

**THE COMMONWEALTH**  
Afternoon Daily

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Scotland Neck, N. C.

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in.

Tuesday, — January 13, 1920

**LEAPING WITHOUT LOOKING**

"Look before you leap."  
This good old advice has been  
handed down to us for genera-  
tions, and has prevented the  
financial downfall of many a  
man who was just hovering  
around the brink.

But now it has lost its charm—  
has been forgotten—kicked into  
the discard—at least insofar as  
our large cities are concerned.

Spending money today is a wild  
and all consuming mania. Getting  
it may be easy, but making it fly  
is easier.

It is this insane craving for  
throwing money to the birds that  
keeps the financial vultures, and  
profiteers firmly seated in the  
saddle of robbery.

Men and women grow to each  
other over the mounting cost of  
living, and then go right out and  
buy the most useless and expen-  
sive articles they can find.

If a woman pays \$500 for a  
sealskin coat her neighbor must  
have a better one if it costs \$1,  
000.

If a man pays \$1 for a necktie  
his friends all think him a tight-  
wad. They prefer to pay \$3 to \$5.

If a merchant marks his goods  
down to a reasonable price they  
are passed by as too cheap for  
consideration.

The purchaser looks for a  
higher price, and naturally the

seller goes wise and soaks him.  
What else would he?  
Profits range anywhere from  
50 to 100 and 100 per cent. But  
that's nothing. The higher the  
price the quicker they are sold.  
People buy indiscriminately on  
credit and trust to the Lord to  
pay them a way to pay.  
This wild orgy of extravagance  
and reckless squandering of  
money is found principally in the  
large but its devastating influ-  
ence is extending rapidly to the  
small districts.

The fever is a veritable plague,  
and is extending its blighting  
shadow throughout the land.  
There appears to be but little  
sanity in existence—practically  
no thought of the morrow.

It is spend, spend, spend, spend,  
and the more outlandish the price  
the more insane they are to get it.  
And it is this craving on the  
part of the people to blow up  
their money that fosters and  
sustains the profiteer, and leads  
prices to a height that is purely  
absurd in its dizziness.

If business were alive today to  
would round up the people of our  
large cities, herd them together  
and show them with the other  
animals, and clean an another fur-  
ure from the books.

If others insist upon rushing  
head-on to their own destruction  
that is their business, but we of  
this community should look care-  
fully before we leap, lest the time  
come when we find no place to  
land.

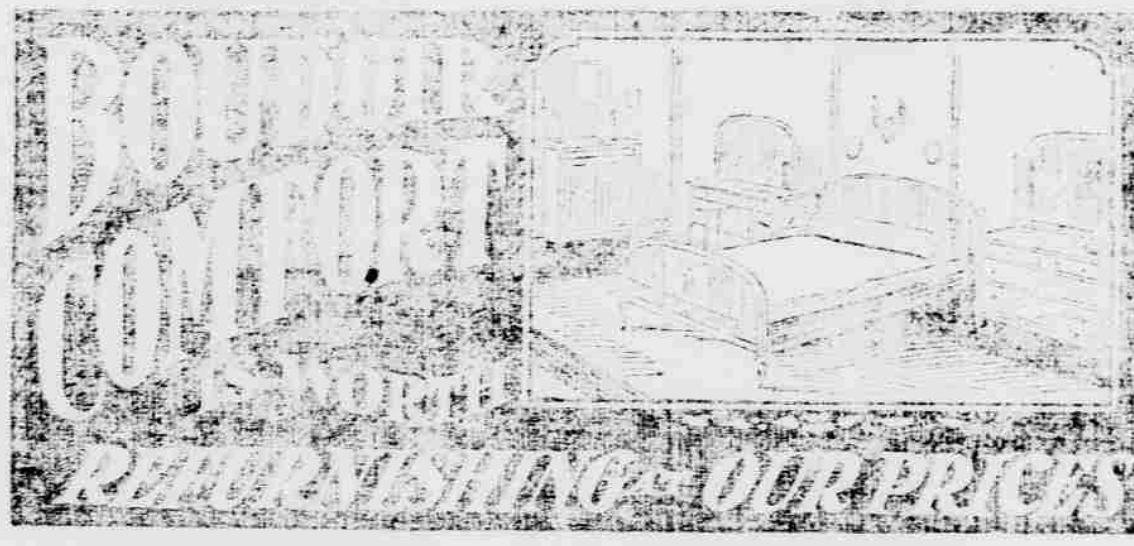
**UP-TO-DATE**

**Our Motto is**  
**Sanitary & Service**  
**The Model Barber Shop**  
**Z. E. Whitley, Prop.**

**DR. C. E. JENKINS**  
DENTAL SURGEON  
Office Third Floor  
**SCOTLAND NECK BANK BUILDING**  
Office Hours 9 A. M. to 6 P. M.  
Phone 56 — — — — Phone 56

**PURE BRED BARRED PLYMOUTH**  
Rock Eggs for hatching for sale at  
\$1.50 a setting of 15. Guaranteed  
fertile or money refunded. If you  
want early spring broilers and fall  
layers now is the time to begin set-  
ting your hens or starting your in-  
cubator. Miss Bessie Fretell.

We have taken the agency for  
**SUNBEAM MAZDA LAMP**  
and can supply your wants—  
for electric light for the home  
From 10 to 100 Watts.  
**N. A. Riddick Motor Car Company**  
Scotland Neck — — North Carolina.



**We Have Some Beautiful  
Bed Room Suites**

AND Boudoir Furnishings at Attractive Prices  
RIGHT NOW

There is more real solid comfort in boudoir furniture than in  
any other you may buy.

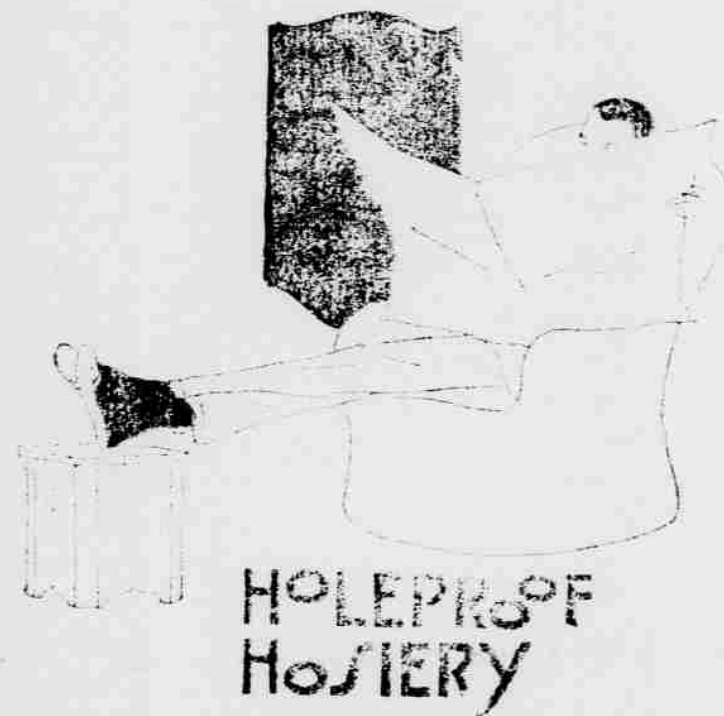
It makes a beautiful gift. It is worth buying for  
yourself.

We solicit your inspection at this showing. It will be worth  
your while.



**A Specialized Service  
In Men Furnishings**

TO BE SURE OF  
SATISFACTION  
IN BUYING A  
H A T, SHIRTS,  
HOSIERY OR  
OTHER FUR-  
NISHINGS IS  
NOT DIFFICULT  
—MERELY A  
MATTER OF  
CHOOSING THE  
RIGHT STORE.  
WE LOOK ON  
OUR BUSINESS  
AS SERVING  
RATHER THAN



SELLING—PERHAPS THAT IS WHY SO MANY MEN  
IN TOWN ACCEPT OUR ADVICE AND JUDGMENT  
ON MATTERS PERTAINING TO DRESS.

IS YOUR WARDROBE COMPLETE FOR THE WIN-  
TER?

**RAY BOYETTE**

"THE QUALITY STORE"

**FACTS vs HABITS**

BEVO IS CHEAPER THAN WATER! THE  
OUR SICKNESS IS BROUGHT ON BY  
WATER AND THE MOST OF OUR WATER IS  
PURE.

YOU DRINK THE GERM WATER, BECAUSE IT  
NOT COST AT THE DRINKING THEN YOU GET SICK  
AND, IF YOU LIVE, YOU HAVE LOST A LOT OF  
TIME, SUFFERED TERRIBLY AND—

**A BIG DOCTORS BILL TO PAY**

WHAT A PRICE FOR A DRINK: BEVO SATISFIES  
THE THIRST, BUT DOES NOT CAUSE THE SICK-  
NESS, BECAUSE IT IS PURE. COMPARE THE COST  
AND GET THE RIGHT IDEA WITHOUT THE  
EXPERIENCE.

DRINK BEVO AND BE HEALTHY.

**Carolina Beverage Co.**

SCOTLAND NECK AND WELDON

LET US DO YOUR

**Watch, Clock And Jewelry**

REPAIRING. GET FURST CLASS WORK. IT WILL COST  
YOU NO MORE. A FULL LINE OF MATERIAL IN  
STOCK INSURES PROMPT DELIVERIES.

ANYTHING IN THE OPTICAL LINE

W. M. POWELL

**Carload of Hackney  
Wagons, Carload of  
Oliver Cultivators**

We are unloading these today.  
We solicit your orders.

**Hardy Hardware Co.**

"The Hardware Hustlers"

**GREAT CUT IN PRICES**

Four Months Yet Before The Warm Spring Breezes Blow, Four Months Yet in Which to Enjoy Wear-  
ing These New Stylish Attractive Garments. All Wearing Apparel is Still Advancing - But,

**LOOK AT THESE VALUES**

Coat Suits were \$50.00, Now.....	\$38.75	Splendid values at.....	\$15.00 and	\$15.00 Hats.....	\$7.50
Coat Suits were \$35.00, Now.....	\$26.75	Valens were \$50.00, Now.....	\$38.75	\$ 6.00 Hats.....	\$3.00
Knit Suits were \$65.00, Now.....	\$49.75	Tricelons were \$50.00, Now.....	\$38.50	\$ 1.00 Hats.....	\$2.50
Ladies Coats \$85.00, Now.....	\$69.50	Tricotins were \$40.00.....	\$29.50	\$ 1.50 Hats.....	75c
Tricelons reduced.....	\$15.00 to \$20.00 each				

Until New Building Is Completed, at Mrs. Riddick's Old Stand.

**BOYETTE-SHIELDS CO.**