

# THE COMMONWEALTH

VOL. V

FOUR O'CLOCK EDITION

SCOTLAND NECK, N. C., FRIDAY, SEPT. 30, 1921.

TELEGRAPHIC SERVICE

5c PER COPY

## THE SPIRIT OF PESSIMISM FAST DISSAPPEARING FROM COUNTRY

Here is some straight talk on advertising methods and on believing in good times in business from the advertising manager of one of the largest concerns in the United States.

Earlier in the week while the retail grocers of Wilmington were holding their annual convention in Petersburg, Charles W. Myers, advertising manager for Morris and Company, made a talk. This is a part of what he said:

"It is the function of advertising to instruct as well as to fulfill its principal message, that of selling goods. Readers often look at your space, if you are an advertiser, merely for the purpose of determining exactly what your lines or brands are; whether your prices are equitable; possibly only to ascertain your business address. Advertising in its fullest sense not only builds up business, but it builds up cities and communities.

### Advertising Valuation

"Advertising is the very spirit of current events. There is, however, still a little of the effect of pessimism existing in the business world. Don't listen to it. It has done its worst and we are rounding the corner of gradually improving times.

"Change your advertisements often, make them actually advertise something, make them full of human interest, inspiration and pep. Get acquainted with your customers personally and keep acquainted with them; stop at no expense within reason and prudence to keep faith with your trade. You will thereby establish a reputation for your store as going out of the way to deal fairly with everyone.

"There is unquestionably a much better feeling regarding business and industries everywhere generally. Prices are on a sounder basis and our country's condition will be satisfactorily met and solved within a reasonably short time. Already the optimistic effect of the trend of cotton and tobacco prices is being felt throughout the entire south. Talk good times, believe good times and you will have good times."

## MISSIONARY COMMITTEE MEETS IN NEW YORK

Lake Mohonk, N. Y., Sept. 30.—The International Missionary Committee, representing mission boards and groups throughout the world, began a week's session here today.

Sixty-five delegates from 15 countries were in attendance. The committee represents agencies maintaining about 25,000 missionaries and expending about \$40,000,000 annually for mission work.

One of the questions to be considered by the gathering, over which the committee's chairman, Dr. John R. Mott, of New York will preside, will be the possibility of international missionary cooperation.

The offices of the committee, which was organized during the last year, are in London.

Among the delegates named to attend the meeting were Bishop King, secretary of the Society for the Propagation of the Gospel of the Church of England; Sir Robert Williams, president of the Church Missionary Society of Great Britain; Dr. J. H. Rison, secretary of the British and Foreign Bible Society, London; Count de Borchgrevink, Denmark; Baron von Boettcher, Holland; Professor J. du Plessis,

## MURDERERS OF POSTMASTER ARE ELECTROCUTED

(By Associated Press.)  
Richmond, Va., 30.—Sept. Raleigh Haskins and Judge Griffith, negroes, were electrocuted to day for murdering Stephen G. White, merchant and postmaster, July 14th last.

## CORDIAL UNDERSTANDING NEEDED BETWEEN THE COUNTIES OF SOUTH AMERICA

(By Associated Press.)  
Lima, Sept. 29.—A cordial rapprochement between the civilized peoples of the southern half of the New World is the urgent and immediate need of today, said President A. B. Leguia, speaking at the opening of the Simon Bolivar Museum, one of the features of the centennial celebrations. The museum building, the president recalled, was the same in which Bolivar, liberator of the northern republics of South America from Spanish rule, drew up the invitation and bases for the congress of American republics and conceived, more than a century ago, the idea for a society of nations to serve as a "council in great quarrels and a point of contact in case of common dangers."

"Such was Bolivar's thought, a thought which here took shape and found a happy expression," continued the president. "A century has passed and events have proved for us that the talented liberator was right and foresaw future storms. My government is therefore of the opinion that this occasion and this spot are fitting to once more proclaim, after the lapse of years, the need for a fraternal union—vigorous and sincere—between the peoples descended from the same generous trunk and their union, further, with all the other peoples of America."

A new antich tonic league, (composed of people of one hemisphere) the president said, will unquestionably be the "opus which the future conceals from us enshrouded in its impenetrable shadows. But that which today is pressing, the urgent and immediate need, is a cordial rapprochement between the peoples of this hemisphere and that an effective deed of restitution shall extinguish on American soil all intentions of and attempts at conquest."

## RECOGNIZING THE ECONOMIC LAWS

Washington, Sept. 29.—For three or four years the Wise Men of Washington sought to correct all the ills and ills of the country by passing "laws." Most of these laws failed to work; and it is encouraging to note that in the very beginning of the unemployment conference the whole work is being based upon restoring to greater purposes of activity the economic laws. The force of the Government is to be put in operation to accelerate these economic laws, which govern employment, industry, and the general condition of the country.

of Stellenbosch, Union of South Africa; Dr. Karl Fries, of Stockholm, Sweden; N. W. Rowell, Toronto, president of the Privy Council of Canada; Bishop Uzaki of the Japan Methodist Church; Dr. S. K. Datta, National Secretary of the Young Men's Christian Association in India.

## TO INVESTIGATE THE ARBUCKLE LIQUOR SUPPLY

(By Associated Press.)  
San Francisco, Sept. 30.—Preparations for the prosecution of Ar buckle on the manslaughter charge in connection with the death of Virginia Rappe was overshadowed for the time by the Federal investigation of the supply of liquor at the comedian's party.

E. Forrest Mitchell, Federal Prohibition Director, expresses the belief that a large smuggling ring in importing choice liquors from Mexico and Canada has been uncovered.

### WEATHER REPORT

For North Carolina: Thundershowers this afternoon and tonight. Cooler tonight. Saturday fair and cooler. Fresh southwest and west winds.

## The World's Banking Interests Considering Financing Russia

AMERICAN, ENGLISH AND GERMAN INTERESTS BEGIN NEGOTIATIONS TO REHABILITATE SOVIET INDUSTRIES

(By Associated Press.)  
Berlin, Sept. 30.—American, English and German banking interests have begun negotiations looking toward cooperation in the rehabilitation of Russia through the financing of industrial enterprises in the Soviet republic, according to information which has reached interested commercial circles here.

The proposed assistance would not be based upon a recognition of the present government of Russia but would extend "with the conviction that the Russian government would respect any contracts which might be made," one of the representatives of a London house, which is promoting the movement, declared. He added that negotiations were begun only "after it was established that the Soviet government was no longer 'red' but had swung to the right, and was aiming at something essentially the same as the goal of other republican nations."

The Russian government is understood to have been informed of the purpose of the American, English and German interests and to have been told frankly there was no intention at this time of making Russia a fourth party to the contract, but only the object of "a solicitous and profitable movement."

The Russians are believed to have taken it for granted that the international bankers were planning "a benevolent exploitation" of Russia, which would not only yield them profit but would help to stabilize the uncertain economical situation there.

Certain Russians here who have displayed lively interest in these negotiations assert there is a possibility they will succeed regardless of whether the present Russian government stands or falls, although it is admitted that at this time the only result of the movement has been to secure the promise of a number of individual but strong, banking houses in each of the three countries to support the plan if good evidence is offered that the Soviet government will give the foreign financiers a free hand.

"A number of foreign banks and particularly English concerns already have placed large sums at the disposal of the Russians and, also have sold them much merchandise, in many instances extending credit for as long as five years," said a German indus-

## REV. R. C. CRAVEN BELIEVED TO HAVE KILLED HIMSELF

(By Associated Press.)  
Oxford, N. C., Sept. 30.—The body of Rev. R. C. Craven, pastor of The First Methodist Church here, was found by searching party to-day about a mile from Oxford with a bullet through his temple and a pistol lying at his side. The authorities believe that he committed suicide.

Oxford, N. C., Sept. 30.—Rev. Craven left home yesterday telling his family that he was going to the Masonic Orphanage on the outskirts of the city. He rode a bicycle which was found near the orphanage. The body was found three hundred yards away with his coat carefully wrapped under the head, with no signs of a struggle. He was apparently in good spirits yesterday.

## "CLARKSVILLE" PAVING PETITION BEFORE BOARD

After strenuous work by those interested in getting the petition signed for the paving of North Main Street from the corner of 12th Street (Biddick's Corner) to the town limits, the necessary amount of frontage was secured yesterday afternoon and the petition was turned in for the consideration of the board. It is understood that this question will be considered at the next meeting of the Board of Commissioners, which will be next Thursday night, October 6th. There seems to be no doubt but what the Commissioners will approve the paving of this street, which for so long has been a disgrace to the town and at times almost impassible. Its completion will mean the development of one of the best residential sections in town and will make Main Street, with its great width and the grass plot down the centre, one of the most beautiful streets in the country.

## WIFE AND CHILD MURDERER PAYS PENALTY TODAY

(By Associated Press.)  
Chicago, Sept. 30.—Singing a popular song, Carl Wanderer, convicted murderer of wife and unborn child, and "ragged strangler," hired to stage a fake hold-up was hanged in Cook County jail at seven-nineteen o'clock this morning. He walked to the gallows with firm step, repeated a short prayer after the minister, and was singing when the trap dropped.

## WANAMAKER HAS FAITH IN AMERICA

New York, Sept. 29.—Discussing the business outlook, John Wanamaker, the New York and Philadelphia "merchant prince" said:

"I have more faith in America today and more expectation of the future than at any time in my sixty years in business life. In our stores we are expanding, rather than retrenching. I am asked 'Why are you putting fine goods to the fore, such as jewelry and silver from the Orient, when business is slow?' My reply is 'I have faith in America.'"

"There will be plenty of work for all if we show our faith. It is a mistake to hold back, to relax, to wear blue glasses, to hold should make needed improvements, building and rebuild, buy and sell, putting to work our money, energy and brains, everything we have to make the country busy and prosperous.

"Instead of curtailing advertising our stores are enlarging it. Instead of standing pat we are making improvements which gives work to many mechanics both day and night. We mean to be ready for the good times just ahead.

"France, Germany and England, hit harder by war than we are, are putting us to shame by taking off their coats and getting to work. Money must come out of its hiding place, in banks and homes, and get to work."

## THE PRESIDENT TO ATTEND FIELD MANEUVERS IN STATE OF VIRGINIA

(By Associated Press.)  
Washington, Sept., 30.—President and Mrs. Harding expect to leave tomorrow by automobile for Fredericksburg, Va., to witness the field maneuvers and remain for the night as guests of the officers.

The President will review the marines Sunday after the sham battle Saturday. Secretaries Denby and Wallace will accompany the President. Wilderness, Va., Sept. 30.—The Marine Corps East Coast Expeditionary force, including the 1st Marine Division of Belleau fame, are preparing for a direct attack on the heights of redoubts.

## A residential Parallel

(By Richard Linthicum)  
With all due respect to the brilliant powers of analysis and eloquence of Senator Harrison there has been no truer epitome of the "Monumental Accomplishments" of the Harding administration than the one presented in the form of an analogy by the delightful humorist and philosopher, Abe Martin, when he said:

"Pony Mopps, president o' the town board, has only been in office six months, an' as a result o' his splendid leadership he has accomplished this in follerin' 1/2 a talked of swimmin' pool, new courthouse steps contemplated, a reduction o' taxes in th' back-ground, four new lamp-posts prophesied budget system suggested an' a party split almost ironed out."

Like Pony Mopps, president of the town board, Warren G. Harding, President of the United States, has also been in office six months, and as a result of his "splendid leadership" he has accomplished the following—a talked-of and badly talked-of tariff bill; new loans to the railroads contemplated, a reduction of taxes in the background, so far back they cannot be seen; more appropriations for the Lasker Shipping Board prophesied, a budget system for "paper savings" and a dispute over party patronage in Ohio practically ironed out.

These items do not include much of the legislation pending nor the eleven bills for bridges, three for public lands, two for public grounds and buildings, two for dams, one each for dykes, rivers and fisheries, and five appropriation bills already passed together with authorizations to the Secretary of the Treasury, to issue certificates of indebtedness upon which to borrow money to run the government while the administration makes claims of "great savings."

The late Max O'Rell said: "The humorists are the wise men," and Abe Martin's satirical analogy is fresh evidence of the truth of the statement.

### COTTON MARKET

#### YESTERDAY'S CLOSE

OCTOBER	20.70
DECEMBER	20.90
JANUARY	20.59
MARCH	20.22
MAY	19.60

#### TODAY'S CLOSE

OCTOBER	20.80
DECEMBER	20.88
JANUARY	20.67
MARCH	20.31
MAY	19.78

#### LOCAL MARKET

COTTON	19 1/2c lb.
COTTON SEED	54c bu.