

# THE CAROLINA HOME AND FARM and EASTERN REFLECTOR

(Once a week)  
Published by  
THE REFLECTOR COMPANY, Inc.  
J. W. RICHMOND, Editor  
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Six months, .60  
Advertising rates may be had upon application at the business office in The Reflector Building, corner State and Third streets.

All cards of thanks and regulations of a contest will be charged for at 1 cent per word.

Communications advertising should be sent to the office of the Reflector Building, up to any time, and as needed class matter should be sent to the post office at Greenville, North Carolina, under No. 10, March 4, 1914.

PREPARED, DECEMBER 11, 1914

## PURE TO ADVERTISE

At this time of the year when an unusual effort is being made to secure the holiday trade nothing better can be done than to advertise. Many stores are opening up goods especially for the holidays and unless they advertise how are the people who do not go in their store every day to know about these new goods. A window is a good advertisement when it is properly dressed but it is generally conceded that newspaper advertising is far better than anything else in the advertising line. The store which runs a daily advertisement, changing often, will soon have the people reading its advertisement just as eagerly as they read local news. A good advertisement is real news to the person who wants to buy and very often a person sees an advertised article which he has wanted and tried to get but which he could not find. Many sales are made just this way which without advertising would be lost. Advertising should be done all year but if not done all year it certainly ought to be done at this season of the year. We would like to have advertisements from every store and business in town and we feel sure the advertiser will more than get his small amount of money back through increased sales. Now is the time to advertise.

## FRANK'S APPEALS FAIL

The final effort of Leo Frank for a new trial has failed and the only thing left for him is an appeal to the highest court of Georgia for commutation or pardon. The United States court did not grant him a new trial. It was for the courts of Georgia to do and the higher court wisely did not interfere with the State affairs. While Frank probably did not get a fair trial it seems that a new trial would have been granted in one of the courts to which an appeal was taken before the United States court was appealed to. We hope, however, that the governor will commute his sentence for these reasons: seem to be some doubt as to his guilt and he should receive the benefit of the doubt. On the other hand the case was strong enough to secure his conviction and if he does not pay the penalty the State will be criticised because, to some think, a guilty man escaped.

While a storm usually does a large amount of damage the recent storm along the Eastern coast has been a wonderful benefit to the States which were in the midst of a very long and severe drought and the amount of damage has been more than compensated for by the breaking of the drought.

Some of the cities in this State are trying the city manager plan and other are considering it. From reports of the cities which have managers we learn that they are very successful and help the city wonderfully. This is one more of the new and progressive ideas which are being adopted in the South.

A glance at the expenses of our government shows the amount of money it requires to run our machinery of government for one year. The total sum is well over one billion dollars. Of this huge sum nearly one-fifth is spent for army and naval establishments.

President Wilson has charged his prosperity howitzers with psychology and hard facts.

The Baptist of the State are in their annual convention at Raleigh this week. An unusually large number of ministers and laymen of this denomination are in attendance.

According to the estimates of the tax and harbor bill for next year the State will receive for a goodly share of the appropriations. There are proposals proposed for our State and a great amount of the money will be required to maintain these improvements already made.

President Wilson in his message to Congress answered those who have ridiculed our navy and army by saying our national defenses have not been neglected, that our officials have not been unmindful of the great responsibility resting upon them and that what is needed to keep our defenses up to the high standard will be done in the future just as it has been done in the past.

The people of this State certainly ought to be proud of their school here. A school which can successfully produce such pageants as Hiawatha is to be recommended very highly. And this school is comparatively new, but it does things not even attempted by many much older schools. This school is destined to be one of the best investments the State has ever made.

## RECORDERS COURT.

In another column we print an article from News Reporter, of Whiteville, showing the saving to Columbus county by the county court. This is timely now from the fact that the question is being agitated again to establish a Recorder's court for Pitt County. It is recalled that two years ago an effort was made to get the Legislature to establish such a court here, but it failed. We understand that the matter will be taken up again before the next Legislature. One of the first acts of the new board of county commissioners was to adopt a resolution favoring such a court and requesting the Legislature to establish it. There is no doubt that a Recorder's court would effect a large saving to the county.

## THE SOUTH'S RESOURCES

Perhaps there has never been a time when the South has had such an opportunity to develop its vast resources as it has at the present. Our people have been content to work along in the same old rut, raising the same crops and using the same old methods of farming and the same old ways of doing business. The time has now come when the man who launches out in new and up-to-date methods and who tries new things is the one who will finally leave his competitor far behind unless he, too, keeps abreast of the times.

Our farmers should investigate new crops which can be successfully grown in this part of the country and they should raise stock also, but above all adopt the very latest methods of farming and stock raising. The man who increases his yield per acre is but just starting to realize the possibilities of the soil of the South. A comparison of the yield per acre of the different counties and States will help to open the eyes of our people and to make them realize that we have a wealth of undeveloped and un-realized resources right at our door and just waiting to be utilized. And now when a change must be made before another year it will be well to try some of the new things which have been suggested on all sides. Other sections of the country have had depressions and other things which forced them to break away from the old ways and adopt new ways and now they could not be induced to return to their old methods. What has been done in other places can be done here and we hope another year will find many changes in effect and thereby future returns of such a situation as we now have rendered almost impossible.

The eternal fitness of things gets busy when a boy who "sassed" his mother grows up and marries a woman who won't stand for any back talk.

From latest reports of the war it seems that the Russians are being driven back toward Warsaw by the Germans. The great victory which was in the grasp of the Russians just a few days ago has been turned into defeat.

The reports of the various religious organizations which have been made at the meetings this fall hardly every case shows good gains, both in membership and in finances. Many new churches are being organized and built and the older churches are growing rapidly.

Helping people outside of our country is all right and is to be encouraged but there are people right here with who need help. The reward will be just as great if the gift is made in the right spirit no matter where it goes so it accomplishes good.

## INDUSTRIAL ACTIVITIES

A study of the journals giving an account of the industrial activities of the South does not leave the impression that this part of the country is as hard hit by present conditions as it is claimed it is. There does not seem to be any slackening of organizing and building industrial plants and cities and towns are going right ahead with improvements and so far this year's record will just about be up to last year's along this line. While of course these things would naturally be among the last to feel the depression, from their present activities it would seem that they do not expect to suffer, or it may be they believe the worst has passed and that from now on business will be good. At any rate the outlook for better business conditions is very good at present and as things become more settled further improvement may be expected.

## ASOBER CHRISTMAS

At this time of the year when most of the people are planning how they shall celebrate Christmas we would like to call attention to the way some think they must celebrate the day. Of course every person has his own way of observing the day and he thinks that way is better than any other. But how a sensible man can believe that he is celebrating his holiday when he gets drunk is more than we can see. Aside from the act itself there are other things to consider, a married man spends his money for liquor which ought to go to his wife and children. The man himself is the only one who enjoys this way of celebrating and we question whether he gets real pleasure out of it. He makes himself disagreeable to many people and very often a quarrel results. And then when the reaction sets in he does not feel that the celebration has been a success.

It is said that the liquor people are making strenuous efforts to get their goods in the home of every farmer in the South and they will do so too unless a strenuous effort is made to counteract their activities. We hope the people of this county will not fall for their plan but will celebrate their Christmas without the use of this trouble breeding stuff. Save your money for other ways of celebrating, ways which will benefit others and which will not make you feel like you have been through the mill when it is all over.

Reports from all over the State indicate that Community Service Week was observed in almost all of the counties. A great deal of good is certain to result from such an observance. One of the best features of the week was the work which was to be done on Saturday in comparing the standing and progress of the different counties. These facts and figures were given in such a way as to stimulate the citizens to greater things and it is almost certain that big changes will be made in these statistics before another Community Service Week.

One correspondent writes to the St. Louis Mirror indignantly denying that Senator Scherman of Illinois looks like Lincoln. Too late. They have elected him senator now.

It is getting to be common now to have some supposedly well-informed man to make an attack on army or navy. The last of these attacks is on the navy. Various persons claim our boats are no good that our sailors and officers are inefficient and that we are totally unprepared to resist an hostile fleet. This like all others will soon be answered and proven false. It is a good way to get a bit of your advertising by criticizing the navy or army.

It is said the Polish woods are regular graveyards in which are buried the men who have been killed in the fighting during the past ten days. We can hardly imagine how this is, in our Civil War we had a number of unknown dead buried but the number was insignificant compared to the dead who go to nameless graves in this great war.

Another anti-alien law is arousing the foreign nations, this time it is England and Italy who are objecting to a law which Arizona has passed in regard to employing aliens.

"Villa moves" Next thing in order, of course, is for Carranza to remove. Prosperity is returning in good time to promote the early Christmas shipping.

Nicholas Longworth was never too prominent a figure in the capital's official life as his distinguished father-in-law but he has lasted longer.

Speaking of honesty—there is the man who married his landlady—rather than beat her out of his board bill.

It is so much easier to tell what ought to be done than it is to get busy and do it.

Lord Robert's death has at least had the effect of bringing the old time Kipling to life.

## THIS—AND FIVE CENTS!

DON'T MISS THIS. Cut out this slip enclose five cents to Foley & Co., Chicago, Ill., writing your name and address clearly. You will receive in return a free trial package containing Foley's Honey and Tar Compound, for coughs, colds and croup, Foley Kidney Pills, and Foley Cathartic Tablets. For sale in your town by all druggists.

The Quinine That Does Not Affect The Head Because of its tonic and laxative effect. LAXATIVE BROMO QUININE is better than ordinary Quinine and does not cause nervousness nor ringing in head. Remember the full name and look for the signature of E. W. GROVE. 7c.

## NOTICE of Sale.

WHEREAS the undersigned, did on and before July 1st 1914 furnish materials and repair a Ford Automobile for Theodore Lafayette and Joe Dail, and whereas said materials furnished and repairs on said Automobile amounted to \$44.43, which amount has not been paid after due demand being made on the said Theodore Lafayette, and Joe Dail; Therefore the undersigned will sell for cash at the Post Office in Winterville, N. C., on Saturday the 19th day of December 1914 at 2 o'clock, one Ford Automobile Touring Car, to satisfy said lien, said sale held under section 2917 of Revisal of N. C.

KETTRELL & CO.  
N. W. Outlaw, attorney.  
12-7-21 law.

North Carolina,  
County of Pitt  
In the Superior Court.  
Clyde Barrett,  
vs  
Major Barrett  
Notice.

The defendant above named will take notice that an action entitled as above has been commenced in the Superior Court of Pitt County to obtain a divorce from the bonds of matrimony; and the said defendant will further take notice that he is required to appear at the Term of Superior Court of said county to be held on the 14th day of December, 1914, at the court house of said county in Greenville, N. C., and answer or demur to the complaint in said action or the plaintiff will apply to the court for the relief demanded in said complaint.

This, December 4th, 1914.  
A. T. MOORE  
Clerk of Superior Court  
12-5-14d-3tw.

## NOTICE.

Having impounded two head of cattle and advertised them as required by law, and no owner having appeared to claim said cattle, I will on Tuesday, December 15, 1914 at 11 o'clock A. M. sell at public auction at my residence in Beaver Dam Township said two cat described as follows:

One red steer apparently about 2 years old. Ear mark under bit in both ears.  
One heifer, about 1 year old, reddish color, rather small.  
Said cattle sold to satisfy damages and charges of feeding and advertising.  
R. E. WILLOWBY.  
This Nov. 24, 1914.  
11-24-law 3t

## Whenever You Need a General Tonic Take Grove's

The Old Standard Grove's Tasteless chill Tonic is equally valuable as a General Tonic because it contains the well known tonic properties of QUININE and IRON. It acts on the Liver, Drives out Malaria, Enriches the Blood and Builds up the Whole System. 50 cents.

## A DREAM

When I lay me down to sleep,  
And put myself in Morpheus' keep,  
Thou my dreams turn to Carolina  
And Mildred dear to you.

I can see a Sylphlike form,  
And a smile so winningly warm,  
Calling me to leave the city,  
With its danger and its harm.

Thou see the trustful light  
In those eyes of azure blue  
Sparkling like the sky of Heaven,  
Glistening like the morning dew.

Then I dream of tinkling bells  
Chiming out every hour,  
Over the hills and bosky dells,  
I am leading to our bower.

Where the fireflies brightly glow  
There the birds so sweetly sing,  
And in dreamland, where we go,  
You are queen and I am king.

Do you remember the good old line  
That rung in my ear many a time?  
It is, "Backward turn, Oh time in your flight,  
Make me a child again, just for to-night."

In my dreams time backward turned  
And my dear, for you I yearned.  
When I woke, 'twas all in vain  
And back I trudge to my office again.  
—Wallace Mack.

Gore, Ga., P. A. Morgan had occasion recently to use a liver medicine and says of Foley Cathartic Tablets: "They thoroughly cleansed my system and I felt like a new man—light and free. They are the best medicine I have ever taken for constipation. They keep the stomach sweet, liver active, bowels regular." Sold by all druggists.

## North Carolina Pitt County

In the Superior Court.  
Maggie Perry  
vs  
H. P. Perry  
NOTICE

The defendant above named will take notice: That an action entitled above was commenced in the Superior Court of Pitt County on the 5th day of December, 1914, to procure a divorce for the causes set forth in the complaint filed in the office of the Clerk of Superior Court.


An the said defendant will take further notice that he is required to appear at the January Term of the Superior Court of said County, to be held on the 2nd Monday of January 1915, at the Court House of said county in Greenville, N. C., and answer or demur to the complaint in said action, or the plaintiff will apply to the court for the relief demanded in said complaint.

A. T. MOORE  
Clerk of Superior Court.  
This the 7th day of December, 1914  
S. J. EVERETT, Atty. for plaintiff.  
12-8-14d-3tw.

# BUY Useful Presents For All

You do not know how many sensible Christmas Gifts we can sell you until you visit our store. Bring in the whole family and see if we haven't something that will please every cre of them

Your friends will appreciate some useful, sensible present---such as silverware, carving nets, scissors sets, table cutlery, pocket knives, ranges and a thousand and one other things which we have bought especially for Christmas, much more than a fancy trifle that will soon be worthless. Call and see.



EVERYTHING IN HARDWARE

Phone 32, Greenville, N. C.