

## Ricks & Wilkinson



**We Want to Sell**  
Every Article of  
Summer Apparel  
in our store at  
once.

THE season has been a big one with us, but so heavily did we buy when preparing for it that we still have an enormous stock remaining in every department, consequently we have reduced the price on every article, including

**Men's and Boys' Suits,  
Men's and Boys' Haberdashery  
Men's and Boys' Hats.**

and you can buy an entire outfit for yourself and your boys at less than it would have originally cost you for a suit apiece at the beginning of the season.

**Men's Sack Suits.**

20.00 and 25.00 Suits now 16.00.  
15.00 and 18.00 Suits now 12.00.  
12.00 and 13.50 Suits now 10.00.  
8.00 and 10.00 Suits now 6.50.

**Men's Outing Suits.**

15.00 and 18.00 Suits now 12.00.  
12.00 and 13.50 Suits now 10.00.  
10.00 Suits now 8.50.  
8.00 Suits now 7.00.

**Boy's Suits,**

(Ages 7 to 16 years.)

10.00 Suits now 7.50.  
8.00 Suits now 6.50.  
7.00 Suits now 5.50.  
5.00 Suits now 3.75.

**Little Boys' Wash Suits.**

4.00 Suits now 2.75.  
3.00 Suits now 2.00.  
2.50 Suits now 1.75.  
2.00 Suits now 1.25.

**All Straw Hats half Price**

In our Haberdashery Department we have made similar important reductions.

## Ricks & Wilkinson

### A Prompt Settlement.

GREENVILLE, N. C., Aug. 2, 1902.  
H. A. White, Agent, Greenville, N. C.

Dear Sir:—I beg to acknowledge receipt of check for \$5,000 and wish to extend to the Penn Mutual Insurance Company, through you their Agent, my sincere thanks for the very prompt manner in which they settled the death claim of my late husband, John Flanagan.

The Penn Mutual was the first of the three companies in which he carried a policy to settle. It has only been ten days since proofs were mailed your Company, and such a prompt settlement as this should commend the old Penn Mutual to the insuring public.

Very truly,  
M. RY W. FLANAGAN.

### Notice.

To the Democratic voters of Pitt county.

I take this method of announcing my candidacy for the nomination for Register of Deeds of Pitt county subject of course to the action of the County Convention when it meets.

I have been a voter since 1871 and have always tried to do my whole duty as a good and loyal Democrat and if nominated and elected I will try to preform the duties of the office to the utmost of my ability. Thanking my friends in advance for their support, and awaiting the action of the Convention, I am for the best interest of the Democratic party.

Very truly,  
J. L. Sugg.

High Grade JOB PRINTING done here. Send us your orders.

### Coffins Follow the Flag.

Under this significant caption the Commoner says:

The army transport Kilpatrick recently carried to Manila four thousand coffins to be used in burying American soldiers who have died of fevers, cholera, and other diseases incident to tropical warfare. The New York World estimates the cost of each coffin to be \$8, and thus places the value of \$32,000 on this coffin shipment. The World points out that this exceeds in value our total exports to the Philippines in nine great classifications during the month of May, the last for which figures are at hand. Here are the terms: Agricultural implements, \$1,100; flour, \$5,250; carriages, \$5,371; clocks and watches, \$5,302; lumber, \$1,700; builders' hardware, \$5,192; sewing machines, \$2,274; petroleum, \$780; furniture, \$1,359; total, \$27,328. The World very properly concludes: "In the trade which follows the flag to our new Pacific possessions the number of soldiers' coffins is to the quantity of ordinary merchandise in pathetic disproportion."

### Reflection of a Bachelor.

It takes an awful lot of faith to believe that a woman is built like her clothes make her seem to be.

The further a woman can go and yet make herself believe she is not over the line, the surer she is that there is no harm in it.

A woman has such a natural gift for hunting trouble that when she thinks she hears a burglar downstairs she can begin worrying for fear there might also be one in her mother's house, too.—New York Press.

### AN IMPORTANT DECISION.

The Supreme Court of North Carolina has recently handed down a decision that is likely to be of much importance to the State and of interest especially to those who have enlisted in the movement for advance in public education.

The decision is concerned with a case from the town of Greenville. That town undertook to establish a Graded School. The enactment providing for this school was so drawn that it appeared that the intention was to deprive the negroes of its advantages and to leave them without opportunity of education. The Court declared the act unconstitutional.

In the course of the decision the following language occurs:

But the next ground alleged is a matter of which we must take notice, to-wit, that the act establishing the graded school discriminates in its provision against one race and in favor of the other. If this is so, it is in violation of article IX, Section 2 of the Constitution, which provides as follows: "And the children of the white race and the children of the colored race shall be taught in separate public schools; but there shall be no discrimination in favor of, or to the prejudice of either race." That is, one white child of the school age shall have the same amount of money per capita as a colored child, and no more; and the colored child shall have the same amount per capita as any white child, and no more; that both races shall have equal opportunities for an education, so far as the public money is concerned.

We understand that this utterance is in the nature of an obiter dictum, and that it stands not as the opinion of the Court—the Court not having passed on this matter particularly—but as the opinion of Chief Justice Furches, who writes the decision.

But its presence in a decision of the Court is of course highly significant. It at least raises a question on a point of great importance and at a time when its effect will be most far-reaching.

We are in a campaign for local taxation. That campaign will be stalled, we fear, until it shall be made clear that the free school funds will not be divided per capita. For to divide them per capita will enable the schools for negroes to run longer than the schools for whites, since the schools for negroes run more cheaply. So far from being just, this amounts to a discrimination against the white children.

This being so, we cannot expect the white people to increase the school funds in any way.

The demand for a remedy is imperative and urgent. We should like to see the real question in the utterance of Justice Furches considered by the Court. If the decision of the Court shall accord with his opinion then we have only one recourse, namely,—to amend the Constitution, so that each town or township shall be required only to maintain the schools for each race four months each year; and to add a section permitting each race to tax its members and to apply those taxes as it shall choose.

At the present we are left in a disastrous confusion.—Biblical Recorder.

The Raleigh Correspondent of The Charlotte Observer also has this to say along the same line:

## Hot Weather Clothing Is "on Tap."

And many have availed themselves of its "satisfying qualities" the past week. You'll like the weights, the fit, the style, the color and the prices.

**Serges from \$3.25 Up.  
Men's Wool Crash Suits  
\$5.00 Up.**

Cool, dressy, shapely, washable, durable—and above all both cheap and economical. Money awaits every dissatisfied customer. Busy as bees all the time—because our Clothing, our Methods and our Prices are right.

**Come now. We have  
Bargains for all.**

## FRANK WILSON,

THE KING CLOTHIER.

R. L. DAVIS, PRESIDENT

R. A. TYSON, Vice-President.

J. L. LITTLE, Cashier

## Bank of Greenville, GREENVILLE, N. C.

Statement of The Bank of Greenville, Greenville, N. C., at the close of business July 16th, 1902, condensed from report to North Carolina Corporation Commission.

Resources:		Liabilities:	
Loans and Discounts	\$145,739.69	Capital Stock paid in	\$25,000.00
Overdrafts	1,145.00	Surplus,	15,000.00
Furniture & Fixtures	2,093.85	Undivided Profits less	
Due from Banks	15,656.61	Expenses Paid	658.88
Cash Items	2,793.61	Deposits	145,487.62
Cash in Bank	18,717.74		\$186,146.50
	\$186,146.50		

Careful attention given to all business entrusted to us.

Your correspondent has referred to the Supreme Courts "opinion" in the public school tax apportionment case, from Greenville, to the effect that the taxes must be apportioned per capita, and that the constitution so requires. It is really not an opinion but a dictum. The constitution does not say the taxes shall be divided per capita. It says there shall be no discrimination between the races in the public schools. But it can readily be seen that in a per capita allowance there can be discrimination. White schools are necessarily more costly than colored schools. In a county like Edgecombe, for example, in a school district where the whites are out-numbered 3 to 1 there would be discrimination. The same thing would occur in a district where the negroes were a mere handful. Take a district with 150 negroes and 50 whites. The money to the negroes would keep their school open several months, perhaps five, that for the whites, not over 30 or 40 days. The fact is that the dictum will hardly interfere with the progress now so well begun. It is not an

opinion and, therefore, it does not stand in the way. It is understood that this will be the course pursued by the officials. It is good news. In view of the dictum some persons thought or feared there would be or might be a hitch in the running of the machinery, but not so. Some had suggested that a way out of the difficulty was to have a constitutional amendment dividing the taxes so that white taxes go to white schools and then allow whites to vote, if they so desired, money to the negro schools to aid the other, as the taxes the negroes pay would of course be but a drop in the bucket. This plan, however, will not work and would not stand the test of the court. Another suggestion was made that the 18 cents school tax on the \$100 valuation stand as now, but that each race be allowed to supplement it by vote in its particular district or county. But the construction which will be given by the school officials will make either of these things unnecessary of consideration.

For the best grades of JOB PRINTING send us your orders.



	Today.	Yesterday.
Middling	8½	8½



## SHORT LOCAL ITEMS

Snap Shots at Home News Put  
in Few Words for Busy Readers

1. Fellows meet tonight.

Every day there is thunder.

Fruit Jars cheap at S. M. Schultz.

Nice lot glass pitchers 2 for 25c  
at The Racket Store.

WANTED—Lady clerk for Saturday's. Apply at the Racket Store.

It has been too dry for mosquitoes this summer, but a thriving time for fleas.

DWELLING FOR RENT.—6 room dwelling for rent on 4th street. Apply to J. J. Perkins.

The prettiest line of late style tablets with envelopes to match have just been opened at Reflector Book Store.

Stenographers' note books, salesmen triplicate order books, typewriter and carbon papers at Reflector Book Store

Big lot of double and single entry ledgers, journals, order, record, time and day books just received at Reflector Book Store.

The King's Daughters will meet at 8:30 o'clock tonight at the home of Mrs. J. B. Cherry. All are requested to carry their dues.

Queen & Liles have rented one of the Jarvis stores, next to Shelburn, and will open an auction house. They conducted such a business here last winter.

### The Weather.

For North Carolina: Local rains tonight and Wednesday.

### Cotton Crop Report.

Washington, D. C., Aug. 4.—The monthly report of the Department of Agriculture shows the average condition of cotton on July 25 to have been 81.9 as compared with 84.7 on June 25, 77.2 on July 25, 1891, 76 on August 1, 1900, 84 on August 1, 1899, and a ten year average of 82.8.

The condition in the principal States is reported as follows:

North Carolina, 86; South Carolina, 88; Georgia, 83; Florida, 84; Alabama, 77; Mississippi, 80; Louisiana, 81; Texas, 77; Arkansas, 92; Tennessee, 92; Oklahoma, 94; Indian Territory, 95.

### Raising Fruit.

We are glad to hear our young friend J. E. Clark, Jr., who owns one of the best farms in Pitt county just across the Beaufort county line is engaged in teaching our farmers a lesson by going extensively into the cultivation of peaches. Last year he began by setting out fifteen acres in the choicest varieties of trees. This fall he will stock an additional fifteen acres and proposes to continue this yearly until he has one hundred acres in trees. Mr. Clark says fortunes are being made in Georgia by cultivation of the peach and he can see no reason why they cannot be profitably raised on his farm. If their shipment should prove unprofitable at a small outlay a canning factory can be built, and there are no canned goods that meet with more ready sale than peaches. We recall several years ago we visited his farm and saw the finest peaches we had ever seen raised in this section. We hope Mr. Clark's experiment may prove profitable and that more of our farmers will be induced to embark into the cultivation of fruit.—Washington Messenger.

Get a free sample of Chamberlain's Stomach and Liver Tablets at Wooten's drug store, Greenville, and Farmville Pharmacy, Farmville. They are easier to take and more pleasant in effect than pills. Their use is not followed by constipation as is often the case with pills. Regular size, 25c. per box.

Today at the Big Store--Cash House of Greenville

# Munford's Mid-Summer CLEARANCE SALE!

## Millinery Goods.

Our Millinery Goods in charge of Mrs. M. T. Cowell must be closed out with all Summer Goods at a sacrifice to make room for Fall Goods. Come and get some bargains

## Summer Underwear

Prices cut on the whole line. 63 dozen Men's colored Sea Island Percale Shirts, detached cuffs, worth \$1, clearance sale price, **42c**

## Ladies' & Gents' Umbrellas

Natural wood, Dresden and Corry's crook handles, fast black, worth \$1 and 75c. Special sale price, **39c**

## Corsets.

50c, 75c and \$1.00. We put them in at the one price. Celebrated makes. Sizes 24 to 30. **23c**

## Mattings

20c, 25c, 30c and 40c  
All go at one price. **15c**  
per yard

## Clothing.

33 1-3 per cent off on all Spring and Summer Clothing. Extra good values in Serges, Mohair, Sicilians and Alpaca. Come early while they last.

### Bed Spreads.

25 per cent cut on all Spreads.

# NOTICE

We do what we advertise  
We advertise what we do

These prices are for Spot  
Kash over the counter.  
No goods sent out, but  
your money back if they  
are not O. K.

## Wash Goods

Colored Lawn, Dimities in new neat figures and stripes; good values at 12 1/2c, 15c and 20c. Clearance sale price **9 3/4c**

## Sheer Dimity

Exquisite new patterns, stripes and floral patterns. Good values at 8c and 10c. Special sale price, **5c**

## India Linen

18c and 20c. Can't be matched in any city for less than above prices. Special sale price, **12 1/2c**

## Men's Shirts.

Detached Cuffs, 50c grade, clearance sale price, **29c**

## Ladies' Low Cut Shoes

All caught in this mammoth slaughter sale. Profits not thought of. They must go while this hot weather lasts. Our \$1.25 and \$1.50 line, all styles, warranted solid leather, **98c**

## Lace Curtains.

Worth \$1.50 and \$1.75, extra length, **98c**  
10 ft. long, very surely worth \$2.25 and \$2.75. Special sale price, **\$1.49**

## Calico, 4c Yard.

9,000 yards Calico, only ten yards to the customer.

## Balbrigan Undershirts & Drawers

Egyptian Combed yarns French woven neck, double breasted drawers. Clearance sale price, **25c**

## Armour & Co's Soap.

Lasting and Fragrant, worth 10c, Special sale price per cake, **4c**

## Spool Cotton.

J. J. Clark's Spool Cotton, 2 1/2c per spool.

The Most Sweeping of Keen Cutting Prices  
Get in the Main Squeeze. Come Early

# C. T. MUNFORD'S.

The Big Store.

Greenville. N. C.



After the Battle—roll call,  
After heavy selling—Broken Lots.  
And broken lots mean broken prices.  
and that is why we are having a

## Great Reduction Sale

All Summer Goods are marked  
down at special prices for  
special selling.

**Lawns, Dimities, Shirt-  
waists, Parasols, Fans, etc.  
Special lot Slippers and  
Oxfords—Ladies', Misses'  
and Children's.**

Some of these are worth \$1.50.  
We give you your choice for  
39c. A word to the wise is  
better than a Webster's Dic-  
tionary to the otherwise.  
Attend this End-of-the-Season  
Sale today and get your share  
of the bargains at

# J. B. Cherry & Co.

**The Only Department Store in  
GREENVILLE.**

—ESTABLISHED 1875.—

### S. M. Schultz.

Wholesale and retail Grocer and  
Furniture Dealer. Cash paid for  
Hides, Fur, Cotton Seed, Oil Bar-  
rels, Turkeys, Egg, etc. Bed-  
steads, Mattresses, Oak Suits, Ba-  
by Carriages, Go-Carts, Parlor  
suits, Tables, Lounges, Safes, P.  
Lorillard and Gail & Ax Snuff,  
High Life Tobacco, Key West Che-  
roots, Henry George Cigar, Can-  
ned Cherries, Peaches, Apples,  
Pine Apples, Syrup, Jelly, Milk,  
Flour Sugar, Coffee, Meat, Soap,  
Lye, Magic Food, Matches, Oil,  
Cotton Seed Meal and Hulls, Gar-  
den Seeds, Oranges, Apples, Nuts,  
Candies, Dried Apples, Peaches,  
Prunes, Currents, Raisins, Glass  
and China Ware, Tin and Wooden  
Ware, Cakes and Crackers, Maca-  
roni, Cheese, Best Butter, New  
Royal Sewing Machines, and nu-  
merous other goods. Quality and  
Quantity. Cheap for cash. Com-  
to see me.

### S. M. Schultz.

Phone 55

## That Suit

Would look better and  
last longer if you bring  
it down and have it

**Cleaned and Pressed.**

The work that I do  
speaks for itself, and I  
am ready to serve you  
promptly at all times.

**PAUL METRICK**  
The Tailor.

### W. J. TURNAGE

Passenger, Baggage and Freight Transfer  
Bus meets trains and boats and takes  
passengers anywhere in town. Baggage  
and freight delivered promptly. Any or-  
ders for me left at office of Speight & Co.  
or Phone No. 115, will receive prompt  
attention.

The WILMINGTON STEAM LAUN-  
DRY will do your work to perfection. No  
breaking or cracking of collars and cuffs.  
Once tried, forever satisfied.  
CARL PARKER, Resident Agent.

Orders for JOB PRINTING are  
solicited. Best work.

### Barber Shops.

**J. NOBLES,**  
FASHIONABLE BARBER.  
On Main street, Opposite J. B.  
Cherry & Co. Good clean work  
guaranteed.

### THE UP-TO-DATE BARBER SHOP

has moved near Five Points and lo-  
cated in the new brick building.  
Come give us a call, we think  
we can please you.

J. H. DAVIS.

**CENTRAL BARBER SHOP.**  
have moved my Barber Shop to the  
shop in front of Munford's new big  
store. have also associated with me  
Julius Fleming, who has been working with  
me for a long time. We have fitted up for it  
handsome shop in the town, and offer to  
public the best service ever offered here. We  
appreciate highly the liberal patronage we have  
received in the past. We cordially invite all  
of our past customers and all others who de-  
sire first-class service to come to see us in our  
new shop. We intend to please you and will  
do so regardless of expense or labor. We are  
ready at all times to accommodate you with  
first-class shave or hair cut.  
EDMUNDS & FLEMING  
Opposite Munford's Big Store.

Do you wash? Then use

## Craddock's Blue Soap

10 Cents

Buy 12 cakes or return  
12 wrappers and we  
will give you free one  
package of card pho-  
tographs of famous  
Actors and Actresses

## Wooten's Drug Store

## PERSONAL NOTES

Brief Mention of People Met  
With in the Social World

J. B. Speight left this morning  
for Baltimore.

W. E. Fenner came in Monday  
evening from Tarboro.

Miss Bessie Jarvis left Monday  
evening for LaGrange.

Miss Pennie Moore has returned  
from a visit to Mt Olive.

Mrs. J. T. Matthews returned  
this morning from Kinston.

Miss Ada Wooten left this morn-  
ing for a visit to Washington City.

U. S. Attorney Harry Skinner  
left Monday evening for Raleigh.

Mrs. R. W. King and children  
returned this morning from More-  
head.

Mrs. S. T. Hooker and children  
returned Monday evening from  
Wilson.

E. E. Griffin and Chas. Cobb  
returned Monday evening from  
New York.

Mrs. Ed. Whitehurst, of Mt.  
Olive, is visiting her mother, Mrs.  
Fannie Moore.

Misses Della Erwin and Fannie  
Moore returned Monday from a  
trip to Ocracoke.

Zeno Moore left this morning  
for Baltimore and New York to  
purchase new goods.

Miss Spicer, of Goldsboro, who  
was visiting Miss Glenn Forbes,  
left Monday evening

J. L. Taft returned Monday  
evening from Fortress Monroe.  
He went there to try soldiering  
but did not like it.

Col. T. H. Bain, of the State  
Guard, is here looking after the  
property of the disbanded Green-  
ville Light Infantry.

Misses Irene Lacy and Vivian  
Moncure, of Raleigh, who have  
been visiting Misses Irma Cobb  
and Lottie Blow, returned home  
today.

J. N. Hart returned Monday  
evening from a visit to his father  
at Boykins, Va. His sister, Miss  
Evelyn, came home with him for  
a visit here.

### Lecture to Firemen.

Capt. Sylvester Dibble, the vet-  
eraal colored firemen, of Washing-  
ton, who is now State Lecturer,  
will deliver a lecture to the fire-  
men of Greenville in the court  
house Wednesday night. The  
public is invited to attend.

The Rough & Ready and Red  
Hawk companies will have a par-  
ade Wednesday afternoon and be  
inspected by Capt. Dibble.

### Died.

Mr. W. J. Jackson died Monday  
afternoon at his home near Win-  
terville. He was among the best  
men of the county and his death  
is a loss indeed. The burial took  
place this afternoon at 5 o'clock.  
Mr. Jackson was a member of the  
Odd Fellows order and a number  
from Greenville Lodge attended  
his funeral.

### Hail in Chicod.

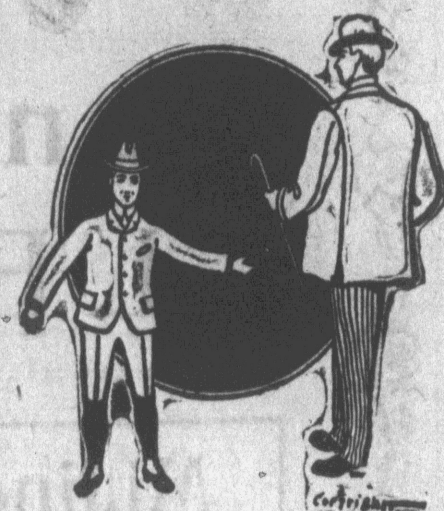
Mr. J. J. Laughinghouse, of  
Chicod township, was here today  
and says his section had a flood  
rain Monday evening. There was  
also a big hail storm that did  
great damage. Mr. Laughing-  
house says his crop is practically  
ruined.

For Job Printing in all the latest  
styles send us your orders.

### A Necessary Precaution.

Don't neglect a cold. It is worse  
than unpleasant. It is dangerous.  
By using One Minute Cough Cure you  
can cure it at once. Always inflam-  
mation, clears the head, soothes and  
strengthens the mucus membrane.  
Cures coughs, croup, throat and lung  
troubles. Absolutely safe. Acts im-  
mediately. Children like it. Jno. L.  
Wooten.

## SACRIFICE SALE OF MEN'S AND BOYS' CLOTHING



IN order to make room  
for our Fall and Winter  
stock, we have reduced  
every suit that we have  
in our house. We are over-  
stocked, and now is the  
time to make your pur-  
chases. Many new styles  
yet to select from.

Space forbids to mention  
all, but we quote a few of  
our reductions to give you  
an idea of what we have.

Our \$15.00 Suits reduced to \$12.48.  
Our \$12.50 Suits reduced to \$10.25.  
Our \$11.50 Suits reduced to \$9.50.  
Our \$10.00 Suits reduced to \$8.48.  
Our \$8 and \$9 Suits reduced to \$6.98.

All boys' Clothing reduced in the same proportion. It's an in-  
teresting object lesson to inspect our fine line, whether you buy  
or not.



## A. H. TAFT & CO.

CAROLINA & VIRGINIA  
Telephone Company,  
Henderson, N. C.

### Furniture Department

Complete in every line.

Best and largest line of Side Boards  
on the market.

Prettiest line of Suits in town.

Hall Racks at prices

Best line of Chairs ever offered on  
this market.

Big line of Matting just arrived.

Lace Curtains all prices.

Curtain Poles all kinds.

We sell the Celebrated

### Buck Stoves and Ranges.

Best Made. Satisfaction Guar-  
anteed or Money Refunded. Call on  
us for any of the above and we  
will please you.



The following toll rates will be  
in effect on and after May 1st,  
1902, subject to change and cor-  
rection: From Greenville to

1. Ayden	10 21. Louisburg	40
2. Beaufort	51 22. Morehead City	45
3. Boynton	50 24. Nashville	90
4. Buffalo Springs	50 24. New Berne	60
5. Burlington	65 25. Newport	40
6. Chapel Hill	50 26. Oxford	45
7. Chase City	55 27. Plymouth	30
8. Clarksville	51 28. Raleigh	45
9. Dunn	43 29. Roanoke Rapids	40
10. Durham	50 30. Rocky Mount	80
11. Enfield	30 31. Scotland Neck	30
12. Franklinton	45 32. Selma	40
13. Greensboro	75 33. Smithfield	40
14. Goldsboro	30 34. Spring Hope	85
15. Hamilton	25 35. Tarboro	25
16. Haw River	65 36. Wake Forest	45
17. Henderson	45 37. Warrenton	45
18. High Point	80 38. Weldon	40
19. Kinston	25 39. Wilson	80
20. Littleton	40 40. Winston	90

F. C. TOEPLERMAN,  
Gen. Sup't.

### T. H. Bateman,

GREENVILLE, N. C.

Practical Tin and Sheet Iron Worker.  
Roofing, guttering, spouting, metal ceiling,  
siding. Shingle and tile work a specialty.  
Shop over Baker & Hart store in Forbes  
building.

Is your supply of Stationery  
getting low? If it is, send us your  
order. JOB PRINTING of all  
kinds in the latest styles and best  
workmanship.



**BREAK INTO  
THE HOMES  
OF THE  
PEOPLE BY  
ADVERTISING  
IN THE  
REFLECTOR**

A REFLECTOR advertisement will walk into the  
homes every day and will let your wants be known  
to the people.

A REFLECTOR advertisement will bring custom-  
ers for your goods, find tenants for your house, find  
employment or employes, in fact fill any reasonable  
want you may have.

THE REFLECTOR goes into the homes of the  
people and is read for what it carries there, hence  
the place to tell your wants is in THE REFLECTOR.  
The cost of an advertisement in THE REFLECTOR  
is the easiest part.