

THE TRI-CITY DAILY GAZETTE

Published every week-day afternoon LEAKSVILLE, N. C.

Successors to The Leaksville Gazette Established in 1880.

THE GAZETTE PRINTING CO., Incorporated, Publishers

MURDOCH E. MURRAY, EDITOR

MEMBER ASSOCIATED PRESS

Entered as Second Class Mail Matter at Postoffice, Leaksville, N. C.

PRICE—Daily delivered by carrier, one year \$5.00; 6 months, \$2.60; 3 months \$1.25; 1 month 45c. 10 cents per week.

Foreign Representative—Thomas F Clark Co., 141-145 West 36th St. New York City.

ADVERTISING RATES—30c. per inch, includes composition on display advertising, 25c per inch or type high plates. Classified, per line single insertion 10c; three insertions 8c per line; six insertions 7c per line each insertion; obituary notices, 5c per line.

The Tri-City Daily Gazette's Immediate Territory includes Leaksville, Spray, Draper and all Leaksville Township, equal to a city population of 17,000.

WEDNESDAY, AUGUST 15, 1923

PRICE FIXING THE CONSUMER

(By Wickes Wimboldt)

One of the most pernicious and audacious attempts ever made to squeeze further pennies from the already hard pressed consumer is the move to induce Congress to pass a law permitting manufacturers to arbitrarily fix the retail price at which their goods may be sold and compel retailers to maintain these prices. There have been raw deals attempted before, but this caps the climax. Such a practice would create nothing less than a vicious trust composed of the manufacturer, and the retailer, with the manufacturer in autocratic command. Such a law would make the highest tariff look like a low hurdle. The present proposed law would give the manufacturer absolute freedom to name any price he saw fit and compel the retailer to adhere to this price.

If the manufacturer were given this unrestricted power he could be expected to name the highest price for his commodity at which the retailer could possibly sell it. Why? Because the more he can compel the retailer to pay him for it. He could not charge the retailer a dollar for an article that the retailer had to sell for a dollar. But if he could make the retailer sell this same article for two dollars and fifty cents he could charge him two dollars for it.

This move has been advanced under the argument that it is for the protection of the retailer and the consumer. What bosh! As an instance the case of the sale of an imaginary Eagle handsaw is cited. In the story the Eagle saw is a fine saw. Through advertising a retail dealer has built up a big business on this saw. A rival retailer offers the same saw at a cut rate in order to bring business his way. The man who had first handled the saw either had to meet the price-cutter or lose business. He does meet the price. They cut back and forth until neither is making any profit on the Eagle saw. Then they begin substituting a cheaper saw at the same price. The cutting goes on and a still cheaper saw is introduced until finally the public is forced to buy a saw that is no saw at all.

This argument is so absurd and so far-fetched that it is an insult to public intelligence. It would certainly seem that a better illustration could have been concocted. According to this we can never buy a first class saw unless the manufacturer has the right to fix the retail selling price. And yet, strange as it may seem, today you can buy any kind of saw you want, good, bad or indifferent. There are all kinds of saws on the market with prices to fit any pocketbook in spite of the fact that the manufacturer is not permitted to enforce a selling price.

If a retailer is cutting the price, on an article, let his competitor meet that price as a grocer would meet a competitor's price on sugar. Then let the situation take care of itself as it always does. Every now and then the grocers get to slashing prices on sugar or some other commodity but that does not mean a deterioration in the quality of sugar.

The Eagle handsaw argument presupposes that dealers will shove inferior stuff on the public if the occasion requires. It further presupposes that dealers are in business to cut each other's throats rather than to make money. The intelligent dealer is going to give his customer an article that is satisfactory. The

BRUISES Alternate applications of hot and cold cloths—then apply VICKS VAPORUB Over 17 Million Jars Used Yearly



Horlick's Safe Milk For Infants, Invalids & Children The Original Food-Drink for All Ages. Quick Lunch at Home, Office, Mountains, Rich Milk, Malted Grain Extract in Powder & Tablet forms. Nourishing—Wholesome. Avoid Imitations and Substitutes

Rub Rheumatic Pain From Aching Joints

Rub Pain right out with small trial bottle of old "St. Jacobs Oil."

Stop "dosing" Rheumatism. It's pain only; not one case in fifty requires internal treatment. Rub soothing, penetrating "St. Jacobs Oil" right on the "tender spot," and by the time you say Jack Robinson—out comes the rheumatic pain and distress. "St. Jacobs Oil" is a harmless rheumatism liniment which never disappoints and doesn't burn the skin. It takes pain, soreness and stiffness from aching joints, muscles and bones; stops sciatica, lumbago, backache and neuralgia.

Linger up! Get a small trial bottle of old-time, honest "St. Jacobs Oil" from any drug store, and in a moment, you'll be free from pains, aches and stiffness. Don't suffer! Rub rheumatism away.

IMPROVED SERVICE TO THE WEST AND SOUTHWEST

Sleeper Winston-Salem to Cincinnati. Dining Cars on all trains. Lv - Stoneville 1:16 P. M. Lv - Ridgeway 1:35 P. M. Lv - Martinsville 1:54 P. M. Ar - Roanoke 4:15 P. M. Lv - Roanoke 4:40 P. M. Ar - Cincinnati 7:20 A. M. No change of trains between Stoneville and Cincinnati, Ohio. Pullman reservations and all information cheerfully furnished upon application to Agents of the Company, or B. Perkins, T. P. A. Winston-Salem N. C.

Cloudy today; probably showers tomorrow.

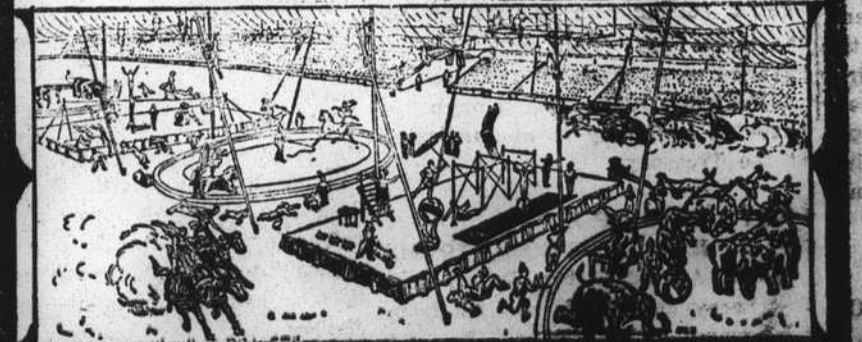
PLANE LANDING MADE SAFE

British Inventor Constructs Shock-Absorbing Chassis for Air Machines. An airplane undercarriage that is practically "uncrushable" is the remarkable product of a British inventor. The new landing chassis looks to the uninitiated like any ordinary two-wheeled undercarriage, but it is fitted with an ingenious system of pneumatic cylinders which prevent accidents, even when the machine is being landed by an inexperienced pilot. In a recent test of the new undercarriage Herbert Hinkler, holder of the non-stop flight record to Turin, demonstrated that it would withstand shocks which would smash the ordinary chassis. He flew the machine at full speed into the ground from a height of 20 feet at an angle that would have turned an ordinary airplane over on its nose. The undercarriage absorbed the shock without even bouncing.

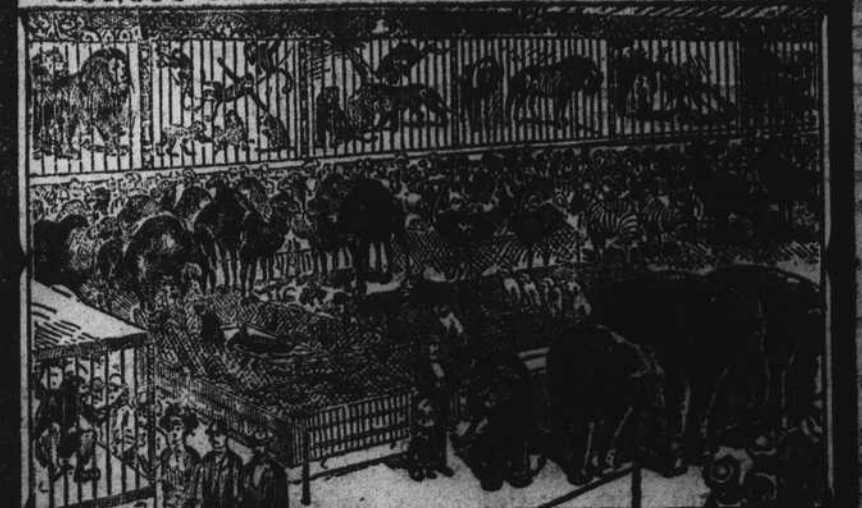
THE GAZETTE IN EVERY HOME

Year's Best Holiday SPRAY WEDNESDAY August 22 ONE DAY ONLY

RICE BROS. SHOWS ORGANIZED BY DAN RICE IN 1853



\$200,000 CAPITAL INVESTED - SPECIAL R.R. TRAIN



TOM TOM Oldest and largest elephant in the world. Your grandfather fed him peanuts. 20 - CLOWNS - 20 20 - ACROBATS - 20 20 - AERIALISTS - 20 200 - PEOPLE - 200 2-BANDS-2-A CITY OF TENTS Performances 2 and 8 p.m. - Doors Open 1 and 7 p.m.

DR. R. J. PEARCE OPTOMETRIST

Wishes to announce the opening of an office in the

BOULEVARD BANK BLDG

Practice Limited To Examining eyes and fitting glasses

HOURS

8 to 12 2 to 5 7 to 8

Leaksville-Spray Grocery Co. Leaksville N. C. Phone 58

WHOLESALE GROCERS NOTIONS ALL STAPLE LINES

J. O. Ragsdale, President, Madison. F. M. Flinn, Sec. Treas. Leaksville THE TRADE FURNISHED DAILY MARKET QUOTATIONS ON REQUEST

STONEVILLE-LEAKSVILLE-SPRAY

TRANSFER SCHEDULE

6:30 a. m. Meeting Train for Roanoke, Va., 7:22 8:45 a. m. Meeting Train for Winston Salem 9:53 12:20 p. m. Meeting Train for Roanoke, Va., 3:00 p. m. Meeting Train for Winston Salem, N. C. 5:00 p. m. Meeting Train for Roanoke, Va. 7:00 p. m. Meeting Train for Winston Salem, N. C.

This transfer will stop for passengers at any time at the following places: Jones Motor Co., Spray Motor Co.,

Leave calls at any of the above places. Call 297, Spray Motor Co.

REIDSVILLE-LEAKSVILLE-SPRAY TRANSFER

We Stop at the Piedmont and Elvidge Hotels on all schedule trips. FARE \$1.00 EACH WAY LEAVING LEAKSVILLE-SPRAY

8:30 a. m. Meeting train for Danville No. 44 8:40 A. M. 10:30 A. M. " Greensboro No. 45 11:40 A. M. 3:30 P. M. " Greensboro No. 35 5:05 P. M. 5:00 P. M. " Greensboro No. 48. 6:35 P. M. LEAVING REIDSVILLE FOR LEAKSVILLE-SPRAY.

3:20 Meeting Train for Danville No. 36 2:20 P. M. 8:24 " " " N. 46 3:24 8:40 " " " No. 44 8:40 TELEPHONE 297 SPRAY FOR CARS.

EAGLE "MIKADO" Pencil No. 174. For Sale at your Dealer. Made in five grades. ASK FOR THE YELLOW PENCIL WITH THE RED BAND EAGLE MIKADO. EAGLE PENCIL COMPANY, NEW YORK.

Ward's Orange-CRUSH Lemon-CRUSH - Lime-CRUSH



"Safe on Thirst"

Two strikes, three balls, an Orange-Crush, and "You're safe on thirst." When you've yelled until the old throat gets husky, it fairly aches for a cold, sparkling drink. Here they are—right off the ice—Ward's "Crushes," Orange, Lemon or Lime flavors. Good! Say, the "Crushes" are great. The Krinkly Bottle signifies a Big League drink and lets you know it's genuine Ward's "Crush." Telephone your dealer for a case.

Orange Crush Bottling Co. Phone 238 Leaksville, N. C.,

CONSTITUENTS Ward's "Crushes" owe their distinctive and delightful flavors to the natural fruit oils of oranges, lemons and limes. To these have been added pure cane sugar, citrus fruit juices, U. S. certified food color, fruit acid and carbonated water.



PLEASURABLE ANTICIPATION

is natural where it is known that our perfect ice cream is to be served. Its surpassingly delicious flavor reflects the absolute purity of the ingredients of which it is made. It is smooth, full-flavored and nutritious, and as much appreciated and enjoyed by the grown-ups as it is by the children.

SMITH ICE CREAM COMPANY Leaksville-Spray, N. C. PHONE 236