

Every afternoon except Sunday.
Greenville, N. C.

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TUESDAY, OCT. 5TH, 1920.

Since October brought cooler weather
trade with the merchants is more brisk.
Advertising in The Reflector helps busi-
ness along, too.

The price reductions being announce-
d by merchants and dealers make very
comfortable reading these days. Any-
thing lowering the cost of living is
good news.

**GENERAL TRADE AND INDUS-
TRIAL CONDITIONS.**

The developments of the month have
strengthened the general conviction that
the boom period in prices is over, and
the country is settling down to condi-
tions more normal than those which
prevailed in last half of 1919 and the
early months of 1920. The day of com-
petition among dealers for goods at
any price and among employers for la-
borers at any wage has passed. There
is good buying power in the country
yet, but the keen edge is off; the feel-
ing is that from now on there will be
enough of everything to go around, and
that most things will be cheaper rather
than dearer—all of which is good reason-
ing. War conditions do not last al-
ways. Imports in the first seven
months of this year were \$3,481,000,
600 against \$1,954,000,000 in the same
months of last year. The crops are
large and the cost of living is lower
than last year. The argument for wage
increases based on the cost of living
works both ways, and the argument
of diminished demand for goods and
diminished employment is one of the
most convincing in the world. It can-
not be answered or put aside. It looks
everybody in the face until something
is done about it.

It was said that as the fall opened the
merchants would have to order goods
to take care of the fall trade and the
coming spring trade, but there has been
no rush to do so as yet. Cotton goods
business started up rather sharply af-
ter Labor Day, but the moment prices
stiffened up the demand weakened, then
came the slash of 33 1-3 per cent by
the Amoskeag Company and cuts all
along the line with the result that
prices are more unsettled than before.

In woolen goods the manufacturers of
cloth have cut prices 15 to 20 per cent,
and important houses in the making up
trades have announced that clothing
will be lower. Underwear and knit
goods are in an unsettled state, it be-
ing claimed that the lower cost of mate-
rials do not compensate for recent wage
increases. The large manufacturers
have made no move for wage-reduc-
tions and wish to avoid it. The reduc-
tions thus far are coming out of raw
material and manufacturers' profits.

**QUALITY PRODUCTION NECES-
SARY TO LOW PRICES.**

The automobile trade has experienc-
ed a falling off of business, and Henry
Ford has responded by returning to the
pre-war scale of prices, and without
any wage reduction. Mr. Ford is one
of the great exponents of quantity
production. No one has done more
than he to demonstrate its economics,
so this policy is what might have been
expected of him. One feature of mod-
ern, capitalistic, industry which its
critics do not appreciate is that it is
far more interested in steady produc-
tion than the small proprietor of for-
mer times. The latter could lay off his
force of workmen and suffer practi-
cally no loss but the loss of profits, but
a plant representing an investment of
millions cannot afford either to be idle
or to run at only a part of its capacity.
Big industry is interested in getting
upon a stable basis as quickly as possi-
ble, and that is in the interest of the
entire community as well.

Despite the fact that a large number
of wage-earners have been laid off in
the tire factories, shoe factories and
textile mills, and that local trade has
been affected to some extent thereby,
the percentage of unemployment the
country over is small and not likely to
increase. Payments through banks are
about on a level with a year ago, and
throughout the great west there is en-
tire confidence in the future. The
railroads handled more freight in the
month of August than in any other
August on record.

**ANNOUNCES "MARKETGRAM"
SERVICE.**

With accurate and unbiased market
information a prerequisite of any re-
organization of the machinery for
marketing farm products, the bureau
of markets, United States department
of agriculture, is doing everything
within its power to make such infor-
mation available to producers, dealers,
and the general public, and announces
that beginning October 1st it will issue
weekly "Marketgrams" on Mondays,
Wednesdays, and Fridays, summariz-
ing the market news at the Nation's
principal markets for the preceding
seven days. A weekly "Marketgram"
will be issued on Saturday, also, to
cover the calendar week.

The "Marketgrams" are intended to
present briefly and concisely the trend
of market conditions with regard to
live stock and meats, grain, cotton,
butter and cheese, fruits and vegeta-
bles, and other farm products. The
information will be relative and will
enable the reader at a glance to visu-
alize the general situation. No statisti-
cal data will be given beyond import-
tant changes in the week's range of
prices. On the issuing dates the
"Marketgrams" will be dispatched over
the Bureau of Markets' leased wires to
its field offices and thence distributed
to farm papers and other publica-
tions which have requested them. Some
250 farm papers have been canvassed
with regard to the service, and al-
ready 38 publications with combined

circulation of 2,000,000 have specifically
requested the "Marketgrams" for use
in their papers.

The United States Bureau of Markets
is perhaps better equipped to collect
produce market news than any other
single agency in the United States. Its
representatives in the field and at
market centers are in close touch with
market conditions and their reports are
received by the bureau's main office at
Washington every day. In addition the
bureau receives first-hand information
from the superintendents of some 474

railways regarding carlot movements at
shipping points. The collection of this
information would be of little value, ex-
cept as statistical data, were it not
distributed as widely as possible so
that producers, dealers, and others in
the trade might have the benefit of it
in the marketing of produce.

At the present time daily reports re-
garding live stock, meats, fruits, and
vegetables are issued and distributed
by mail and telegraph to those who re-
quest the information. Weekly and
monthly reports and special articles are

also issued for the use of individuals
and the press. Thousands of growers
throughout the United States receive
these reports or read them in the daily
papers and many have stated that by
keeping them informed of market con-
ditions generally they have often been
enabled to market their produce at a

time and place better to meet consump-
tion demands and at better prices than
would have been the case had they
been compelled to rely entirely upon
the information furnished them by the
trade.

**CAFE CUTS PRICES
30 PER CENT**

In order to reduce the high cost of living we have today
Cut our prices.

30 PER CENT

Every thing in our eating line reduced. We do this in
order to be in keeping with the low prices of tobacco and
at the same time help cut down the cost of living.

BUSY BEE CAFE

Opposite N. S. Depot

Greenville, N. C.

Coles Hot Blast



"Makes your coal
pile last".

We have the best
heater made.

Ask your neigh-
bors if we are
not right
about it.

Quinn-Miller & Co.

Greenville, N. C.

**20 Percent 20
DISCOUNT !!**

On All Cash Purchases, of One
Dollar, or More. This is on all
classes of merchandise. Absolutely,
nothing is reserved or withheld from
sale. Our sincere wish to do our
share to lower the cost of living.
COME EARLY, and supply your
fall needs at a substantial saving.
Discount in effect now, continuing
until further notice.

C. T. Munford
"THE SAME FOR LESS."
404 EVANS STREET

**SELL
WITH**

Smith & Sugg at the Star

SALES SCHEDULE

Wednesday, Oct. 6 1st sale
Thursday, Oct. 7 3rd sale
Friday, Oct. 8 2nd sale
Monday, Oct. 11 1st sale

We have with us today, the largest number of tobacco growers from adjoining counties
that we have had this season. A comparison of the sales made in Greenville with other
markets will show conclusively that Greenville will get you more dollars for the same to-
bacco. We again urge the slow marketing of tobacco, other wise depression in prices will
be the result.

SELL YOUR TOBACCO WITH

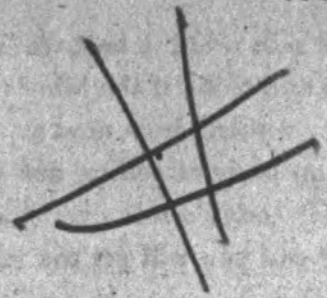
FORBES & MORTON

Prices Still Improving on all Good Tobacco.

Sales Larger yesterday and today. Bring us a load. We will get the high dollar for you.

Wednesday, Oct. 6th, 1st sale.

ASK THE MAN WHO SELLS WITH US



Perfect Carbonation



Carbonation is the LIFE of a beverage.

Without it drinks are unpalatable and without zest.

Pepsi-Cola is an unusual combination of fruit flavors, invigorating properties, and perfect carbonation. Just the right amount of carbonic gas being diffused with the liquid to give it a zippy, snappy tang. The quality is 100%.

"It Is So Much BETTER"

DRINK

Pepsi-Cola

IT WILL SATISFY YOU

SOCIAL - PERSONAL

Mrs. John R. Carroll left yesterday morning for Winterville.

Mr. J. D. Nash, of Wilson, was in Greenville during Monday afternoon.

Mr. J. R. Manning, of Bethel, spent several hours in Greenville Monday.

Mr. S. J. Galloway, of Scotland Neck, was here for a short time Monday.

Messrs. Barnes Sumrell and A. R. Cannon, of Ayden, are among the business visitors in Greenville today.

Mr. J. A. Hall, of New Bern, made a short business trip to the city during Monday.

Watch This Space

THE CHRISTIAN CHURCH.
Dr. W. P. Shambart, Pastor.

The Eighth Street Church of Christ invites all thoughtful people and public spirited citizens to study with us, in the spirit of Christian love, the following statement of the purpose we have in maintaining and building up the work of this church.

"To exalt Christ above party and his word above all human creeds. To illustrate the practicability of Christian union on New Testament faith and practice. Every Sunday 9:45 and 11 A. M., 7:30 P. M.

To build a church of Christ without denominational name, creed or other barrier to Christian unity, whose terms of fellowship shall be as broad as the conditions of salvation and identical with them.

To lead sinners to Christ in the clear light of New Testament teaching and example.

To work with all Christian workers, as far as we can, in extending Christ's reign among men, while seeking to promote the unity for which our Savior prayed."

This church offers a hearty welcome to every stranger who may cross its portals. It invites every earnest soul to accept the privilege of prayer and praise and the spiritual good ever to be found in its worship. This church recognizes the wisdom and unifying force of the declaration "Where the Scriptures speak we speak; where the scriptures are silent we are silent" in hastening the answer of the prayer of our Lord "that they all may be one that the world may believe that thou hast sent me."

Mr. R. C. Cooper, of Fayetteville, was among the business visitors in Greenville Monday afternoon.

Messrs. J. R. and C. H. Price, of Wintfall, were among business men in Greenville Monday.

Mr. and Mrs. S. L. Bridgers and little left this morning for Elrod to visit relatives.

Mr. O. A. Matthews, of Wilmington, is spending the day in Greenville.

Mr. N. J. Haddock, of Kinston, is in the city today, on business.

Mr. W. M. Nicholson, of Raleigh, was here for a short time Monday.

HOGS TAKEN BY TWO BLACK and white hogs and one black and red hog, marked swallowfork the right ear and crop and underbit the left. Owner can get same by paying cost of this ad and damage. W. F. Edwards, Greenville, R. F. D. 5.

FOR RENT NICELY FURNISHED room. W. C. Dresbach, 200 Co-tanch street.

WHITE'S THEATRE

SPECIAL WEDNESDAY NIGHT
Stella K. Talbot in
"THE PRICE OF INNOCENCE"

There is something about sea and rocks that breeds stern men and noble women.
 This picture is really one you should see

THURSDAY
The Cosmopolitan Story
"THE RESTLESS SEX"
 With Marion Davie
 The society picture of the season

TONIGHT
 Maurice Tourneur's production
"THE WHITE CIRCLE"

We Have Second Sale Wed., First Thurs.

Prices are holding up fairly well with us. Our house was about full today and our customers were highly pleased. We had several new customers, all of whom were more than pleased. The demand for sales cards were unprecedented, many promising to bring their next load here.

Wed. 2nd sale, and Thurs. 1st

CENTRE BRICK WAREHOUSE

BRINKLEY AND

SPAIN, Proprietors.

Gentry & Gorman

The market sold in September 4,973,975 pounds averaging \$18.91, of this Gormans sold 1,712,934 pounds.

Gormans Monday's sale of 251,958 pounds averaged \$21.33, we had as usual a large per cent of very common tobacco.

All grades showed stronger.

We believe our Monday's sale was the best we have had as to price that we have had this season and think if the tobacco is marketed slowly we will see a gradual improvement from now on.

The market liked about an hour of selling out Monday, but as not much tobacco has come in for today's sale everything will be cleaned up today. Drive to Gormans and you will get the top of the market.

A FEW SALES MADE MONDAY

Name	Pounds	Price	Amount	Average
J. L. Perkins & Chester	1352—6, 60, 47, 46		\$711.66	\$52.64
Stokcs & Smith	760—52, 47, 45, 34, 34		312.98	41.16
J. L. Perkins & Clemmons	1060—65, 55, 55, 49, 20		527.00	49.71
H. Smith	350—60, 50, 40		170.80	48.94
McLawnhorn & Downing	364—69, 53, 23		147.32	40.48
McLawnhorn & Lloyd	792—55, 45, 39		356.00	44.82
G. H. Crawford	508—64, 54, 54, 40, 25		247.36	48.53
Crawford & Pollard	1200—65, 55, 54, 50, 45, 36, 30		542.96	45.25
Smith & Wilson	804—58, 52, 51, 20 1-2, 20		351.91	43.77

Wednesday, Oct. 6th, 3rd sale; Thursday, Oct. 7th, 2nd sale; Friday, Oct. 8th, 1st sale.

GENTRY PULLS AND GORMAN PUSHES—THE STEAM PLANT DOES THE REST

Beginning at Once and Lasting Thirty Days

A Remarkable CHALLENGE Sale

33 1-3 PERCENT

REDUCTION

On all cash purchases in our Dry Goods, Notions, Ready-to-Wear and Shoe Departments. This is all the more remarkable when you remember that we have been featuring right along values that have set the pace for the whole town. Again we aim to lead in the revision of prices—DOWNWARD.

Nothing will be "put away," no exceptions will be made. We say, and we mean, EVERYTHING in our stock reduced during this great sale, and, you'll notice, we are making a BIGGER reduction than any announced by other stores.

For the past few weeks we have been getting in belated shipments of merchandise—bought from manufacturers eight to ten months ago at prices below the present market. We were very fortunate in getting the goods at such prices at this time of the year. Our big store is now literally bursting open with enormous stocks and to prove our willingness to share with our friends—and then some—we are putting on this thirty day CHALLENGE SALE with a straight reduction of 33 1-3 per cent. Think what that means! If you select, say a suit which we are now selling at \$50.00—off comes 33 1-3 per cent, making the price \$33.35. A \$15.00 wool blanket sells for \$10.00. And so on throughout our various departments.

Let this Big Store supply your needs for the Fall and Winter. We can outfit the entire family from head to foot at prices that will save you REAL DOLLARS—dollars that mean so much to your bank account at this particular time.

PAY US A VISIT

IT WILL PAY YOU

WILLARD & SMITH CO.

"THE BEST PLACE TO SHOP AFTER ALL"