

**FARM PLANNING  
NEED STRESSED**

Clinton, Sept. 13.—The development of a successful farm business requires careful planning. Mr. H. Sutherland, Clemson extension agricultural economist, points out that a new farm is a family home as well as a business unit if it is doubly important that the farm be operated in a logical manner. He says that most of the general principles which apply to the organization and operation of other businesses apply also to farming.

Generally speaking when we talk about the farm we think only of the land and building. Mr. Sutherland says: "However, more than land and buildings are needed to make a farm business. To operate the farm, the labor, machinery, and capital are required. There is a need to organize the machinery and the means workable and factors. Thus we find that the business begins at the farmer's production resources and includes the land, buildings, machinery, power, livestock, labor and management. These resources are combined to pro-

duce the different farm products." Mr. Sutherland suggests that in planning for a successful farm business several factors require careful consideration. Among these he lists: (1) A large enough business to provide a good family living; (2) a sound land-use program; (3) proper selection and combination of crops and livestock; (4) a good selection and arrangement of land; (5) efficient use of labor and machinery; (6) efficient crop yields; and (7) efficient livestock production. He says the farmer's main problem is in working out a farm set-up in which all of these factors will be shown average on his farm. A farm developed should furnish him with a sound income year in and year out. "Many fail in an excellent time to start the crop rotation and field arrangement stages of the farm plan," Mr. Sutherland advises. "The selection of the fields to be planted in fall grain will directly affect the position of other crops the next year and should be given careful consideration," he cautions.

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All the Little Items Needed for the Office  
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**SPeAKS HERE TONIGHT**

W. J. PATTERSON, Jr., former football coach and teacher, now Director of Men's Work for the General Assembly, from Richmond, Virginia will be the speaker for the Men's-De-Church meeting, the First Presbyterian Church this evening at 7:30 o'clock.

All Presbyterian men are invited to attend with their sons. If they do not have a son it is suggested that they bring a boy from their neighborhood. There is no age limit of 16 years state.

**Gosque Sales Agency  
Enjoys Large Volume  
Business Since Opening**

Less than a year ago the Gosque Sales Agency was organized in this city for the purpose of acting as laundry and dry-cleaning plants on a brokerage basis.

The firm, with attractive offices on South Broad street, is headed by Roy Gosque, also proprietor of Royal Cleaners. The firm associated with him is his brother, George Gosque, who came here a few months ago from Jacksonville, Fla. The concern opened with the intention of increasing dry-cleaning efforts to South Carolina. In a very short while plans have been made for plants in North Carolina, Georgia, Florida, and Virginia. The firm began writing and inquiring about the service. A few months ago, the National Trade Association favorably commented on the service, thereby attracting plant owners and prospects in almost every state in the country. Their present operation covers South Carolina, North Carolina and Georgia. Personal contracts for the company in Georgia and Florida. Other areas are handled through representatives in Atlanta and Charleston. They are associated entirely by mail. The idea is an original one and the agency is the only one of its kind that deals exclusively in this field. Their sales record in machines and dry-cleaning business has steadily grown since the company was organized with sales increasing each month until a large volume of orders is now being handled for this industry.

A few months ago the company added laundry and dry-cleaning machinery. A large display room is maintained in their building where the latest models of laundry and dry-cleaning equipment is on display. Much of the equipment is ready for immediate delivery which eliminates the necessity of plant owners in this area having to call for factory shipments in an emergency.

**Robert Wallace  
Rites At Waterloo**

Laurens, Sept. 13.—Robert G. Wallace, 31, of Waterloo, and formerly of Newberry, died at the Laurens Hospital Friday morning after a few years of declining health. He was a veteran of World War I.

He was a son of the late Robert G. Wallace of Asheville. He was born at Bellair where he spent his boyhood years. In 1921 he moved to Newberry where he entered business.

He was a member of the First Baptist church of Newberry and took an active part in all church and civic affairs.

He is survived by his wife, Mrs. Sara Daise Wallace of Waterloo; and the following children, Camr Davis Wallis of Whiteside, Mrs. Frances Wallace Underman of Raleigh, five sisters, Mrs. John W. Wharton, Mrs. Jesse B. Mayes and Mrs. W. Carl Wharton, all of Waterloo, Mrs. Ben H. Mayes of Greenville, Mrs. Ed N. Butler of Love Oak, Fla.; and one brother, J. W. Wallace of Kogerette, two half-sisters, Mrs. J. K. Nelson of Columbia, Mrs. S. S. Smith of Red Bank, N. J. and one half-brother, Charles J. Wallace of Asheville.

Funeral services were at the home of his brother-in-law and sister, Mrs. J. H. Wharton at Waterloo, with whom he made his home, at 1:30 Saturday, conducted by the Rev. Aubrey Ebert, assisted by the Rev. Ware Madden and the Rev. Joe Glavin. Interment followed in the Waterloo cemetery.

**Arthritis Pain**  
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**There's A Rainbow  
At Joanna...**

It's good to see the eyes of our friends widen as they first enter our new Cloth Shop—the gorgeous color scheme of nature's rainbow is meeting strong competition with the rainbow of fabric colors at Joanna—

Our own Joanna Fabrics in attractive florals and stripes; Anwar cloth in solids and prints; Cohamo's famous 5 PM sheer crepe in a wide assortment of colors; Pacific towels and wash cloths in rose, blue, green and white.

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Superfine Remnants, yd.....	49c	Artificial Leather, 54 in., yd.	\$2.69
Dress Remnants, yd.....	39c	Sheer Crepe, yd.....	\$1.89
Chintz, yd.....	79c	Drapery Fabric, yd.....	59c
Drapery Fabric, yd.....	\$1.75	80x80 Mill Cloth, yd.....	25c
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**"PUZZLE CLOTH"**  
It's a puzzle to us what this cloth can be used for — it's oyster white, herringbone weave—  
At 49c per Yard

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Stylermat Suits and Top Coats  
Smartair Slacks  
Wing Ties — Botany Ties  
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1941 FORD COACH  
1941 CHEVROLET COACH  
1940 PLYMOUTH COACH  
1940 OLDSMOBILE SEDAN  
1940 FORD COACH  
1937 CHEVROLET SEDAN  
1937 FORD SEDAN  
1936 FORD COACH  
1936 TERRAPLANE COACH  
1934 CHEVROLET COACH

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Clinton, S. C.

**MILD AMERICAN  
CHEESE**  
Lb. .... 55c

**Blue Steak**  
RICE, 3 lb. pkg. 37c

**Fine Granulated  
SUGAR, 5 lb. bag ..... 45c**

**Fine Flavor  
IONA PEAS, No. 2 can ..... 10c**

**Sunnyfield Self-Rising  
FLOUR, 10 lb. bag ..... 77c**

**Sunnyfield  
CORN FLAKES, 8 oz. pkg. .... 12c**

**Ann Page with Pork & T. S.  
BUNS, 16-oz. cans, 2 for ..... 25c**

**Home Style—Sandwich—Reg. Pan  
MARVEL BREAD, 11½-lb. loaf . . 18c**

**Mild and Mellow  
8 O'CLOCK COFFEE, 3 lb. bag \$1.15**

**Armour's  
CORNERED BEEF, 12 oz. can .... 49c**

**Armour's  
VIENNA SAUSAGE, No. ½ can 19c**

**Red Delicias  
APPLES, lb. .... 10c**

**California  
CANTALOUPEs, each ..... 25c**

**COCOANUTS, lb. .... 7½c**

**Red Malaga  
GRAPES, lb. .... 12½c**

**LEMONS, dozen ..... 39c**

**White  
LETTUCE, head ..... 13½c**

**POTATOES, 10 lb. bag ..... 39c**

**JOANNA STORES**  
JOANNA, S. C.