

In response to the inquiry of many telephone subscribers: "What can I do to help my service?" this advertisement is published.

The Right Way To End a Call



It is always good practice to close your telephone talk by saying "goodbye."

If you hang up the receiver without doing so, the party to whom you are talking may continue to talk or at least remain at the telephone, wasting his time and keeping the line from being used by somebody else.

The "goodbye" at the end of a telephone talk is an infallible signal to hang up the receiver without delay—it terminates the telephone talk graciously and effectively, and when both parties hang up simultaneously it helps the operator in her work.

SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY



DON'T ALLOW YOUR INSURANCE TO LAPSE!

BECAUSE YOU HAVE BEEN LED TO BELIEVE THAT THESE ARE "HARD TIMES" IS NO REASON WHY YOU SHOULD ALLOW YOUR LIFE INSURANCE TO LAPSE. LAPSES MEAN LOSSES — LOSSES TO THE INSURED AS WELL AS TO THE COMPANY. YOU NEED THE PROTECTION WHICH AN INSURANCE POLICY AFFORDS.

NOW OF ALL TIMES, YOU OWE IT TO YOUR FAMILY TO KEEP YOUR POLICY IN FORCE.

Southeastern Life Insurance Co.,
L. A. McDowell, Agent

GOODRICH TIRES



Goodrich Tires always have been the best buy—but NOW with a 20 per cent reduction we don't see how you can afford NOT to use them. We have your size in Silvertowns, Fabrics and Tubes.

GEORGE T. LITTLE, Distributor
Franklin, Hupp and Chevrolet Automobiles
QUAKER STATE OIL WILLARD BATTERIES

Phone  66

We specialize on Telephone Orders. Prompt Delivery.

Bruce's Pure Food Store
PHONE 66

HEALTH ARTICLE

By Dr. L. A. Riser, Department of Rural Sanitation, S. C. Board of Health.

The care of the Baby.

This article is written for the mothers and fathers, and for the boys and girls, too, for the latter are often the ones who have a great deal of the care of their small sisters and brothers, and it is very necessary that they know something of how to keep the baby well and happy. A well baby is always a happy baby and most of the sickness of babies is entirely unnecessary for it is too often due to improper care, improper food and improper clothing.

The baby is very sensitive to heat and cold. In our hot summer weather we very often keep the baby too hot. As the hot days come on we should think not of how much heat we can keep in, but how much we can let out, and we get out this heat by light thin clothes. Bad colds come on more often after the baby has been made too hot than after it has gotten too cold.

During Baby Week, which was recently observed by one of our County Health Departments, the doctor in charge wrote me of a baby which was brought to the Clinic clad in three heavy flannel skirts made long so they could fold back and thus double the amount of wrappings, over this was put the infants dress and then it was wrapped in a heavy shawl. This was in May in one of our Southern Counties. Every baby should have a bath once a day. It should be put in a tub of water, neither too hot nor too cold, only the head being kept out of the water.

Let the baby have plenty of fresh air, keep all the doors and windows open and be sure they are screened to keep out the flies and mosquitoes. It seldom gets too cold in South Carolina to take the baby out in the fresh air, wrap it up and keep strong sunlight out of its eyes.

Baby should have plenty of sleep and should not be disturbed. Let the baby sleep by itself. Everybody is entitled to two things, his own tooth brush and his own bed. If you haven't a small crib, take a clothes basket. This makes a dandy bed and you have no idea how baby will enjoy it until you try it. Please don't give the baby a pacifier or soothing syrup. I know you are sorely tempted at times. The baby is not a toy, don't handle it like one, be gentle with it.

The best food in the world for a baby is Mother's milk. Sometimes artificial feeding is absolutely necessary. Great care is needed in hot weather when a baby is bottle fed. Ten bottle fed babies die to every one breast fed baby. If cows milk is fed it should be pasteurized. Pasteurizers can be had for a few dollars, but if you can't get one milk may be pasteurized by putting the proper number of feedings for twenty four hours each in a separate bottle, put some absorbent cotton in the bottles for stoppers. Then put them in warm water in a deep covered vessel, bring it to the boiling point, then take off the fire and let the bottles remain in the water thirty minutes. This is better than boiling. After three months of age orange juice should be given to bottle fed babies, a tablespoonful or more may be taken once a day.

Don't forget to give the baby water. Boil the water and then cool it. Babies suffer for a drink of water in hot weather just as grown folks do.

If you have a cough or cold keep away from the baby, and even if you are well don't kiss the baby on the mouth. Contagious disease is often given the baby in this way. If the baby gets sick send for the doctor, don't put it off.

Not in Vain.

A tall, gaunt individual of the sort known in some parts of the South as "cow white trash," was ordered by the Judge of a certain police court to stand up.

"You are," said his Honor, "condemned of profanity, a public nuisance."

"I reckon I did," the Judge said the crooked "A" lawyer was a little stumped by this.

"But you should know better than to take the name of the Lord in vain."

"I wasn't in vain, Judge. You just a-gonna see that lawyer."

Flattery.

A certain Kateses, who had just completed his first story, which, he felt, was sure of acceptance, by a metropolitan magazine, took his effort to the local postoffice with a cut-rate baby.

"This," he proudly expounded to the postmaster, "is my first story, my first business card. How much postage will it require?"

"Three cents," the postmaster said, the postmaster of the local postoffice, that is.

"I thank you," said the writer, "and so."

Between 20,000 and 50,000 civilian employees in the War department at Washington are to be relieved from duty by July 1.

Come—Take a Fresh Grip



America and the world now face sterner necessities of constructive effort in distribution than in any previous period of business history.

Marketing is in a state of flux. New ways are crowding out the old. Fresh ideas are replacing yesterday's customs. Plan and precision are triumphing over rule o' thumb.

The advertising prizes of a changing business day will gravitate to thinking, studious men. That is why men who sell things, and who make things which must be sold, plan to attend the Great Business Class Room of 1921—the

Seventeenth Annual Convention
Associated Advertising Clubs of the World
Atlanta, June 12-16

There advertising men will take fresh grip on the business fundamentals—Faith, Integrity and Industry. They will exchange views, discuss ideas, inspire others, even while they themselves absorb inspiration.

This advertising meeting promises worth-while values to serious-minded business men. They will turn to it for guidance and counsel; they will find in it relaxation and fellowship. Join them in June.

Exhibits of Domestic and Foreign Advertising, demonstrating the use of practically all recognized mediums, and arranged solely with a view to helping the convention delegate, will be a special feature. This alone makes the trip worth while.

In June, Atlanta is at its best. High on a ridge between the Gulf and the Atlantic, fanned by cooling breezes and clad in gay summer attire, it is, as proved by United States Weather Bureau reports, a delightful place in June.

For complete information as to railroad rates, hotel reservations, etc., please address the

ASSOCIATED ADVERTISING CLUBS
110 West 40th Street, New York City

Atlanta is famed for its hospitality

A Poser.

During the cross-examination of a witness in a case tried in an Iowa court the examining lawyer demanded, rather pompously:

"Now sir, did you or did you not, on the day in question or at any other time, say to the defendant or any one else that the statement imputed to you

and denied by the plaintiff was a matter of no moment or otherwise? Answer me, yes, or no."

The witness seemed bewildered. "Yes or no what?" he finally managed to gasp out.

One of the few women locksmiths in America is Mrs. C. C. Bulde, of New Orleans.

How It Was.

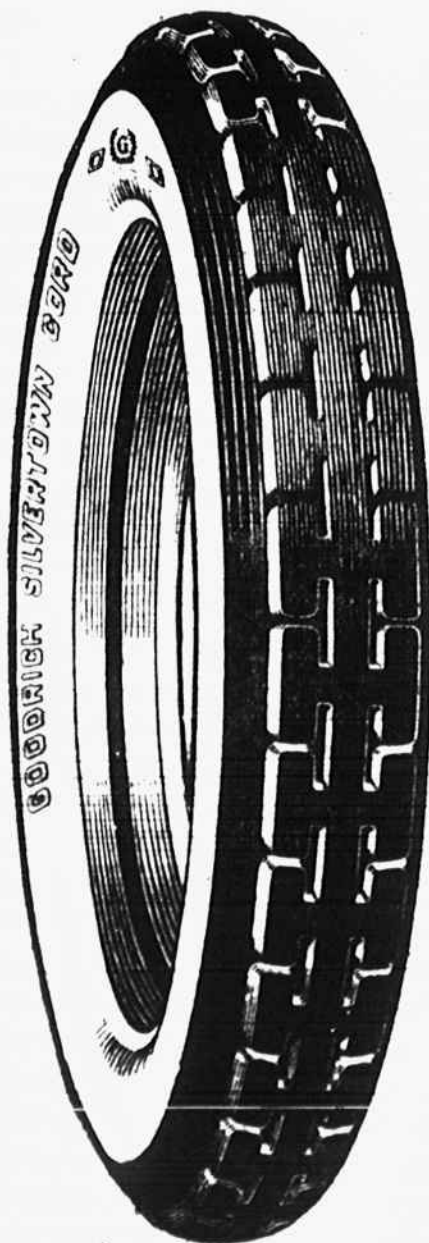
Mamma Willis—Why don't you like to play with the little boy next door? He plays fair doesn't he? Willie Willis—Oh, yes. "And he doesn't hit when you're down, does he?"

"No, but he might as well, he hits me every time I get up."

Goodrich Tire Prices reduced 20 per cent

The last word in Quality
The best word in Price

Silvertown CORDS



SILVERTOWN CORDS

SIZE	Anti-Skid Safety Tread	TUBES
30x3½	\$24.50	\$2.55
32x3½	\$32.90	\$2.90
32x4	\$41.85	\$3.55
33x4	\$43.10	\$3.70
32x4½	\$47.30	\$4.50
33x4½	\$48.40	\$4.65
34x4½	\$49.65	\$4.75
33x5	\$58.90	\$5.55
35x5	\$61.90	\$5.80

Fabric Tires

Smooth	30x3	\$12.00	Safety	32x4	\$26.90
Safety	30x3	\$13.45	Safety	33x4	\$28.30
Safety	30x3½	\$16.00	Safety	33x4½	\$37.15

Anti-Skid Safety Tread
SILVERTOWN

THE B.F. GOODRICH RUBBER COMPANY
Akron, Ohio