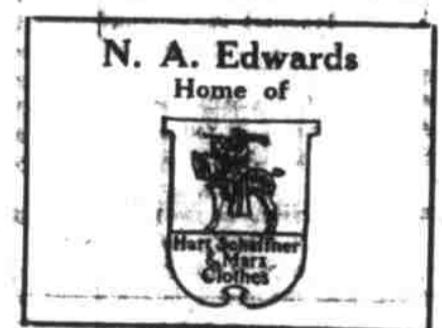
Do Your Bit For Yourself And The Community In Which You Live!

This Is The Third of A Series of 10 Page Articles

MADE POSSIBLE

By The Splendid Co-operation and Support of The Following

Prominent Business and Professional Men of Goldsboro



Pure Food Market
Two Phones: Nos. 92 and 94

Joe A. Parker
Real Estate

"Your Credit is Good" at
Isaacs

Normal Cafe
A Good Place to Eat

M. J. Best & Sons
The Store of Best Values

Raleigh Pepsi-Cola Bottling Co.
Drink Pepsi-Cola

Edgar H. Bain
Special Representative
Equitable Life Assurance Society

Goldsboro Milling Co.
Meal, Flour, Feeds

Farmers Bank & Trust Company
The Bank of Service

National Bank Of Goldsboro
Wants Your Business

Wayne National Bank

Royall & Borden
Home Furnishers

Nathan O'Berry

Borden Brick & Tile Co.
Borden Building

Peoples Bank & Trust Company