NEWSPAPER ADS ARE PREFERRED

Largest Building and Loan Associations Prefer Newspapers, Says Michigan Secretary.

Use of newspaper advertising is the preferred method of the largest builds ing and loan associations of the country in bringing their message to the prospective investor and borrower.

Direct mail, blotters, street car cards and other forms of advertising are in fairly general use, yet the majority of the 86 associations showing their advertising appropriations with the newspapers in the cities in which they are located. This is the conclusion drawn as the result of a survey made by the Michigan Building and Loan league, in which questionaires were mailed to the associations, which, according to the report of Secretary H. F. Cellarius, are in the \$10,000,000

Sixty-four of the associations returned the questionaire and their reports showed that they invest an average of \$12,000 annually in advertising. The total amount being invested this year by these associations is \$767,000. To the question dealing with the form of advertising used, almost invariably they answered by one word, ding party, a lovely musical program "newspapers." A few of the associ- of violin, organ and vocal numbers atively little advertising, and several of Tuscaloosa, Ala., Mrs. Carlisle Rast propriation down to \$5,000 annually. Aiken, Mr. David Burnside, Mr. Frank Others, notably the largest in the McCravy and Mr. James McCravy, all \$100,000.

tain extent through the newspapers, is the answer to the age-old question, lication of news.

WANT ADS

FOR RENT - Housekeeping apartment. Five rooms, upstairs, outside entrance, modern conveniences. \$25.00 per month. Mrs. B. C. Blalock.

Co., "the largest company for its age through opposite aisles. in America." Applicant must have Mrs. Booth Gray of this city and good character and habits and at least Mrs. Charles Duckett of Florence, a high school education. Shenandoah bridesmaids, came next, wearing dresssells all forms of policies at very low es of orchid flowered chiffon, leghorn guaranteed rates, writes sub-standard, hats and blonde slippers. With them, group, wholesale and policies on chil- Ralph Parker of Royston, Ga., and dren from a day old. Liberal first Charles Duckett of Florence, entered year commissions and renewals to as groomsmen. right man. Apply C. W. Estes, State Miss Nell Arial of Greenville, and Manager, Greenville, S. C. 7-4-2tc Miss Fanny Parker of Royston, Ga.,

Dr. W. T. Hughes DENTIST Offices Formerly Occupied By Telephone Exchange



Flag kills roaches

Black Flag is the

deadliest liquid in-

sect - killer known.

(Money back if not

BLACK FLAG

LIQUID

35 a half pint

WHY PAY MORE

Powder form. Equally

@ 1929, B. F. Co.

deadly. 15c and up.

satisfied.)

DOUBLE WEDDING OF BEAUTY SOLEMNIZED IN LAURENS

Laurens, June 29.—A double wedding of rare beauty and impressive dignity was solemnized on Saturday at high noon at the First Baptist church, when Miss Katherine Bolt became the bride of Oscar DeWitt Parker, and Miss Mary Sue Bolt, the bride of William D. Dotterer of Charleston.

The brides are daughters of Mrs. J. Warren Bolt of this city, and since the announcement of their engagements, have been the recipients of much social attention, many lovely affairs having been given in their honor not only by friends at home but in Greenville, Florence and Charleston.

The church decorations, under the efficient direction of Mrs. F. N. Kennedy and Mrs. C. H. Armstrong were artistic and charming. A happy effect was achieved by the use of graduated baskets of Queen Anne's lace in pastel shades. These interspersed with graceful ferns were arranged on the rostrum against a background of green and white. Bunches of Queen Anne's lace, in pastel shades also marked the pews reserved for the families and close friends.

Preceding the arrival of the wedations reported that they did compar- was rendered by Mrs. L. S. McMillan others replied that they hold their ap- of Swansea, Miss Lola Lawrence of group with resources totaling 40 mil- of this city. Mrs. McMillan, organist, lion and 550 million dollars, reported and Mr. Burnside, violinist, played appropriations running as high as several beautiful selections. Messrs. Frank and James McCravy then sang The success of these associations, "The Sweetest Story Ever Told." Miss based on the fact that the public was Lola Lawrens of Aiken, sang "Ah! made acquainted with them and kept Sweet Mystery of Life," followed by in touch with them, at least to a cer- Mr. James McCrarvy, who sang "Thank God for a Garden." Mrs. Carlisle Rast of Swansea, sang "Beloved. "Does advertising pay?" As a matter It Is Morn." Mr. Frank McCravy sang of fact it not only stands on its own "At Dawning," with violin obligate by feet as a dividend provider, but like- Mr. James McCravy. "Melody of wise helps open the gates for the pub- Love" was played during the ceremony by Mrs. McMillan, who also finished the processional and recessional

marches during the service. As the notes of the wedding march were sounded, the Rev. W. D. Spinx, pastor of the First Baptist church, the officiating minister, entered, taktf ing his place at the altar. The ushers, John Bolt, Billie Bolt, Tommy Owings WANTED-A representative in Clin- and Walter Richbourg of Forest City, ton for the Shenandoah Life Ins. N. C., followed, entering in pairs

were the next to take their places. Their dresses were of green flowered chiffon and they wore leghorn hats and blonde slippers. John Simmonds of Charleston and, Bob Irwin of this city, came in opposite Miss Arial and Miss Parker.

The next bridesmaids to enter were Miss Lula Parker of Royston, Ga., and Miss Inez Hudgens of this city, with Gailliard Dotterer and Harold Dotterer of Charleston. Miss Parker and Miss Hudgens wore dresses of pink flowered chiffon, leghorn hats and blonde slippers.

The matrons of honor, Mrs. Walter Richbourg of Forest City, N. C., and Mrs. Miller Brown of this city, sisters of the brides, entered from opposite aisles. Their gowns were handsome models of azure blue georgette and they wore leghorn hats and blonde slippers. All the brides' attendants, maids and matrons, carried colonial bouquets of snapdragons and pink

The little flower girls, Louise Richbourg and Mary Elizabeth Kithin, nieces of the brides, followed, wearing dainty dresses of yellow chiffon.

The grooms entered together and took their places at the altar. The brides also came in together, and the impressive double ceremony was performed by Rev. Spinx, who used the ring service.

The brides wore navy georgette ensembles, trimmed with cream lace. Their hats were of navy imported braid, with cream lace, and their slippers were of blue kid. They carried shower bouquets of butterfly roses and lilies of the valley.

Immediately after the ceremony the couples left on honeymoon trips, Mr. and Mrs. Parker by motor for Atlanta and Chattanooga and Mr. and Mrs. Dotterer for a stay in Cuba. Following their bridal trip, Mr. and Mrs. Parker will return to Laurens, where they will make their home with the bride's mother, Mrs. Warren Bolt, on Church street. Mr. Parker, who is sales manager for R. J. Reynolds Tobacco Ca., making this city his headquarters. Mr. and Mrs. Dotterer will be at home to their friends in Charleston, where Mr. Dotterer is district agent for the Gulf Refining Co.

Scientists say that flies carry germs of typhoid fever, infantile paralysis, summer disorders and over thirty other diseases. Flies should be killed. FLY-TOX is harmless to people but sure death to mosquitoes, roaches, moths and bedbugs as well as flies. FLY-TOX was developed at the Mellon Institute of Industrial Research by Rex Fellowship. Insist on FLY-TOX with its perfume-like fragrance .-

WOMAN SHOT WHILE ASLEEP

Ninety-Six Man Held for Wife's Death. Accused Has Self-Inflicted Wound.

Greenwood, June 30.-Robert L. Moore, 55, former cotton mill employe, is under guard in a local hospital following a warrant served by Coroner R. L. Faulkner, charging him with the murder of his wife, Mrs. Liz- lawn party on Friday night. zie Moore, 45, at their home in Ninety-Six early today.

Mrs. Moore was shot through the tives here last week. which testimony at the inquest this Lula Johnson on Wednesday. afternoon tended to show was selfpital immediately after the killing.

Eliza May, 12, oldest of the three children sleeping with their mother, said that she was awakened by the report of the gun and found her mother Lou Miller. dead by her side and the father sitting on another bed complaining that he had been wounded by someone who here. had entered the house, shot his wife and then him and fled through the back door after throwing the gun on

Odell Moore, a son, testified that his father told him the did not hear the intruder until the first gun was fired, while Fred, another son, said that his father had often made threats against his mother, and that there recently had been much family trouble. Officers said that a load of shot was

found embedded in the ceiling above the bed on which Moore slept and that shells found in his trunk were the same as those found in the gun. The verdict of the jury was that 'Mrs. Lizzie Moore came to her death from the effects of gunshot wounds inflicted by R. L. Moore."

PITTS' ADLETS

Lookout Mountain Seed Potatoes, \$2.00 per bushel. Plant this month. J. M. PITTS.

Champion Brand Nitrate Soda on hand all the time. Use freely on your

J. M. PITTS.

A good stock best grade Calcium Arsenate and the price is right. J. M. PITTS.

Golden Dent and Tennessee Red Cob Bulk Hulls, per 100 White Corn for planting. J. M. PITTS.

Alfocorn Egg Mash will keep your hens laying regularly and eggs are scarce and high.

J. M. PITTS.

SHADY GROVE

There will be preaching at Shady Grove Sunday morning at 11 o'clock. Henry Wofford and little son of Orangeburg, were guests of Miss Lula Johnson the past week.

Misses Annie and Texie Henderson delightfully entertained the young people of the neighborhood with a

Mrs. Sallie Wofford and Miss Hettie Wofford of Woodruff, visited rela-

head with a double barrelled shot gun Mr. and Mrs. Jared Johnson, Misses while she slept with three small Mary Frances and Margaret Johnson daughters and died instantly. Moore is of Valdosta, Ga., and Mrs. W. B. Johnsuffering from a wound in the jaw son of Newberry, were guests of Miss

Mr. and Mrs. Frank Workman and inflicted. He was brought to the hos- little son, and Marion Workman of Greenwood, were guests of Mrs. Fred Johnson on Sunday.

> Miss Ruth Burns of Prosperity, spent the week-end with Mrs. Mattie

> Miss Helen Hollingsworth spent the week-end with friends and relatives

Mr. and Mrs. John Godfrey and family and friends are spending their vacation at their old home place.

Three Local Mills **Closed This Week**

The Clinton and Lydia Cotton Mills of this city, and the Joanna Cotton Mills of Goldville, shut down last Saturday for one week and the hundreds of employees of these corporations are enjoying a short vacation. Practically all mills in the Piedmont section have curtailed operation for the same period.

The week of vacation for mill employees was decided upon for two reasons, in order to give the workers a week of rest and in hopes of bringing the market, which has suffered for lack of demand, to a firmer standing by cutting down the output. The local mills will resume full operation next Monday morning and it is hoped by mill officials that the curtailment will help conditions.

OUR PRICES ARE ALWAYS RIGHT

Meal, per sack \$2.00 Hulls, per sack 90c

lbs.

CLINTON COTTON OIL CO.

cutor of the Estate of Mrs. Sallie R. barred. Pitts, deceased, in the office of the June 4th, 1929 .- 7-4-4tc. Judge of Probate of Laurens County, S. C., at 10 o'clock A. M., and on the What Do same day will apply for a final dis-

charge from my trust as Executor. Any persons indebted to said Estate is notified and required to make pay-

NOTICE OF FINAL SETTLEMENT ment on or before that date and all Take notice that on the 5th day of persons having claims against said July, 1929, I will render a final ac- Estate will present them on or before count of my acts and doings as Exe- said date duly proven or be forever R. FLOYD PITTS.

P. S. JEANES

H. D. HENRY

F. M. BOLAND

Do?

H. D. HENRY & COMPANY **INSURANCE**

·····

BONDS - REAL ESTATE STOCKS

LOANS NEGOTIATED

THE TALE LITE

Published By the Back Seat Driver

Vol. 2

July 4, 1929

No. 14

Published for the benefit of the motorists of Clinton and vicinity by the Clinton Motor Co.

E. D. CRAIG, Editor A stranger walked up to a group

of men on the streets of Clinton. Singling out one, he said, "Are you Owen Davis?" "Yes, stranger, and I'm not

alone. All the rest owe him, too."

Drug Clerk: "Doctor, a Scotchman outside wants a dime's worth of poison to commit suicide with. How can I discourage him?" Dr.: "Tell him it costs 20c."

chip off the old block?" "Yes, and we have a little splinter at the house this morning."

"You say that boy of yours is

Don't forget to get in some of that good fishing these July days.

If there is any item you want to see in our paper just tell us and we will see that it is published.

The only thing that the people of Clinton have to take for their appetites is breakfast, dinner and supper.

SERVICE

In the Ford Motor Company we emphasize service equally with

It has always been our belief that a sale does not complete the transaction between us and the buyer, but establishes a new obligation on us to see that his car gives him

We are as much interested in his economical operation of the car as he is in our economical manufacture of it.

This is only good business on our part.

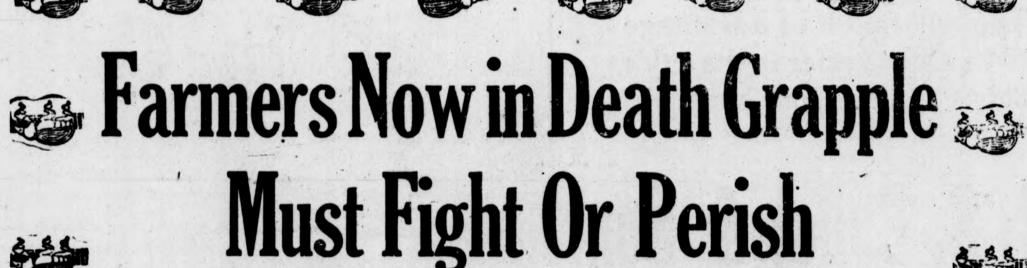
If our car gives service, sales will take care of themselves.

For that reason we have installed a system of controlled service to take care of all Ford car needs in an economical and improved man-

We wish all users of Ford cars to know what they are entitled to in this respect, so that they may readily avail themselves of this service.

Clinton Motor Co.

Authorized FORD Service Sales Clinton, S. C.





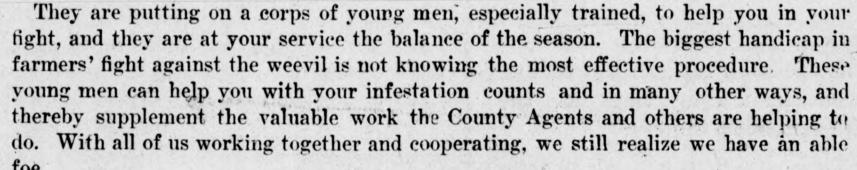
WILL YOU FEED THE WEEVIL-OR YOUR FAMILY?

The situation is now most critical for a cotton crop. Rains have been general and infestation most serious ever known in the state.



Don't Fool Yourself to Think You Haven't Any and Don't Trust to Luck "Know Your Boll Weevil by Using Our Service"

Niagara Sprayer & Chemical Company is Instituting an Additional Service.







A full line of DUSTING MACHINES from Hand Guns to Large Power Dusters. If you have a duster, get it out and have it ready. If you haven't one, tell us.

CAPABLE and EXPERIENCED SERVICE DEPARTMENT to help you if and when in trouble. Full line Repair Parts on moment's notice.



NIAGARA CALCIUM ARSENATE known everywhere as THE STANDARD

"The Kind That Makes the Cloud With the Silver Lining"

