



# DAY BY DAY

--- By Knight

**TAKE HOPE:** remember the worm is about the only living creature that can't stumble or fall down!

**AND REMEMBER**—the harder you push a fellow down, the higher he will bounce on the come-back!

**POETIC ARSENIC:**—"Though Spring is all but to give way to Summer, that seasonal malady, of poetic siege, lingers on. I've been threatened to be shot for less than this, but I'll take another chance and clear the poetic organs with the following verse, recently sent me by one of the six readers of this Column. (Yep, there are six members of "my public" now), so here goes:

**REQUIEM**  
Here lies the body of Susan Jones,  
Resting beneath these polished stones;  
Her name was Brown, instead of Jones,  
But Brown won't rhyme with polished stones,  
And she won't know if it's Brown or Jones.

**MICKEY (OR MINNIE),** my nightly comrade and pal is doing nicely, thank you; it was tickled pink over the "news-it-am" I ran about it last week, but the publicity made the rascal a bit "high hat." And, by the way, Mickey (or Minnie), as the gender may be, brings to mind fond memories of another pal of by-gone days—one Archibald, the smartest cat that ever licked a chop after dining on mice. Archie, as he was affectionately known, was no sluggard at his duties and was always on the up 'n' go. But misfortune grinned upon him, and one day he lost the lower part of his right front foot, in a battle royal with a rat that all but proved Archie's "Waterloo." He recovered from an emergency operation with an amputated paw, but with an artificial limb and a wooden club foot. But even that did not thwart Archie in his prowess in capturing his best liked dish. Archie was somewhat of a village shiek, the veritable Romeo of all Catdom. Neither was he a piker, but would shower favors upon his many and various "flames" of the tribe. Archie worked with Horatio, his brother; he wasn't much at speed, but he packed a mean wallop with that club-paw. Archibald and Horatio had system in their work; Horatio would go beneath the floor and scrape up the rats; Archibald would sit by the hole and knock 'em in the head when they emerged. He killed 'em by the score and for a time he furnished every young flapper cat, and a lotta the old widow cats in the neighborhood with their daily rations!

**THE POOR RICH:**—There's a Biblical assertion that says something about it being easier for a camel to go through the needle's eye than for a rich man to enter the Kingdom of the Blessed. It also says "Blessed are the poor . . .". At a pleasant session of conversation with Frank Longest the other day, these texts were discussed, pro and con, but it seems that Frank has the rich man matter all straightened out. He says that after spending all his youthful days in the belief that if one amassed a lotta riches in this world he would be denied that hand-shake with St. Peter, he has discovered that the "needle" reference could have applied to a certain discovered street pass in some Egyptian city that's named "The Needle." Of course, Frank wants to get rich, and he also wants his Eternal Reward. I hope he gets both, but, at that, why bring that up, about the rich man going to Heaven? I being what I am, a follower of Printer's Ink, get solace outta that Biblical passage, "Blessed are The Poor." By that token, most members of the Journalistic fraternity should have passes for reserved seats in the arena of the Blessed.

**A BIG TERRITORY:**—"From the Dominion of Canada to the Gulf of Mexico" is the answer I got when I asked Frank Longest where he marketed his lumber products. The Longest Lumber Company is one of Duplin's and this section's largest enter-

prises; one of the largest of its kind in the South, and is Wallace's largest enterprise in matter of employment of men, payroll and scope of operations. Frank Longest is a go-getter. The community rightfully has a pride in this enterprise as a home industry. Mr. Longest has but one major problem yet to solve, and he's solving that by having more keys made, that there will be no more "sit-down" (on the door-step) strikes by his able and affable bookkeeper, on account of locked doors!

**A GENIAL HOSTESS,** and just about the best "reception committee" of one, that I've been privileged to meet during all these years' of globe-trotting, is Mrs. Henderson Cole, whose commercial throne is a big easy chair located at the office entrance of the new and beautifully modern home of the Wilmington Furniture Company. This institution, well and popularly known throughout all this Coastal section as "The Old Reliable," is a veritable monument to her late husband, who founded the business more than three decades ago. To judge by the warm and friendly reception accorded everyone who visits this store, be they customers, mere curious "display room shoppers," or salesmen, the visitor will feel as if he or she is in the own domestic domicile of this venerable lady and her daughter, Mrs. Jones, another "key-noter" in the upbuilding and present commendable status of this organization. Enriched with a keen sense of humor and with a philosophy all her own, and imbued with that golden quality of human kindness, Mrs. Cole is the kind of hostess that makes one hate to leave, and yearn for the time to return. Commercially, her stock in trade is furniture and home furnishings; but personally and humanly, her chief assets and inventory consist of an abundance of optimism, which she preaches and practices, and a goodly stock of good cheer and sunshine that will dispel the darkest clouds of despair and pessimism, and will make one say "indeed, it is good to have been in her presence." Yes, she's most charitably inclined, too. . . . even a newspaper man can hide a while in her commercial domain, and a close scrutiny of the historical archives of this store does not reveal that a single such guy has ever been shot, hurt or maimed by any on-slaught of her wrath. Yes, indeed, a most wonderful and charitable personage, and one who, with the able cooperation of her business associates, is doing a mighty good job of maintaining, and daily increasing, the prestige and good will of this "Old Reliable" Furniture Institution.

**THERE ARE ONLY 173** more Shopping Days Until Christmas.

**FARES REDUCED**  
ROUND-TRIP TICKETS  
GOOD IN  
AIR CONDITIONED COACHES  
SOLD EVERY DAY BETWEEN ALL ATLANTIC COAST LINE STATIONS WITHIN 125 MILES OF SELLING STATION AT GREATLY REDUCED PRICES  
STOP-OVERS ALLOWED  
ASK THE TICKET AGENT  
ATLANTIC COAST LINE

**CONSTIPATED?**  
Thousands have obtained quick, pleasant relief with Duffy's Anti-Bilious Pills, a prescription prepared by Dr. Charles Duffy of the British navy over 125 years ago. Large package 25c. Trial size 10c.

**Wanted Beef Cattle**  
—see—  
**Geo. L. Brown**  
Brown's Market  
WALLACE, N. C.

but just a few more hours before the opening of Wallace's Big 1937 Festival. The last drop of sweat has been sweated, the last cuss word has been cussed, the linotype machines are on a day's rest spell, the last revolution of the press has been made, and here's your 1937 Feature Strawberry and Festival Edition. We ain't a-bragging a'tall, but we are kinda proud o' it, ourselves, and our hearts are a-bubbling over with gratitude and appreciation of the cooperation of our Advertisers and others who, after all, made such a journalistic venture possible, and made for it whatever measure of success it is. This comes from the bottom of an Advertising man's Advertiser, but sincere, heart. I cannot go farther in the proffer of gratitude; my eyes are dimmed with tears of joy; words of gratitude are choking my vocal organs, and my heart is rendered with a deep and gnawing feeling of thanks. All the rest will have to be left, dear reader, for you to figger out for yourself. To all whose support and cooperation had a part in the making of this Edition, I can but briefly say, "Much oblige." Honestly, I hope you, everyone, will like this week's "big sheet."  
... Herbert Knight.

## KENANSVILLE

Mrs. Robert Carroll Wells attended Commencement during the past week end at Meredith College in Raleigh.

Mrs. W. J. Fickett spent a couple of days recently in Wilmington with her sister, Mrs. Gertrude Cooper who is a patient in the James Walker Memorial Hospital there.

Mr. and Mrs. R. V. Wells spent the past week end at Aulander with relatives. They were accompanied home by their daughter, Louise who has been teaching school there.

Mrs. C. B. Sitterson has returned from Washington where she spent several days last week with her daughter, Kathryn who is a patient there in the hospital.

Miss Nancy Jussely is taking her vacation this week. She will visit her parents at Charleston and also visit in other parts of S. C.

Mrs. J. R. Jerritt and son Jimmy also Mrs. N. B. Boney and children were visitors in Goldsboro last Saturday.

Miss Ruth Ingram who teaches school at Selma is spending a couple of weeks here with Mrs. Annie Ingram.  
Mr. and Mrs. William Mercer and baby of Bladenboro spent the week end here with Mr. and

Mrs. Sam Newton.

Miss Betty Jenkins of Warsaw spent Sunday here with Miss Ruth Ingram and Mrs. Annie Ingram.

Mr. and Mrs. Bob Grady spent the week-end at the beach with friends.

Mrs. James Bendall was a visitor in town on last Saturday afternoon.

Miss Grace Maynard of Clayton is spending a few days here with her sister, Mrs. W. D. Reynolds.

—Come to Wallace June 7-12—  
**TIN CITY IS LOYAL**  
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justly proud of their Duplin county heritage. Tin City is Wallace's "next door neighbor", of which it is proud and toward which it feels a close attachment and relation. The two communities, by reason of their close proximity in location, are, after all, one in spirit . . . just two branches of a "big family" of Duplinites that are up and a-going!

—Come to Wallace June 7-12—  
**Fountain Visitors**  
Misses Virginia Blanchard and Mary Cornelia Wells were recent visitors in Fountain.

**Birth Announcement**  
Mr. and Mrs. Eusebius Johnson of Rose Hill announce the birth of a daughter, Gloria

Weise, on Sunday, May 30th.

**Birth Announcement**  
Mr. and Mrs. A. L. Hux, of Halifax, announce the birth of

a daughter on June 1st. Mr.

Hux is the former Anna Carr of Wallace.

# FLYING WALLACE AIRPORT

ANY TIME — ANYWHERE

Special Rates over Penderlea all during week of the Strawberry Festival.

## SEVERAL PLANES

**GREETINGS**  
to  
Mrs. Roosevelt  
and  
Our Governor

# Kramer's

Greets You With An Array Of

**WELCOME**  
to the  
Strawberry  
Festival

# Extraordinary VALUES In Summer Needs

## Ladies' Dresses

Ladies' Beautiful New Sheer DRESSES, in Silks and Cottons. Just the things for summer wear, for house, street or vacation. Sizes 14 to 52.

97c to \$7.95

## Ladies' Shoes

Good Sandals and Dress Shoes, in all the wanted colors, designs and styles. Shoes that look good and are good.

97c to \$3.95

Come to Wallace next week and enjoy the Big Strawberry Festival . . . Make your visit of a Two-fold Purpose. For Pleasure and Enjoyment, attend the programs of the Festival . . . For Bargains that are Real Money-Savers, visit Kramer's.

Hot Weather is here, and We are ready with cool, light and airy clothes, for the Whole Family.

## DEPENDABILITY

. . . That one word is a Synonym of a Reputation of which We are justly Proud. To Sell Dependable Merchandise, render a Dependable Service, have Dependable Policies and accord patrons an honest and Dependable Treatment is the very Apex of Integrity of any Merchandising Institution. Upon such a Policy, we have, during our Eight Years in Wallace and Rose Hill, built up this Store to be the Popular Trading Mecca it is today . . .

## Dress Goods

Big Line of Dress Goods, in Cotton and Silks, . . . to suit the Hard-to-Please.

# KRAMER'S

## Department Store

"OUTFITTERS FOR THE FAMILY"

Wallace -:- Rose Hill

"QUALITY FOR LESS"

## For The Men Suits

A big line of Summer Suits and Pants, combining Style, Quality and Comfort. Just the thing for Summer's Hot Weather Wear.

## Men's Hats

In Genuine Panamas and Assorted Straws. You do not notice your Hat, but others do! Come to Kramer's to solve the Hat Problem, and at Bargain Prices.

## VACATION TIME IS HERE—Bathing Suits

Ladies' Suits \$1 to \$3.95  
Men's Trunks and Suits . . . 97c to \$3.95  
Children's Suits . . . 97c to \$3.95

## SEE OUR COMPLETE Line of Clothes FOR CHILDREN

Dress up the Little Folks, and make them Comfortably Dressed, too. Both Boys and Girls can be well fitted here.