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IN

THE

SOUTHERNER

OPEN SESAME!

ALI BABA MURMURED THE MAGIC WORDS, THE CAVERN DOOR SWUNG OPEN AND MOST COSTLY TREASURES LAY AT HIS FEET.

YOU, TOO, HAVE AN "OPEN SESAME" TO THE TREASURES OF THE WORLD. IT IS ADVERTISING. READ THE ADVERTISEMENTS AND YOU OPEN THE DOOR

TO COUNTLESS COMFORTS AND CONVENIENCES YOU OTHERWISE WOULD MISS. FOR ADVERTISING WILL SPREAD BEFORE YOU THE PRODUCT OF FIELDS, LOOMS, AND FACTORIES THE WORLD OVER—THINGS THAT MAKE LIFE EASIER, HAPPIER, MORE INTERESTING AND MORE FRUITFUL FOR YOU AND YOUR FAMILY.

THERE IS NO QUESTIONING THE REAL BENEFITS THAT COME FROM THE REGULAR AND SYSTEMATIC READING OF THE ADVERTISING COLUMNS. NO OTHER ONE THING WILL GIVE YOU SUCH ECONOMY AND KEEN SATISFACTION IN EVERY-DAY BUYING.

ADVERTISING IS FAR TOO IMPORTANT TO BE OVERLOOKED.

READ IT EVERY DAY. IT IS A PROFITABLE PRACTICE.

A BUMPER CROP AND ECONOMIC IDIOCY.

The August government crop report shows a probable production of 3,000,000,000 bushels of corn and 800,000,000 bushels of wheat, with relatively good crop prospects in other products. The question now occurs what are the farmers going to do with their surplus? Europe wants it and needs it, but a republican party conspiracy, beginning in 1918 and continuing to this day, has left Europe in financial and economic chaos and destroyed the farmers' greatest source of prosperity, the foreign markets. Until these are restored, the surplus agricultural products must go begging and also operate to reduce the price in the home market.

It is now proposed to destroy what is left of the foreign market by the prohibitive profiteering Fordney-McCumber Tariff Bill.

While the farmer is thus increasing his products the republican party is driving away his customers and destroying their ability to buy. This is a form of economic idiocy, upon which republican reactionaries have a monopoly.

VALUABLE TARIFF PAMPHLET.

One of the most important contributions to the tariff literature of this campaign is the pamphlet of twenty-seven pages entitled "The Senate Tariff Bill," prepared by Mr. Alverton Sanford Hough of Jacksonville, Fla., the leading editorial writer of the Florida Times-Union. Mr. Hough in the pamphlet tells in great detail how little the Fordney-McCumber Tariff Bill will contribute to the government and how much to the protected interest. The figures are appalling. Taking the fourteen principal schedules of the bill he shows that the probable revenue will run up to about \$230,983,779, and the amount of protection given in the bill is \$6,341,699,205.

Mr. Hough has made an exhaustive study, not only of the pending tariff bill, but of the theory of protection, and analyzes both in great detail, using concrete examples, because, as he says, the average man understands the concrete much better than the abstract. Mr. Hough will supply this valuable pamphlet at a moderate price.

Miss Ethel Battle of Rocky Mount is here this week the guest of Mr. and Mrs. John A. Weddell.

FOR RENT—4 HORSE FARM, 1 mile from Speed. Adapted to any crops. Mrs. Carrie Howell, Speed, N. C. a23-4tp

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Apply Vicks lightly—it soothes the tortured skin.
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VAPORUB
Over 17 Million Jars Used Yearly

U-SAVE-IT STORE

R. B. Peters, Jr., Prop. 209 Main Street

INSTANT SWANS DOWN.
Per Package 25c

SWANS DOWN Cake Flour
Per Package 35c



FAMOUS GINGER WAFERS,
Large Can 30c

A Ginger Snap "High Ball,"
PREMIER FRUIT SALAD,
No. 2 1-2 Can 57c

FLAG GOLDEN PUMPKIN,
No. 3 Can 15c

CARAJA COFFEE,
Per Pound 26c

The best all pure coffee you can get for the money.
CCRACOCKE MULLETS, Extra Fancy,
Per Pound 22c

NEW JERSEY IRISH POTATOES,
Per Peck 40c

PORTA RICA SWEET POTATOES,
Per Peck 40c

These sweet potatoes are HOME GROWN. All the Irish potatoes we get now are imported. EAT MORE SWEET POTATOES.

GOODLUCK Jar Rubbers,
Per Dozen 8c

FRUIT JARS

MASONS
Pints, dozen 85c

Quarts, dozen 95c

Half Gals., doz. \$1.25

IDEALS
Pints, dozen 95c

Quarts, dozen \$1.15

Half Gals., doz. \$1.55

MONEY TO LOAN

IMPROVED REAL ESTATE IN EDGECOMBE COUNTY FIVE YEARS TIME

AT FIVE AND HALF PERCENT HENRY C. BOURNE, Attorney

Notice of Sale of Real Property. Under and by virtue of the power and authority vested in me by the certain deed of trust executed to the undersigned and the Tarboro Building and Loan Association, by M. S. Whitehurst and Jeannette E. Whitehurst, his wife, dated 24th May, 1919, and duly recorded in the Edgecombe County Public Registry in Book 184 Page 195, default having been made in payment of the indebtedness secured thereby, and demand having been made upon the undersigned to sell, I will, on Saturday, September 2nd, 1922, at 12:10 o'clock P. M. in front of the Court House door of Edgecombe County in Tarboro, N. C., sell at public auction to the highest bidder for cash, that certain parcel or lot of land lying and being situate in Edgecombe County, North

THE MUTUAL BENEFIT LIFE INSURANCE CO.

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ASK THE POLICYHOLDERS

G. A. LEGGETT

District Agent.

Carolina, and in the Town of Tarboro bounded and described as follows, to wit:

Beginning at the Northeast corner of lot No. 63 in said town of Tarboro on St. James Street, thence running in a Westerly direction with and along the line of St. James Street, 75 feet, cornering; thence along at right angles to St. James Street in a Southerly direction 150 feet, more or less, cornering; thence in an Easterly direction and parallel with St. James Street, 75 feet to St. Patrick

Street, cornering; thence with said St. Patrick Street in a Northerly direction 150 feet, more or less, to the point of the beginning, the same being the residence lot whereon the said M. S. Whitehurst and Jeannette E. Whitehurst, his wife, now reside. See Book 76, Page 75, of Edgecombe County Public Registry for source of title and more particular description.
This August 1st, 1922.
R. G. ALLSBROOK, Trustee.
a3-1tw-4wks.

SAPOLIN ENAMEL

MAKES OLD BED STEADS, RADIATORS, PICTURE FRAME and MOULDING BATH TUBS and a thousand other things look like new.

— TRY IT —

WASHABLE — \$ — \$ — SANITARY

Marrow-Pitt Hardware Co.

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THE SOUTHERNER