

ANOTHER SWAT FOR THE FLY

Supreme Court of Maine Adds Its Voice to Denunciation of Almost Universal Pest.

The dog having had his day before the Supreme court in Washington, we now find the "busy, curious, thirsty fly" preening his wings in the solemn precincts of the Supreme court of Maine as a co-defendant.

The Journal of the American Medical association makes the case the text of one of the most exhorting denunciations of the fly that have been penned; but will the fly care? Not a bit of it.

WILL TAKE LAND FROM SEA

People of Holland Meet Problem of Expanding Population in Characteristic Dutch Fashion.

After many years' deliberation the people of Holland have decided that they need more land, and, having reached that decision, they have gone about the acquisition of it with characteristic Dutch energy and determination.

Plant Diseases Costly.

Millions of bushels of grain, fruit and vegetables and a big tonnage of cotton were lost to American farmers last year by plant diseases, according to figures compiled by the plant disease survey of the Department of Agriculture.

Tuberculosis Ebbs and Flows.

The decline of tuberculosis is likened to that of leprosy by Dr. Louis Corbett, lecturer in pathology at the University of Cambridge.

"Polite" Motor Horn.

The magazine Motor announces the arrival of the courteous motor horn. Up to now the motor horn has been decidedly cacophonous.

But the new horn, which is appearing on the market, has a tone that is at once polite and powerful. It warns, yet does not offend the sensitive ear.

On Their Mettle.

The head waiter and his assistants are flustered.

"I've noticed that." "And there seems to be great excitement in the kitchen."

"What do you suppose is the matter?" "A visiting chef has just dropped in and offered a seven-course dinner."

The Wrong Course.

"Dawdle says that he's had chances enough, but they were all poor ones." "I've noticed that whenever opportunity knocked Dawdle proceeded to knock the opportunity."

TIP TO HOUSEWIVES: HOW TO FIGHT MOTHS

Washington, March 5.—In the spring when the housewife's fancy lightly turns to thoughts of moths, she may be grateful that Uncle Sam maintains a bureau which does nothing else but study bugs.

At the head of this bureau is Dr. Leland Ossian Howard, the world's foremost bugologist. Here's his advice—the best to be had—on how you can combat clothes moths:

"Generally moths are likely to affect only such articles as are put away and left undisturbed for some time.

"Articles in daily or weekly use, and apartments frequently aired or used as living rooms, are not likely to be seriously affected.

"Agitation, such as beating, shaking, or brushing, or exposure to air and sunlight, are old remedies and still among the best command.

"Camphor, tobacco, naphthaline cones or balls, cedar chips and sprigs have a certain value if the garments are not already stocked with eggs or

larvae. As the odor weakens the protection decreases.

"If eggs or larvae are already present, the odor will have no effect upon their development. "When woollens are being packed away, they should be well aired and exposed to sunlight; then camphor, tobacco or the cedar chips should be enclosed in the package.

"The odor of the wood in cedar chests is largely lost with age, so in the course of a few years they fail as a protection.

"Furs and such garments may also be stored in boxes and trunks lined with heavy tar paper. New papering should be given to such boxes every year or two.

"Tanned paper moth bags are also of some value. But like the cedar chest, the materials packed in them must be free of moths from the beginning.

"To protect carpets, clothes, cloth-covered furniture and furs, these articles should be thoroughly beaten, shaken, brushed and exposed as long as practicable to the sunlight in early spring, either in April, May or

June, depending upon the latitude.

"The brushing of garments is very important because it removes eggs or young larvae. Such material can then be hung away in clothes closets which have been thoroughly cleaned, and if necessary, sprayed with benzine about the cracks of the floor and the baseboards.

"If no other protection be given, garments should be examined once a month during summer, brushed and exposed to sunlight."

Dr. Howard has adopted a plan for his own personal use which he finds satisfactory.

"For a small sum I bought large pasteboard boxes, such as tailors use" he said. "In these I pack away all winter clothing, gumming a strip of wrapping paper around the edge so as to seal up the box completely and leave no cracks. With care, these boxes will last many years."

Dr. Howard recommends cold storage, when cost does not enter into question.

One of the worst penalties that can be imposed on a Hindu is that of being outcast.

CONTINUE DRIVE ON UNLICENSED AUTOS

Columbia, March 5.—Automobilists and automobile dealers all over South Carolina are feeling the light touch of the law this week, many of them being arrested, for tardiness in dressing their motor vehicles in 1921 license plates.

A special campaign is being waged throughout the state, by chiefs, sheriffs and inspectors for the highway department, against the motor vehicles yet unlicensed.

While one woman in a Chicago court was awarded \$7,000 for a broken leg; another woman, the plaintiff in a breach of promise case in trial in an adjoining court received a verdict of \$30,000 for a "broken heart."

ers. Similar reports have been received from other counties.

There are yet thousands of cars in the state, according to Secretary L. H. Thomas, of the highway department, that are unlicensed for 1921. These are being sought out by the sheriffs and police authorities and will be punished for operating their cars without license plates.

Candles are used for lighting in the mines of South Africa.

WHY YOU, MR. MERCHANT, SHOULD ADVERTISE IN : YOUR : HOME : PAPER

This article is presented and thoroughly endorsed by the Abbeville County Chamber of Commerce. It was written by Mr. John Preiss, District Manager United Advertising Service and it is so absolutely true that we feel we are doing you a favor to call your attention to the following: Please notice that in the heading of this article it says "your" home town paper. That's the first reason you should advertise in it.

It is "your" paper. It is your family's paper—your neighbor's paper—your customer's paper—your competitor's paper—the paper that represents the social, business, political and religious life of the very atmosphere you breathe. It stands for you and by you. It sells your store to your community—it sells your community to the world.

Whether it needs your support or not, one thing is certain—you need its support—and another thing, just as certain, is that you are getting its support. You may not advertise in it—you may not even subscribe for it—but every issue is helping to build up your business because it is building up the community in which you live. It is "your" paper.

Advertise in "your" paper because you want people to buy your goods. When you first went into business you asked people to come and trade with you. If you did not ask them personally and directly you asked them indirectly. You asked them by buying your goods and displaying them for sale. You renew that invitation every morning when you open your doors for the day's business.

Advertising in "your" paper simply extends that invitation. You send your invitation out to hundreds of people that you cannot possibly reach in any other way at one-hundredth part of the cost.

Advertise in "your" paper because "your" people read "your" paper. No other publications in the world are read with as deep interest as are County papers, and the one outstanding fact of advertising is that "the interest of the

reader in the reading matter is what makes the advertising valuable to the advertiser.

Advertise in "your" paper because people today, as never before, want to know what you have to sell—and the price. They want to read your store news, which is all your advertising is.

Advertise in "your" paper to keep business at home. The big city stores and the mail order houses keep everlastingly at it and if you do not tell the people about your goods and the prices you can sell for the business will go out of your community.

Advertise in "your" paper because you can advertise in it. If you can afford to pay rent and clerk hire you can afford to advertise.

And just as consistently and continuously as you pay rent and clerk hire—Advertise!

Probably one of the reasons why you have not advertised as much as you would have done is because you cannot readily write the Ads. Just a little thought will solve that problem. Watch the big advertisements in the big city papers. Learn from the experts who are making advertising pay how to tell your people about your goods.

Weave your story around your goods as they weave their story around their goods. But don't let it all be just a story. Give them facts. Give them facts and prices. And remember that advertising will not always sell your goods. It will bring the customers to you if honest facts are stated. It is up to you to do the selling after your advertising, which is your store news, plus your invitation, has brought the buyer to your store.

In conclusion let me say that "your" paper—the County paper—is today the one medium that carries the most direct appeal to the reader with the smallest per cent. of waste circulation in this broad land. It is primarily the paper of the home and it should be your aim to have your advertising go with every issue of "your" paper into the homes of your community.

Finally, advertise in "your" paper because it will pay BIG.