

**THE SOUTHERNER**

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Foreign Advertising Representative, THE AMERICAN PRESS ASSOCIATION, New York, N. Y.

TUESDAY, SEPT. 14, 1920.

**ADVERTISING AND PRICES.**

The ancient idea that the cost of advertising is added to prices was nearly exposed by Dean Johnson of the New York University school of commerce in a recent address.

Mr. Johnson showed that you can't get large scale production without advertising. Advertising lowers the prices by making it possible to do business in great volume with the minimum of overhead cost.

Where advertising has brought quantity production, it becomes possible to standardize every operation, so it can be done with a minimum of expense.

The same principle applies to retail distribution. You can't get low prices without distribution in considerable volume, and you can't get volume of business without advertising.

**THE WORLD COURT IDEA.**

The Republican Senators who have so far succeeded in keeping the country out of the League of Nations, give little encouragement that they would enter the League on any terms. They seem inclined to favor only some form of world court along the lines of the Hague tribunal.

The Hague International Tribunal has been in existence since 1902, and it has proved wholly unable to prevent wars. Its existence accomplished nothing toward stopping the two Balkan wars, which shook the foundations of Europe, and had much to do with starting the world war. And the Hague Tribunal was about as useful in stopping the world war as a woman's sewing society in a country town. This tribunal has accomplished nothing but settle a few minor disputes that never would have led to war in any case.

The world has paid a terrific price as the result of depending upon such a useless force as the Hague Tribunal. Does it want to pay the same price all over again: and land civilization in chaos?

If the Hague Tribunal is to be given sufficient power so that it can become a compelling force to preserve peace, it must depend on just such an organization as the League of Nations.

The Republican party has pursued an attitude of negation and obstruction. It has prevented the United States from joining the League which could not be a complete success with the world's greatest power left out. In the lack of united effort, reconstruction stands still, and revolutionary movements are promoted. The Republican party opposes everything that has been done to maintain peace and offers no plan in its place, except the Hague court idea, which has already proved a complete failure. A more stupid inability to meet the needs of the times can not be found in all history.

People who are anxious to get their picture post cards delivered immediately can now send them between New York and San Francisco by airplane.

The crowd at the public dinners finds that speakers once enthusiastically applauded for their eloquence, are very dull and dry when listened to with cold water filling.

As it only costs \$1 a word to argue with a traffic cop, motorists should deny themselves of this luxury.

A lot of the people who defy the laws of the land will subserviently lay away their straw hats the day the summer lids are called in

**NOTICE OF ELECTION IN WHITAKERS SPECIAL TAX SCHOOL DISTRICT**

By virtue of the authority and power, conferred on the Board of Commissioners, of the Town of Whitakers, by Act of the General Assembly, Special Session, 1920: Notice is hereby given that an election will be held in the Town of Whitakers, at the regular polling place (the Mayor's office), on the 16th day of October, 1920, to determine the question of the issuance of bonds by the Board of Trustees of said Whitakers Special School Tax District, to the aggregate maximum principal amount of Seventy-five thousand dollars (\$75,000.00) for the purpose of providing funds for erecting, furnishing, and equipping necessary and convenient school building, or buildings, in said Special Tax School District, as now constituted; and further notice is given that a new registration of all electors in said District has been ordered, that D. B. Gaskill has been appointed Registrar, and that the Registration books will be opened from the 11th day of September, 1920, to the 2d day of October, 1920, inclusive, from 9 o'clock A. M. till sunset Sundays, except on Saturdays, when the Registrar will be at the said polling place.

This the 8th day of September, A. D., 1920.

B. A. STRICKLAND,  
Clerk of Board of Commissioners of Whitakers, N. C.  
S14-11w-4wks-4t

**FOR SALE :**  
**One 1 1/2 Ton :**  
**Republic Truck :**  
**Guaranteed Good :**  
**Condition :**  
**\$500.00 :**  
**H. P. FOXHALL :**

The schools are settling down to work, with the kids laying deep plans to get the teacher's goat.

STRAIGHT salary \$35 per week and expenses to man or woman with rig to introduce Eureka Egg Producer. Eureka Mfg. Co., East St. Louis, Ill. 1tp

LOST—Last Saturday evening, September 11, an extra large yellow trunk containing a feather bed and covering, some where between Corn Neck Farm and Mr. C. H. Gorham's. Information leading to its recovery will be liberally rewarded. Miss Linda Johnson, R. F. D. 4, Tarboro, N. C. 13-4tp

TYPIST WANTED—On Remington visible. One who is careful and particular. Apply immediately to J. A. Weddell, county auditor.

BRICK FOR SALE—Guaranteed 75 per cent hard. We have them on hand. L. D. Hargrove and E. V. Harris. 3-4t

TRY AN AD IN THE SOUTHERNER. START SMALL AND GROW WITH THE OTHERS.

**Notice of Public Renting of Dower Lands.**

I will on Monday, October 4, 1920, between the hours of 11 a.m. and 12 m., before the court house door in Tarboro, offer for rent, for a period of three years beginning January 1, 1921, to the highest bidder in rent cotton, to grade middling and to be packed in bales and delivered in Tarboro on or before the first day of November of each year, that certain tract of land known as the N. L. Hargrove Dower Lands, same containing a five or six horse crop.

Other terms and conditions of renting will be made known at the time and place of renting.  
This Sept. 2d, 1920.  
G. M. T. FOUNTAIN,  
Guardian of N. L. Hargrove.

**TARBORO STEAM LAUNDRY**

WILL TAKE WORK ANY DAY DURING THE WEEK AND RETURN ON SATURDAY OF SAME WEEK

BRING US YOUR WORK  
PHONE 499

**BUSINESS MEN'S DIRECTORY**

DIAMOND EXPERTS  
WEDDING RINGS  
—BELL'S SONS—  
JEWELERS TO THE SOUTHERN PEOPLE

W. L. & J. E. SIMMONS  
: : : LIVE : : :  
FURNITURE DEALERS

T. T. CHERRY & SON  
RELIABLE STORE  
Profiteering is Not Our Policy  
Tarboro, N. C.

G. A. LEGGETT  
District Agent  
MUTUAL BENEFIT  
LIFE INSURANCE CO.  
Tarboro, N. C.

F. S. Royster Mercantile Co.,  
Handle the Famous  
ROYSTER BRAND  
FERTILIZERS

THE ALLEY STUDIO  
Under New Management  
All Branches of Photography  
and Kodak Finishing  
G. I. Hightower, Mgr.

**SAFETY AND SERVICE**  
—AT—  
**THE FIRST NATIONAL BANK**  
MAKE US YOUR FINANCIAL HOME

FRANKLIN, PAIGE &  
DODGE BROTHERS  
MOTOR CARS  
See Zeb C. Cummings

PAMLICO SAVINGS &  
TRUST COMPANY  
THE BANK  
OF SERVICE

FOXHALL & RUFFIN  
SELL IT CHEAPER  
Ladies' and Men's  
Furnishings

: Resered For :  
MARROW PITT HDW. CO.  
Tarboro, N. C.

THE REAL ESTATE AND  
INSURANCE COMPANY  
Local Agents For  
ATLANTIC COAST REALTY CO.  
Name That Justifies Your Confidence  
Phone 201 G. M. Carver, Secy.

Tarboro Shoe and  
Clothing Co. (Inc.)  
WHOLESALE and RETAIL  
Austin Building

Willard Service Station  
Tarboro Storage Battery Co.  
Main Street -- Tarboro, N. C.

J. C. RUFFIN & CO.  
GEN'L MERCHANDISE  
FARM SUPPLIES  
Our Specialty

The Edgecombe  
Drug Company  
"The Prompt and Efficient  
Pharmacy"

EDGECOMBE HOMESTEAD  
& LOAN ASSOCIATION  
S. S. Nash, Secy-Treas.  
Tarboro, N. C.

—DRINK—  
COCA-COLA  
IN BOTTLES

ANDERSON, BROOKS,  
HARGROVE CO., Inc.  
Dry Goods, Shoes  
Hardware and General  
Merchandise

STATON & ZOELLER  
Famous 40 Years as  
THE RIGHT PLACE  
FOR RIGHT DRUGS  
403 Main Street

V. HERMAN CREECH  
: FLORIST :  
Flowers for All Occasions  
75—Phones—410

ROSENBLUM  
&  
NAVY  
Outfitters to The  
ENTIRE FAMILY

W. S. CLARK & SONS  
EVERYTHING  
FOR EVERYBODY  
Tarboro, N. C.

BENJAMIN'S  
Society Brand Clothing  
Stetson and Knox Hats  
Edw Clapp and Regal Shoes  
Queen Quality Shoes

FNEMAN MUSIC HOUSE  
VICTROLAS and PIANOS  
Musical Supplies  
Tarboro, N. C.

AUSTIN HARDWARE CO.  
HARDWARE and AUTO  
SUPPLIES  
Tarboro, N. C.

W. R. WORSLEY  
THE STORE THAT LEADS

O. O. BOYKIN  
THE SANITARY GROCER  
267—Phones—160

LOST—Check on Farmers Banking & Trust Co., made payable to Warren M. Jenkins. Finder return to Clark Warehouse. 14-3t

**Notice.**

North Carolina, Edgecombe County. George R. Brunson vs. Irene Brunson. In the Superior Court.

take notice that an action entitled as The defendant above named will above has been commenced in the Superior Court of Edgecombe County to obtain a divorce from the bonds of matrimony, and the said defendant will further take notice that she is required to appear before the clerk of the Superior Court for the County of Edgecombe, at his office in Tarboro, N. C., on the 20th day of September, 1920, 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. WALSTON,  
Clerk of the Superior Court.  
This 21st day of August, 1920.

**Administrator's Notice.**

Having qualified as administrator of the estate of D. Ernest Braswell, deceased, late of the County of Edgecombe, State of North Carolina, this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned at Tarboro, N. C., on or before the 16th day of August, 1921, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate settlement.  
ROSALIE BRASWELL,

**Administrator's Notice**

Having qualified as administrator of the estate of Dallas Dancy, deceased, late of the County of Edgecombe, State of North Carolina, this is to notify all persons having claim against the estate of said deceased to exhibit them to the undersigned at Tarboro, N. C., on or before the 6 day of September, 1921, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate settlement.  
NATHAN BOYD.

**NOTICE.**

Having qualified as executors of the estate of James Harrell, deceased, this is to notify all persons having claims against the said to present them to the undersigned on or before August 24th, 1921, or this notice will be pleaded in bar of any recovery thereof.  
CHARLES HARRELL,  
HENRY HARRELL,  
Executors.

**NOTICE.**

Notice is hereby given that the Limited Partnership known as The Columbia Battery Station of Tarboro, N. C., in which I was a limited partner, has been dissolved and being a limited partner in the above named firm I disclaim all responsibility for debts contracted in the name of the firm. The above Limited Partnership can be found duly recorded in the Register of Deeds' office of Edgecombe County at Tarboro, N. C.  
JAMES R. WORSLEY.

**Service By Publication.**

In the Superior Court, North Carolina, Edgecombe County. Minnie Epps, vs. Leroy Epps. Notice.

The defendant above named will take notice that an action entitled as above has been commenced in the Superior Court of Edgecombe County for the purpose of obtaining a divorce absolute from the bonds of matrimony from him by the plaintiff on statutory grounds; and the said defendant will further take notice that he is required to appear at the office of the Clerk of the Superior Court of Edgecombe County in Tarboro, N. C., on the 18th day of Sept. 1920, before said Clerk 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. WALSTON,  
Clerk of the Superior Court of Edgecombe County.  
This the 19th day of August, 1920.

**—CALL 103—**

For All Kinds of Plumbing.  
Yours To Serve  
R. E. L. PITT

DR. E. G. HORNBECK  
Osteopathic Physician

Monday, Wednesday, Friday  
2 to 6 P. M.  
Office: Masonic Temple Building  
Over Cook Drug Store.

ESTABLISHED 1824

THE NEWSIEST AND BEST

AFTERNOON

PAPER

IN

Eastern North Carolina

ASSOCIATED PRESS

DISPATCHES

STATE CAPITAL

NEWS

All The Local News

Second Oldest Paper in North Carolina

\$5.00 PER YEAR

BY MAIL

EVERYBODY TAKES

The Southerner



**OUCHI LAME BACK**  
Rub Backache, Lumbago, Soreness and Stiffness Away—Try This!

Back hurt you? Can't straighten up without feeling sudden pains, sharp aches and twinges? Now listen! That's lumbago, sciatica or maybe from a strain, and you'll get blessed relief the moment you rub your back with soothing, penetrating "St. Jacobs Oil." Nothing else takes out soreness, lameness and stiffness so quickly. You simply rub it on and out comes the pain. It is perfectly harmless and doesn't burn or discolor the skin. Limber up! Don't suffer! Get a small trial bottle from any drug store, and after using it just once, you'll forget that you ever had backache, lumbago or sciatica, because your back will never hurt or cause any more misery. It never disappoints and has been recommended for 80 years.