

—Here's your chance to see

Four Horsemen ^{Of} The ^{The} Apocalypse



Scene from THE FOUR HORSEMEN OF THE APOCALYPSE

FREE AT THE

COLONIAL THEATRE

December 5th and 6th

These Firms Are Going to Give Two FREE TICKETS Worth

\$1.00 Each to Each Winner of This Simple Phrase Contest

"THE FOUR HORSEMEN OF THE APOCALYPSE" is coming to Tarboro and this news has set all the town to talking about the great attraction that has brought words of gratitude from the author, Ibanez, of the famous novel of the same name, to Rex Ingraham, and has won for Ingraham the Bachelor of Arts Degree from one of America's finest and oldest universities. This is the first academic recognition of the motion picture as a fine art, and it was inspired by the really sublime work done in this epochal picture. FOR SPECTACULAR SCENES, dramatic moments, gripping pathos and poignant delineation of the tragedies of humanity during the World War, this

picture has become famous. It dwarfs the "Birth of a Nation" as does the World War dwarf the Civil War in sheer bigness of effort. \$1,500,000 was spent in its filming, and ten months were consumed in the acting of the picture alone. It has had the longest runs of any picture in the larger centers, and has played to capacity houses everywhere. The DAILY SOUTHERNER is glad to have the merchants below use its advertising columns in their generous offer to distribute 24 free tickets to this great show. The tickets will cost \$1.00 each should you buy them, so this represents a real opportunity to make a substantial saving with little effort. READ HOW YOU CAN WIN THEM IN OPPOSITE PARAGRAPH.

How To Win Two Tickets

Each firm, whose ad appears below, is offering two tickets free to the one making the best phrase applicable to their business from the seventeen letters founds in the title words of the picture "The Four Horsemen of the Apocalypse." You may use each letter as often as you wish, but be as brief as possible. For instance, if it is a man's clothing store advertising, you might say "Our Hats Please Most Men." It will be simply if you read all the ads given below, fix the business of each firm in your mind and then set out to write a real snappy phrase that you know fits the business of the advertiser. Write just one phrase for each advertiser, put your name and address on the bottom of the sheet of paper, and leave it in the store you wrote it for with the words "Contest Answer" on the envelope. In Friday afternoon's SOUTHERNER the winners of the tickets will be announced in a news story. The tickets will be good for any of the Two Days the picture shows at The Colonial, December 5 and 6. In case the winning phrase is submitted by two contestants then the first one received will be awarded the tickets. Remember, there are twelve advertisers and each one has two tickets to offer, and you have twelve chances of winning two tickets to the greatest of pictures. ANSWERS MUST BE IN BY MONDAY, 6:00 P. M.

THE FOUR HORSEMEN OF THE APOCALYPSE

"THE FOUR HORSEMEN" can be fitted with the four highest quality of Men's Ready-To-Wear:

- "SOCIETY BRAND CLOTHES"
- "EDWIN CLAPP SHOES"
- "MANHATTAN SHIRTS"
- "JOHN B. STETSON HATS"

At the Store of Quality

BENJAMIN'S

Head to Foot Outfitters for Entire Family

GROCERIES

At Prices to meet your purse. With our chain of 71 stores we are in a position to offer you groceries as cheap as they can possibly be sold.

Everything that is usually found in an up-to-date Grocery can be found at

Pender's Store

TARBORO, N. C.

Hardware? Yes We've Got It

"The Store that Leads the Way Every Day" If you need anything in the Hardware line come to the store that's the Farmer's Friend, with one of the most complete stocks in this section.

Marrow-Pitt Hardware Co.

TARBORO, N. C.

Farmers Banking & Trust Company

TARBORO, N. C.

Has procured for the benefit of its customers, Super-Safety and Insured Checks.

Let Us Tell You About Them.

MAKE OUR BANK YOUR BANK.

Vulcanizing and Batteries

Let us vulcanize that old tire and save you buying a new one for some time to come. Work done by experts in their line. We are agents for the Philadelphia Diamond-Grid Battery—a battery that speaks for itself. Agents for the world renowned Fisk Tires. Come to see us for Quick and Superior Service.

Tarboro Vulcanizing Co.

O. O. Boykin & Co.

TARBORO'S SANITARY GROCER

For Purity in Fresh Meats and All Kinds of Fish, Oysters and Cured Meats,

TRY US FIRST

Prompt Deliveries : Courteous Attention

O. O. Boykin & Co.

Phone 442 Tarboro, N. C.

Santa Clause Is Here

SANTA CLAUS came in his big aeroplane from the North Pole a few days ago and left his entire pack with the W. L. & J. E. Simmons big furniture store. Make your selections now and we will deliver at your convenience.

W. L. and J. E. Simmons

TARBORO, N. C.

TODAY—TOMORROW—EVERY DAY

WE SELL IT CHEAPER

FOXHALL & RUFFIN

Special values now offered in Ladies' Silk and Wool Hose and Kabe Corsets, Taffeta Messaline and Crepe de Chine Silks. New Nobby Oxfords in Brown, Black and Patents. Star Brand Shoes, all leather, for children. Extra values now offered in Men's Shirts.

Always Try Us First

Gifts That Last

Are Here in Large Quantities.

Bring in that List and we will show you how Easy it is to fill your requirements.

DROP IN EARLY.

JAMES H. BELL SONS

Gift Shop

Do You Know You Can Get a Modern

Columbia Grafonola

With All the Exclusive Columbia Improvements

For LESS than an Older model Phonograph Without any of these Improvements?

EDGECOMBE DRUG CO.

COME AND BE CONVINCED

"The Sweetest Story Ever Told is Always Told in Music."

The sale of Victor and Edison records at reduced prices is something that Tarboro has never had before. We are placing on sale our entire stock of records at greatly reduced prices... Watch for our ad in The Southerner carrying a list of prices on these records.

Now is Time to Buy Your Favorite Records Agents for Victor and Edison Talking Machines.

Fineman's Music House

TARBORO, N. C.

YES, SIR: It's Time to select your Christmas Suit and Overcoat, Shoes and Furnishing. A full stock of Dutchess Trousers—10c a button, \$1.00 a ripi.

We are in position to fill your every Dry Goods Need with goods of quality at fair prices. We invite your inspection.

W. R. WORSLEY

"The Store that Leads"

TARBORO, N. C.