

TO CONSERVE TIME

Read Advertisements Carefully Before Purchasing.

Only in That Way Can Shoppers Properly Determine What They Want, and Incidentally Help to Defeat the Hun.

(By William H. Rankin, President Wm. H. Rankin Company.) More new, partially informed or misinformed sales clerks are behind the counters than ever before in history. The war has made great inroads upon the ranks of store clerks.

It now takes longer for you to make up your mind about a purchase because so often the clerk "doesn't know." You must rely more upon a minute inspection of the article and, not being an authority on the subject, often you either buy on chance or defer the purchase. Your time is wasted—and right in these days when so many war duties need every minute you can spare. The clerk's time is occupied in "waiting on you"—mostly "waiting" for you to sell yourself. Then, if you postpone buying, the store suffers a loss and the merchant's expenses are increased. That restricts his ability to buy Liberty bonds and contribute to the Red Cross, Y. M. C. A., Knights of Columbus, or Salvation Army.

There is a way for you to avoid this wasting of time—a way which quickly enables you to select meritorious articles regardless of uninformed clerks. It is: Read advertisements.

Advertising offers you a labor-saving buying guide. It furnishes the merchant and the manufacturer with labor-saving salesmanship. Advertisements are written by people who are thoroughly posted about the advertised articles. One good salesman can, by printing his talk, tell many thousands of people what they wish to know, where he could only inform a few if he had to rely on his voice.

Advertisements are, then, in reality well-informed salespeople talking to you in print. Their language is carefully chosen and condensed—to tell you facts in as few words as possible. Very seldom does anyone advertise unless he has an unusually good product to offer. The cost of advertising automatically bars the unsuccessful.

On the other hand, advertising is the cheapest way a successful product can increase its sale—for thousands are told the story in print where the same expense would tell only a few in person.

So read advertisements that describe things you need or tell you of products you should have. Read advertisements everywhere—in newspapers, magazines, etc.

Make up your mind as to what you want—before you enter the store. Then "green" clerks won't interfere with your selection of dependable articles.

Advertisements post you regarding new and better goods, improvements in methods, etc. They keep you abreast of the times with the least trouble on your part.

"Advertising to Victory" is the slogan you read in the government's extensive advertising.

Advertising has loosed the purse strings of the nation, has sold billions of dollars worth of Liberty bonds and War Savings stamps, has filled the coffers of the Red Cross, Knights of Columbus, Y. M. C. A., and Salvation Army, has sent millions of books to thousands of our boys, has knocked the prop from propaganda inspired by spies and enemy aliens.

Advertising has provided ship workers, has helped to equalize the labor situation.

You have been informed what it is your duty to do by these government advertisements. You have been so informed at a cost which is infinitesimal compared with what would have been the expense had the government been compelled to send representatives to tell you in person all these things.

Victory hinges upon conservation. Conservation of human effort ranks foremost. Because advertising is the conservation way to inform and become informed, it is the victory way. That is why the slogan is "Advertising to Victory."

Read advertisements—today more than ever before.

Got More Than His Share.

The record of having survived two torpedo attacks belongs to Edwin J. Britt, a wireless operator. Within the short space of eight weeks he figured in two sea disasters in the war zone. He was wireless operator on the destroyer Jacob Jones when the American vessel was sunk by a German torpedo. Shortly after his return to land he shipped on the transport Tuscania, which also fell a victim to the submarine. Britt has upheld the tradition of radio men for nerve and steadfastness to duty. His home is in Brooklyn.

Rare Books Bring High Prices.

Several high prices were realized for rare books at the sale of the Winston H. Hagen collection in New York recently. John F. Drake, former partner of John W. Gates, paid \$4,350 for the first edition of Thomas Gray's "An Elegy Written in a Country Churchyard." It was published in 1751, in England, and it is recorded that the author received no remuneration for the work from the publishers. The receipts from the sale amounted to \$76,770.

TOP-WORKING SEEDLING PECANS.

Clemson College.—Success in top working the pecan depends not alone on the art of budding. The preparatory treatment and attention previous to the budding season is of prime importance, and best results are obtained only by strictly observing all phases of the work. Although greater success is secured on trees ten inches and under in diameter, larger trees may be successfully worked; but as an extensive commercial proposition it is scarcely advisable.

Preparatory treatment of the seedling trees must be begun during the dormant season, preferably in February. The general rule is to cut back all limbs to stubs from 8" to 12" in length. Limbs over 3" in diameter should be cut back two to three feet from their bases, or to where the diameter is not over 3". In cutting back trees of 4" and over in diameter always leave some of the smaller branches and several of the larger ones to furnish leaf surface until the tree can force out new shoots.

In some cases, the height of the tree has also to be considered. Topping should be done at a place where several branches are well placed to form a basis for a good head. This height will vary with the diameter and the number of branches. The top should be removed with a sloping cut just above one of the stubs or a small branch. This promotes healing and prevents rotting. Apply a coating of white lead and linseed oil to all cut surfaces. The trees are now in shape for forcing out shoots upon which the buds are to be placed, and will demand no further special attention until summer.

About the middle of June thin out some of the numerous shoots, leaving two or three well placed vigorous ones on each stub. This will increase the development of the remaining shoots so that they will have attained sufficient size for budding by August.

Budding.—In this article ring budding only will be considered, as it is the most successful method. Before ring budding season, late July thru August, a specially constructed knife must be obtained and waxed cloth prepared. The budding knife is made by securing two ordinary budding knives to the sides of a small block of soft wood so that the cutting blades will be parallel and one inch apart.

For budding cloth use ordinary bleaching. Tear into strips 12" wide and roll tightly on small round sticks. Tie and submerge in a hot melted solution of grafting wax for a half hour. The formula for grafting wax is: rosin 3 1/2 lbs., beeswax 2 lbs., tallow 1 lb. Put these into a pot, melt, and mix thoroughly before placing the cloth therein.

Bud wood should be selected from well developed shoots of the present season's growth, from healthy productive trees of known variety. By wrapping bud wood in moist burlap and placing in a cool shady place it can be kept for a week or ten days, but it is best to have it delivered in smaller quantities every other day.

Varieties suggested are Stuart Schley, Money-maker, and Curtis.

Performing the Operation.—The operation of budding is simple, yet requires practice and carefulness. The buds are usually set about 6 to 12 inches from the base of the limb and on top of it. Always select a smooth round place. With the knife ring the limb being careful to make the cuts straight so that they will coincide when they meet. Select a good bud from the budstick and do likewise. Now remove the bark from the limb by slitting it down the back and prizing it up with the point of the knife. Remove the bud right likewise and insert it in the cut made on the limb. Tear a strip of waxed cloth about 1/2 inch wide and 18 inches long, and starting below the bud, wrap it firmly in place. Leave only the tip of the bud out. If the bud ring of bark is of greater circumference than the limb, a small piece may be taken out so as to make it fit closely to the limb. On the other hand, if the bud ring will not meet around the limb, a small strip of bark may be left on the limb. It does not matter if a small open place is left between the edges of the ring. In fact, some budders make this a practice, for this gives room for the swelling of the bud ring. However, it is essential that the ends of the bud ring come in close contact with the bark of the tree. After 21 days the wraps are removed from the buds, and at this time, under favorable conditions, you can tell whether the bud has set or not.

After Treatment.—When growth starts the following spring, all tops should be removed from branches on which the buds are living. These tops are cut off about 10 inches above the bud, and the bark skinned off from 1" above the bud and upwards. The shoot from the bud is tied to this 10" piece of limb to prevent its being broken off by the wind. All sprouts coming out on the branch must be removed and only the inserted bud should be allowed to grow. Some time during the following winter, the ten-inch stubs to which the bud shoots have been tied must be cut back close to the shoot.

That some form of protein (skim milk, buttermilk, tankage, or meat scrap) is needed to keep up winter egg production?

AWAIT VERDICT ON OSTRICH

If Arizona Reports Favorably, Big Bird May Take Its Place as a National Food.

"Please pass the ostrich." This request may be heard soon in the public eating places and the dining rooms of the private homes of Washington. Stranger things than the serving of nice roast ostrich, with plenty of gravy and dressing, have happened during these war times.

The future popularity of this bird as an American dish depends to a large extent upon the success to be met in Arizona, where they are being introduced as a food now.

The federal food administrator for Arizona has granted permission to the owner of one of the largest ostrich farms in America, situated near Phoenix, to slaughter 800 of his birds. This ostrich raiser reports that the birds are in excellent condition, and when killed will be dressed and placed on the market at an extremely low price—probably 15 cents a pound. The 800 birds will make about 25,000 pounds of dressed meat.

This war is responsible in two ways for this action on the part of the ostrich raiser. In the first place, the latter would never think of slaughtering these valuable, if not over-tender, birds, but for the fact that the war has put the ostrich plume more or less out of business. In the second place, the war shortage of meat is responsible for the issuance of the order permitting the slaughter and sale.

And thus it comes to pass that Arizona, or a part of her population, at least, is preparing to observe and celebrate "Ostrich day." Meanwhile the rest of the nation is waiting to hear the verdict to be passed upon this bird as a nice, tasty, and tender food aside from its neck.

Officials of the food administration are rather optimistic about the future of the ostrich as a food. They point to the tremendous hit whale meat has made in various sections; even shark steaks have been passed upon and approved, and reindeer meat is making the hit of the year in the West.—Washington Star.

To Rid the World of Yellow Fever.

In the year 1916 Surgeon General Gorgas headed a commission of the international health board which visited South America and delimited the seed beds of yellow fever, as a preliminary step in a campaign for completely eliminating this disease from the world. It is believed that the sources of infection are at Guayaquil, Ecuador; in a region along the south shore of the Caribbean; in a strip along the north coast of Brazil; and in a certain area on the west coast of Africa. The progress of this ambitious undertaking has now been interrupted by the participation of the United States in the war, but work will be resumed as soon as conditions permit.—Scientific American.

Couldn't Recall It.

Before sentencing the prisoner the judge read a long record of his criminal misdoings, dating from early youth. Then the prisoner asked:

"May I inquire your lordship's name?"

"What do you want to know my name for?" sternly asked the judge.

"Well," replied the prisoner, "since your lordship so accurately described my early life, I can't but conclude that you and I have been friends at some time. I fail to recall you at the moment, though."—Stray Stories.

Comfort of Body

Many children and adults are constant sufferers from cold hands and feet and are acutely susceptible to every chill and sudden climatic change. There is definite help in

SCOTT'S EMULSION

which furnishes fuel to warm the body, helps make pure, red blood and maintain the system in a state of robustness, so that the buffeting winds or the sudden chill of evening are enjoyed rather than feared. For comfort of body and buoyant health, take Scott's Emulsion.

Scott & Bowne, Bloomfield, N. J. 19-13

PROFESSIONAL CARDS

DR. J. REECE FUNDENBURK, Dental Surgeon. Office Hours: 8:30 to 12:30 A. M. 2:00 to 6:00 P. M. And by Appointment. Office Phone 160. Residence Phone 291. Office over Lancaster Pharmacy

DR. W. S. HOLLY, Veterinary Physician, Surgeon and Dentist. Office at Gregory. Hood Live Stock Co. stables. Residence Phone 186. Office Phone 226.



How in God's name can you let millions die the most hideous death dealt to humanity—Starvation? You cannot do it! You will not do it! America will save the orphans and babes from their hunger. Will you do your part? You could not do otherwise and be a man, much less an American! Every penny you give goes for food and clothing for the starving, helpless people of the near East.

THE NATION'S QUOTA \$30,000,000
YOUR QUOTA \$—?
CAMPAIGN JANUARY 12-19-1919

AMERICAN COMMITTEE
FOR RELIEF IN THE NEAR EAST
ARMENIA-GREECE-SYRIA-PERSIA

ROYSTER'S FERTILIZERS



THE GOODS FOR YOU
BECAUSE

IN 33 YEARS

The quality has never failed:

The ownership and management have never changed:

The sales have grown from 250 tons to 400,000 tons; a proof of satisfaction.

F. S. ROYSTER GUANO CO.

Norfolk, Va., Baltimore, Md., Toledo, O., Tarboro, N. C., Charlotte, N. C., Columbia, S. C., Spartanburg, S. C., Atlanta, Ga., Macon, Ga., Columbus, Ga., Montgomery, Ala.