

THE SOUTHERNER

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Mr. Shanks in his speech at Farmville Wednesday said that the opponents of Cooperative Marketing System were not so much worried over the fact that this new system of selling Tobacco would fail but they were more alarmed over the fact that it would not fail and would be made a success.

The only obstacle to the success of the Cooperative Marketing of farm products in Eastern North Carolina is not so much the work of the opposition as it will be failure of the producers themselves to work of the system and sign the contracts and there lies the fighting grounds.

Mr. Horne of the Rocky Mount Evening Telegram says. It appears positive however that both the auction and the cooperative plan marketing system are going to prevail in Eastern North Carolina and with this statement the Southerner can not agree but on the other hand we are thoroughly convinced that in a few years the old auction system will be as scarce as bar rooms in prohibition times.

Both systems can not prevail in the same section for a country to have these two systems is like a man trying to serve God and Mammon. It is impossible.

THE WEAK SPOT IN FARMING—WHERE IS IT?

Every thinking man realizes that in farming here is a weak spot somewhere and since the agitation of the Cooperative Marketing has been going on so vigorously for the last few months in North Carolina that weak spot has surely been found and it lies at the farmer's door.

The cultivation and production of farm products have been practically solved, the valuable assistance rendered by the Agricultural Department of the state and nation have worked great wonders in agriculture during the few last years.

But the weak spot is not there. When it is realized that the average farmer is a producer and not an expert seller the light begins to dawn that the weak spot lies in this part of the farmers business.

When he has developed in production and cultivation he comes behind in the sales department of his business.

He is a dumper of his products on the markets of the world there by glutting those markets and bearing always down the prices for his stuff.

When he learns to merchandise his produce on a business basis, his success is sure and certain. And that is just what the Cooperative Marketing system proposes to teach him in doing. By adopting this system he will not only be able to merchandise his produce, but he will be able to stand his ground as well.

Individualism in business has done more harm than it has been found to do in any other industry.

ture must be put in the junk pile or else the farmers must face disaster as they have done in the past.

A new era for agriculture is at hand and it is up to the farmers to say among themselves whether or not they will take time by the forelock or stand still and let the procession pass them by.

Where is this weak spot? Let every farmer answer this for himself.

TARBORO COTTON MARKET

Who says Tarboro is not a good cotton market? Cotton was selling for 19 1-2 cents in Raleigh yesterday and 20 cents in Tarboro. And it should not be lost sight of, that the cotton in the Raleigh section is better by far than the cotton raised in this section.

RADIOLOGY AND RADIUM THERAPY TO BE PRACTICED

Drs. Baker, Harrell and Green have associated themselves in the practice of radiology and radium therapy in addition to their present association in surgery. Dr. Baker will have exclusive charge of the radium and x-ray treatments, Drs. Harrell and Green will gradually withdraw from general practice and give their time to surgery.

An announcement will be sent to the profession at the proper time. The apparatus will cost approximately \$10,000 and will utilize 300,000 to 380,000 volts of electricity.

While in Chicago Dr. Baker will be thoroughly instructed in the technique and in the operation of the machine and in addition to that an electrician from the laboratory of the General Electric Company will spend some time here with Dr. Baker as soon as the machine is installed, giving him practical instructions in treating internal cancers and other diseases for which the x-ray and radium are used.

SOLVE HOUSING PROBLEM AT HARVARD UNIVERSITY

CAMBRIDGE, Mass., June 2.—A comprehensive plan for solving the critical housing problem of the Harvard business school by lifting it bodily out of its present surroundings and erecting for it a new group of buildings within easy reach of the other Harvard departments is under consideration by officials of the university.

The new group would consist of a central building with administrative offices and classrooms, and from two to four dormitories for students. At present the business school has its headquarters in University Hall, holds its classes mostly in improvised space such as the basement of Lawrence Hall and the basement of the Harvard Union, and is able to house less than a quarter of its students in dormitories.

It is quite possible that the largest part of your whole season's investment may be lost in a five minute barrage of hail stones.

Another reason why your crop should be protected by a hail insurance policy.

SAVE MONEY BY MAKING YOUR OWN SOAP

Here is the way to make 10 pounds of good soap

Every housewife should know how to make this pure soap. All that is needed is one can of Red Seal Lye, 5 1/2 pounds of waste grease and a little water.



P. C. TOMSON & CO., Southwark P. O., Philadelphia, Pa.

N. C. STATE COLLEGE of Agriculture and Engineering SUMMER SESSION JUNE 13TH TO JULY 26TH

Courses for Teachers holding State Certificates and for Prospective Teachers who are graduates of Standard High Schools. Courses for College Entrance and for College Credit. Courses in Cotton Classing. Catalogue upon application.

Apply for Reservation at Once to W. A. WITHERS, Director Raleigh, North Carolina

Pender's Stores advertisement listing various products like butter, coffee, and soap with prices.

Hail and lost dollars advertisement for a hail insurance policy.

The Franklin Car advertisement for Zeb. C. Cummings, highlighting a reduced price of \$500.00.

WHY? The Southerner Job Department advertisement featuring 'RECEIPTS Increased 92 Percent During the Last Six Months. SERVICE Plus RIGHT PRICES.'

ARE YOUR PAPERS SAFE? The First National Bank of Tarboro advertisement.

JUST UNLOADED advertisement for R. B. Peters Grocer, listing various flour and sugar products.

MONEY TO LOAN advertisement for James Pender, offering improved farm lands and real estate.