

Some of our business men who set up a howl about people sending orders to department stores, have all their stationary printed away from home to save five cents. "Consistency, thou art a jewel."

And so some people don't like some of the things they reads in this paper? Neither do we. But they are at liberty to pick out what they don't like and leave the rest for one who is less fastidious. Do they know what they call the man who sits down at a first-class hotel dinner, and beginning at the first item on the bill of fare tried to eat every dish mentioned thereon? This newspaper presents a varied bill of fare every week, but there is no law compelling them to devour every portion. Just put aside what you don't relish and say nothing about it. And don't swear at the editor. Its both wicked and foolish.

You may disfigure barns and fences and rocks and roads, waste your money on so called business charts, and vainly imagine you are advertising. But you are not. The newspaper that every week visits hundreds of homes, and is looked upon by its readers as a reliable friend and adviser is the medium through which the wide awake business man will speak to the people. Quack advertising—the kind you bite on when a stranger comes around a great "scheme" is like quack medicine, the less you take of it the better. The man who appreciates the value of newspaper advertising, and has business instinct enough to know that all other methods are spurious, is the man who meets with success.

Report of the condition of
The Bank of Creswell,
at Creswell, in the State of North Carolina, at the close of business Oct., 31st, 1914.

RESOURCES	
Loans and Discounts	\$24,634.22
Furniture & Fixtures	809.00
Due from Banks and Bankers	4,802.35
Cash items	31.00
Gold coin	175.00
Silver coin, including all minor coin currency	360.78
National bank notes and other U. S. notes	260.00
Total	\$31,063.35

LIABILITIES	
Capital stock paid in	\$5,000.00
Undivided profits, less current expenses and taxes paid	2,454.07
Deposits subject to check	12,442.10
Savings Deposits	10,931.88
Cashier's checks outstanding	225.04
Certified checks	10.26
Total	\$31,063.35

State of North Carolina, County of Washington, ss:
I, D. E. Woodley, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

D. E. Woodley, Cashier
Subscribed and sworn to before me, this 17th day of November 1914,
J. L. Russell, N. P.

Correct-Attest:
Wm. Wiley
W. H. Hardison
Alfred Alexander
Directors

To Automobile Owners
I Have a full stock of automobile Supplies
HAVE LIGHTS PUT IN YOUR CURTAINS FOR WINTER
Painting of all kinds and Slip covers for your car.
Frank Cowell
PLYMOUTH

Report of the condition of
The Bank of Roper
at Roper, in the State of North Carolina, at the close of business Oct. 31st, 1914.

RESOURCES	
Loans and discounts	\$81,573.12
Overdrafts, unsecured	17.29
Banking House	2,200.00
Furniture and Fixtures	1,322.00
All other real estate owned	1,000.00
Due from Banks and Bankers	5,192.69
Cash items	596.26
Gold coin	250.00
Silver coin, including all minor coin currency	320.04
Nat. bank notes and other U. S. notes	857.00
Total	\$96,327.34

LIABILITIES	
Capital stock paid in	20,000.00
Surplus fund	6,500.00
Undivided profits, less current expenses and taxes paid	3,501.41
Deposits subject to check	21,526.96
Savings Deposits	43,894.13
Cashier's checks outstanding	762.64
Certified checks	42.20
Total	\$96,327.34

State of North Carolina, County of Washington, ss:

I, L. G. Roper, President of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

L. G. ROPER, President.
Subscribed and sworn to before me, this 9th day of Nov. 1914.

B. S. CLARK, N. P.

Correct-Attest:
J. W. Chesson
W. A. Blount
W. C. Thompson
Directors

FOR SALE.
I have in charge a small stock of General Merchandise for sale below wholesale cost. Anyone who wishes to start into merchandise business apply to
W. M. BOND, Plymouth, N. C.

BUSINESS FOR SALE
Store For Rent!

On account of being unable to give some proper attention, my mother, Mrs. Alice M. Ayers, wishes to dispose of her

Millinery Business
This business is located on Water Street in the town of Plymouth in one of the best business sections, and has been established about 15 years. For anyone wishing a paying business of this character, this is a splendid opportunity. Will sell stock and fixtures and rent store to party who buys same. Whoever buys this business will have the benefit of a established trade which might mean the difference in success and failure to anyone engaging in this line.
For particulars address by letter,
A. U. NEWBERRY,
Plymouth, N. C.

NEW WAY TO TEST BALANCE OF AUTO

Resourceful Dealer Mounts New Studebaker on Four Sets of Scales.

With increasing frequency during the past two years, automobile salesmen have been called on to answer the question, "How much does it weigh?"

Buyers, especially those who have had motoring experience, have become intensely alive to the importance of weight and its proportion to power. They realize that, to a great extent, comfort ease of steering, and the economical maintenance of their cars in gasoline, oil and tires, depend on the absence of undue bulk and the even distribution of the car's weight. Nor can all prospective buyers be convinced without a visit to the scales.

As a lesson to his own staff, as well as a confirmation of printed information, Warner M. Bateman, Studebaker dealer at San Diego, Cal., pushed the weight question home in a conclusive manner by securing four sets of scales and placing one under each wheel of the first five-passenger Studebaker "Four" he received. So interesting was the result that Mr. Bateman later transferred the scales and the car to his show window, as a lesson to motorists and a demonstration not only of lightness but also of the perfect balance attained in a modern type of American design.

The scales showed the total weight of the car to be 2,372 1/2 pounds—a result which simply made good the claim of unusual lightness for the car.

The heaviest load fell on the right rear wheel, the scale supporting which registered 662 1/2 pounds.

The left rear load was 629; the right front 592, and the left front 529 pounds.

The sum of the two right-hand weights was 1,191 1/2; of the left 1,181, the right side being slightly heavier, due to the location of the large storage battery under the front seat on that side.

These weights were taken, of course without the presence of a driver on the left and without supplies of gasoline, oil and water, all of which are supported largely by the front wheels. With these additions, and with a driver of average size at the wheel, it was found that the weights developed an almost perfect balance, all four wheels weighing practically the same.

Fully as striking a result is scored by the Studebaker "Six" which, like the "Four" has been designed with a careful regard to lightness and weight equalization.

DR. KING'S NEW LIFE PILLS
The Pills That Do Cure.

Subscribe to the BEACON.

Glenwood Park Lots



WILL DO IT

Invest in a lot or so at Glenwood Park, on monthly payments, and you will get results as shown above.

Have you ever seen the terminals of a railway system that did not have a city of greater or less population built on adjoining properties?

Glenwood Park section marks the very center of the new city that the great Virginian Railway will cause soon to be built at Sewell's Point, Hampton Roads, Norfolk.

Many of Plymouth's best citizens have purchased. Now is the time, while prices are reasonable and terms easy.

Let us tell you more about it. Write to
Glenwood Park Corporation

325-327 SEABOARD BANK BLDG.

NORFOLK VIRGINIA.

RICHARD WINBORNE, Pres. Norfolk, Va. W. H. WINBORNE, V-Pres. Chowan Co., N. C.

WINBORNE & CO.

(INCORPORATED)

Cotton and Peanut Factors
Commission Merchants Norfolk, Va.

Peanut Warehouses: Suffolk & Norfolk, Va.
Shipments collected - Deliveries a nation freight - Deliveries: Seaboard National Bank, Norfolk - Always before buying get our prices on peanut bags, bagging and ties - IT PAYS. 12-18-15.



Overland Model 80

As previously announced, the Willys-Overland Company is buying a bale of cotton at 10 cents a pound for each direct and sub-dealer in Overland Cars in the cotton states, and another bale for each car sold by any dealer and paid for within 60 days from September 16th.

In addition to this we will personally buy another bale at 10 cents for each car sold in the Plymouth territory and paid for within the time named.

Buy an Overland Car, and in this way help the farmers relieve the depressed price of cotton, and at the same time help yourself by getting the best Car for the money.

Four Cylinder Touring \$1,075 Four Cylinder Touring \$850
Four Cylinder Roadster 1050 Four Cylinder Roadster 795
Seven Passenger Six Cylinder \$1475

Largest stock of parts and accessories carried in this section.

PLYMOUTH GARAGE & MOTOR COMPANY,

Plymouth, N. C.

DR. V. H. MEWBORN

SPECIALIST IN FITTING EYE GLASSES.

Our Fall Stock Most Complete.



IN SHOES

we have just what you want

Prices: 25c to \$5.



Have added to our Shoe Department a full line of old Ladies' Comfort Dress Shoes.

Prepare For Cold Weather—

Childrens Coats, \$1.50 to \$12.50; Ladies Coats \$4. to \$18; Ladies Suits \$10. to \$25; Boys Overcoats \$2.50 to \$8.00; Mens Overcoats \$8. to \$20; Mens new English Suits \$15. and \$18; ther Styles \$5. to \$20; Mens Pants \$1. to \$7.50; Boys Pants 50c to \$3; Boys Suits, sizes up to 20, 50c to \$10.

The best line 25c hose for ladies and children. Call for the Cadet Brand, for sale only at our store.

Our Dry Goods & Trimmings Dept.

can't be surpassed, as we have just what you want. Our nice laces are sold at old prices, as they were bought before the war effected the price—all kinds in stock 5c to \$2.50 per yard. Androscoggin Bleaching 10c yd or 9 1/2c bolt lots. Best 8c Calico 6c yd. All Silks at old prices, as bought before the war effected the price.

Not having space to mention more, I want you to know we have most everything needed for the whole family at the cheapest prices.

Clyde Cahoon.



LOWER PRICES ON FORD CARS.

Effective August 1, 1914 to August 1, 1915 and guaranteed against any reductions during that time. All cars fully equipped f. o. b. Detroit.

RUNABOUT \$440
TOURING CAR 490
TOWN CAR 690
(In the U. S. A. only)

BUYERS TO SHARE IN PROFITS.

All retail buyers of new Ford cars from August 1, 1914 to August 1, 1915 will share in the profits of the company to the extent of \$10 to \$50 per car, on each car they buy, provided we sell and deliver 300,000 new Ford cars during that period.

J. W. BUCHANAN-ROPER, N. C.

Stop and Think!

BUY YOUR

Buggies & Harness

HORSES & MULES

FROM

Kentucky Horse and Mule Exchange

Always a large collection on hand. Every sale guaranteed.

CASH OR CREDIT

Give us a chance to show you our stock before purchasing elsewhere.

J. S. SHUGAR

Opposite N-S Depot.