

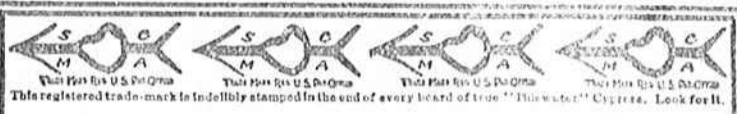
**S. C. DEVELOPMENT BOARD
FAVORS HOME BUYING**

Columbia, Oct. 4.—In the recent issue of the South Carolina it was stated that the South Carolina Development Board is starting a state-wide campaign to ask South Carolinians to buy agricultural products grown in South Carolina and manufactured articles "made in South Carolina." Several members have asked the board to make investigation as to the purchase and sale of food stuffs and manufactured articles not produced in South Carolina and the possibilities of home consumption of the State's products. Geo. R. Wheeler, Manager of the Board has called attention of the citizens to the great sums of money sent out side the state for purchases that could be made at home, in the following statement: "South Carolina is fortunate in having printers, engravers and lithographers of the first class. They deliver the goods promptly and at lesser prices on account of saving in transportation. Be sure and see if the checks and other printed blanks you are using were "Made in South Carolina." "At a meeting several months ago those present who make a practice of patronizing mail order houses were asked to hold up their hands and it developed that over half were purchasing merchandise from far distant points and were passing up the merchants in their own home towns. Few people ever stop

to figure up the sum total loss to themselves and their neighbors by following practice. When they send their money to the mail order houses it leaves the home state circle, the merchant, the banker, the farmer, the clerks, and the home labor stand a small chance of ever seeing the money after it leaves on its long journey. Communities, Counties and states grow and thrive just to the extent their citizens practice thrift and pride and interest the citizens take in their home industries. The South Carolina manufacturer and merchant pay their home industries. The South Carolina manufacturer and merchant pay their taxes to support the home government, construct and maintain public improvements and contribute to charitable causes, yet some of their neighbors insist on patronizing concerns that pay little or no taxes in South Carolina, but on the other hand pay out a percentage of the receipts from sales made in the state, to build up the large cities of the north, east and west. Let us patronize the business men that mingle and deal with us."

THE ASSOCIATED RICE MILLERS OF AMERICA INC.

New Orleans, La., Oct. 4.—The Associated Rice Millers of America Inc. announce that the recent decision of the Southern Rice Growers Association and the River Rice Growers Association to contribute toward the financing of the national rice advertising campaign means that the entire rice



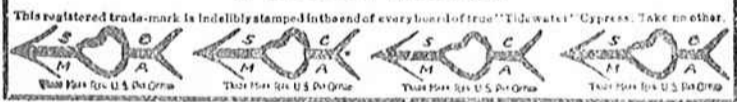
CYPRESS "The Wood Eternal"

is undoubtedly the best material from which to make stable or garage floors, or for planking in the cellar, or sills for the barn. This is so because moisture has practically no effect on this remarkably enduring wood. Heart Cypress is almost "ROT-PROOF" and it is universally conceded that CYPRESS shrinks and swells ("comes and goes") as little as any wood that ever grew. Paint it or not—as you wish. It lasts and lasts and lasts—anyhow.

Let our "ALL-ROUND HELP" DEPARTMENT help YOU. Our entire resources are at your service with Reliable Counsel. We invite correspondence with this FREE SERVICE DEPARTMENT.

Southern Cypress Manufacturers' Assn.
177 Heard National Bank Building
Jacksonville, Fla.

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and look over what we have to show you in our line next time you come to town. It may be you are not in the market just now for what we have for sale, but would give us the privilege and pleasure of showing you thru anyway. We will show you only such goods as will give you service. Prices and terms always in line. Stop with us when in town.

D. M. Bradham & Son.

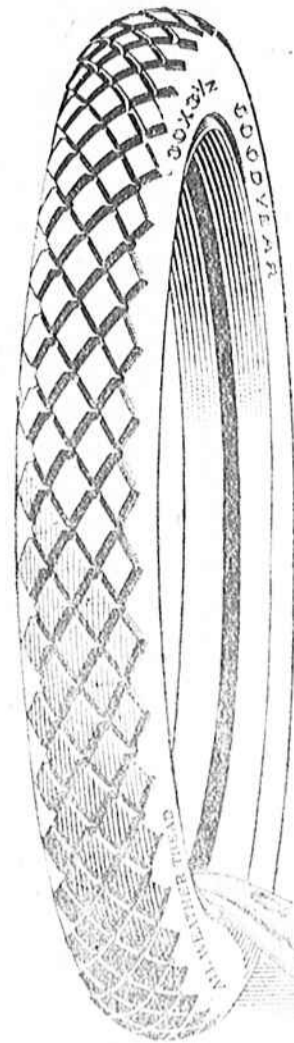
Tire Mileage Increased and Cost Reduced—for Small Cars

You can buy Goodyear Tires today at prices which are no higher than they were ten years ago.

And from these tires you can now obtain more actual mileage due to advancements made by Goodyear in their construction since 1910.

The present cost of Goodyear mileage therefore is decidedly less and this fact applies to all the line, including the 30x3-, 30x3½- and 31x4-inch size Goodyear Tires built especially for small cars.

If you own a Ford, Chevrolet, Dort, Maxwell or other car taking these sizes, go to your nearest Service Station for Goodyear Tires—get exceptional mileage at very low cost.



30 x 3 1/2 Goodyear Double-Cure Fabric, All-Weather Tread \$23.50
30 x 3 1/2 Goodyear Single-Cure Fabric, Anti-Skid Tread \$21.50

Goodyear Heavy Tourist Tubes cost no more than the price you are asked to pay for tubes of less merit—give you extra casings when such sure protection is available! \$4.50
30 x 3 1/2 size in water-proof hat



industry is now on a united basis with the exception of a few millers. The association hopes that these millers will come in and join the benefits to be derived from this big movement to make rice a standard and staple food of the American people.

The campaign is designed to influence the American people to become a rice consuming nation, thereby putting the whole industry on a sound basis. This will be accomplished by educating American women to the value of rice as a healthful, delicious, economical food.

The amount of money available for the Association will now be large enough to make a distinct impression on the American public. Representatives of N. W. Ayer & Son of Philadelphia, who are directing the rice campaign, have spent some time in the rice belt interviewing millers, growers, and bankers. They found every one agreed that the Associated Rice Millers of America, Inc., is taking the most important step, not only for the rice industry, but for the development of the South, that has been taken in recent years.

Frank Roberts, president of the Calcasieu National Bank of Lake Charles, in speaking for the bankers said that the movement is one in which the bankers have been trying to interest the rice industry for years. He explained that the increased consumption of rice would enable the various factors in the industry to make a fair profit on their endeavors and capital invested, and increase the consumption in this country alone far beyond the number of pounds that are now raised.

W. M. Armistead, a member of the firm of N. W. Ayer & Son has recently been in New Orleans in consultation with the officials of the Associated Rice Millers of America. After reviewing the situation, he expressed the belief that rice offers the greatest opportunity for promotion work of any food in America and stated that conditions for this work were unusual. In the first place, the food value of rice and the 300 or more appetizing ways in which it can be prepared are far beyond any other article of food. In addition he explained it is already convenient for the American public

to buy rice because of its general distribution throughout the United States. Almost every store selling food sells rice. With the distribution problem thus already solved, the object of the rice industry is to educate the people to eat more rice, not only for its food value and deliciousness, but from the point of view of economy as well.

Mr. Armistead is confident that the steps taken by the Associated Rice Millers of America will in time put the industry on a solid foundation. "In view of the facts, I cannot see" said Mr. Armistead "why every individual firm or company in any way interested in rice should not join hands with the Associated Rice Millers of America in making this movement the greatest campaign for the promotion of an article of food that was ever launched in America." (This conviction is borne out by the steps just taken by the Southern Rice Growers Association, the River Rice Growers Association and a number of millers who had not come in until recently.)

He continued, "I am convinced that the Associated Rice Millers of America are correctly organized for this work. It has men at the helm of unquestioned ability to carry through to a conclusion the plans as laid down."

"The Associated Rice Millers of America have taken the most important step for the benefit of the industry that has been made since the first pound of rice was grown in America. Its members are to be congratulated and commended by the entire rice industry."

Dr. H. M. Blain, manager of the Associated Rice Millers of America, is justly enthusiastic over the position he and his associates are in to make standardization of rice a realization and to make rice a food as staple as potatoes, flour or sugar.

Information from Advertising Headquarters in Philadelphia is to the effect that the campaign is being worked out as rapidly as is consistent with the care it requires. The advertising will be started in a reasonable length of time and directed to the logical consumers of rice. This advertising will not only explain the

value of rice as a food and tell of its deliciousness, but will be educational as well, teaching the American public how to cook and serve rice.

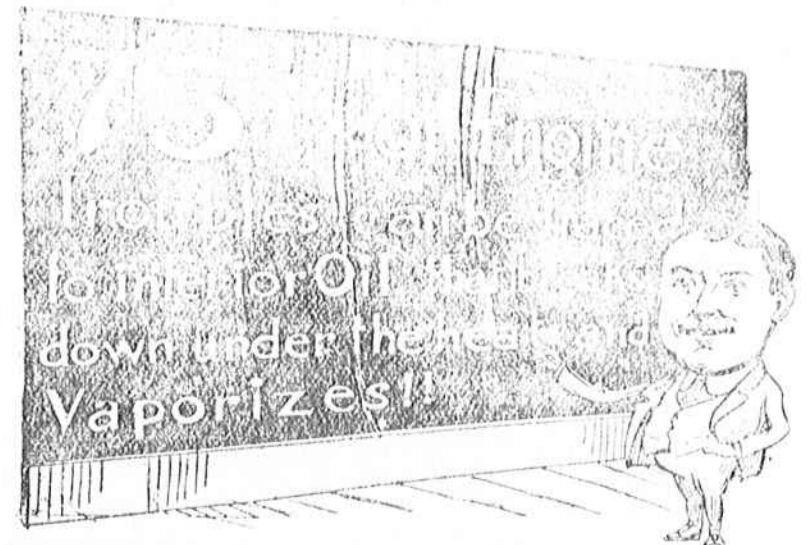
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