

ANOTHER GREAT WEEK OF OPPORTUNITIES IN NEW ERA CAMPAIGN

Candidates Can Still Qualify For Starting Opportunity For First Four Six Months' Subscriptions and Receive 100,000 Extra Votes—Subscriptions Can Be Either New or Renewal

Saturday was a very busy day at Campaign Headquarters of the New Era Campaign of The Dispatch. Many of the candidates from outside of Wilmington took advantage of the opportunity in securing the first \$12 in subscriptions and receiving 100,000 extra votes in addition to the regular votes. They also took advantage of the opportunity while in the city to view the various awards at different places purchased, and the unanimous opinion was that the gifts are of very superior quality, and are worth the efforts on the part of anyone. Naturally the two grand awards, the Studebaker Six and the Chevrolet Touring Car, came in for the lion's share of the comment. This stands for reason that the two grand capital awards are of superior quality and represent the very latest designs and workmanship of the present day manufacturers of automobiles.

One More Week of Starting Opportunity.

There is still offered to the various participants one more golden week of great possibilities, that have not as yet qualified for the 100,000 extra votes for the first four six months sub-

scriptions in either new or renewal subscriptions by mail or carrier to any point outside of Wilmington. This week will still afford each one the opportunity of securing the 100,000 extra votes in addition to the regular votes on subscriptions. Do not let this great opportunity escape, never again will so many votes be issued for subscriptions than now, and now is the accepted time to begin to display real activity in securing a greater vote for every subscription.

Coupons By the Thousands.

The free voting coupons that have been appearing in The Dispatch continue to come in by the thousands. These coupons represent as previously stated great value and will materially assist some one of the candidates or all the candidates in reaching the goal of their ambition. Notice also the nomination coupon; clip that from The Dispatch and nominate yourself, relative or friend today. The names of the various participants that have been nominated will appear in The Dispatch at a very early date. The list will be a large one and those desiring their names to appear in the first list should send in their nomination immediately. Today,

vote of thanks to the young ladies who so willingly aided in making the afternoon's program bright and attractive.

At the conclusion of the meeting Mrs. Nichols, assisted by her daughters, served delicious sandwiches and ice tea.

The ladies of the Baptist church held a baby show on the lawn adjoining the council chamber, Friday afternoon. All children under three years

MONDAY ROBERT E. LEE DAY FOR THE RED CROSS

Chapters Are Urged to Pass Pledge Cards at Church Services

Atlanta, Ga., May 25.—The southern division total for Red Cross has reached \$3050,110.47. Of that amount Tennessee raised \$953,000, Georgia \$817,000, Florida \$400,000, North Carolina \$766,000, South Carolina \$634,000.

All chapters are urged to pass pledge cards throughout church congregations on Sunday and make Monday a sweeping, popular canvass reaching every community in every chapter's jurisdiction.

The American Red Cross declares Monday, May 27, as Robert E. Lee day in the southern division. "Here's to the gray of the sun-kissed south, as you meet on the fields of France, may the spirit of Lee be with you all as sons of the South advance."

Thirty-four towns report heavy over-subscriptions, some doubled their quotas, and are still going. Two hundred and thirty-nine chapters report over the top.

One of the things we have often wondered about is, does the young fellow who takes his girl riding on the rear seat of his motorcycle drive right up to the house to get her, or does he have to meet her on some street corner? If he calls boldly for her, don't father and mother have a word to say?

Even without the services of a seasoned third baseman, the Red Sox look as good as any other outfit in the American league.

The teachers played games with the older children and ice cream was served, this furnishing a pleasant afternoon to all who participated.

The Red Cross parade on Monday was a decided success.

PEPLAC

ENABLES YOU TO RID YOURSELF OF STOMACH, KIDNEY AND LIVER TROUBLES. SOLD AND ENDORSED BY ALL GOOD DRUG STORES

Children's Oxfords and Play Shoes

- Tan Lace Play Oxfords.....\$1.19
- Tan Lace Play Oxfords, 8 1-2 to 11.....\$1.39
- E. C. Skuffer, black oxford, ...\$1.48
- E. C. Skuffer, black oxford...\$1.75
- Tor Easer — for children, size 11.....\$1.00
- White Tennis for children \$1.00, \$1.25, \$1.50
- Ladies' Tennis, white oxford, Pump and Shoes, \$1.00, \$1.25, \$1.50
- Ladies' white oxfords, rubber soles, \$1.50
- Ladies' white oxfords, leather and rubber sole, \$1.75
- Ladies' white oxfords, enameled \$2.00 and \$2.50
- Men's oxfords, dark tan, \$6.00, \$6.50, \$6.75, \$7.50—English or herringbone also break toe.
- Men's black oxfords, gun metal kid, in English or round toe. \$4.00, \$4.50, \$5.00, \$5.50, \$6.00, \$6.50, \$7.00, \$7.50, \$8.00, \$8.50, \$9.00, \$9.50, \$10.00, \$10.50, \$11.00, \$11.50, \$12.00, \$12.50, \$13.00, \$13.50, \$14.00, \$14.50, \$15.00, \$15.50, \$16.00, \$16.50, \$17.00, \$17.50, \$18.00, \$18.50, \$19.00, \$19.50, \$20.00, \$20.50, \$21.00, \$21.50, \$22.00, \$22.50, \$23.00, \$23.50, \$24.00, \$24.50, \$25.00, \$25.50, \$26.00, \$26.50, \$27.00, \$27.50, \$28.00, \$28.50, \$29.00, \$29.50, \$30.00, \$30.50, \$31.00, \$31.50, \$32.00, \$32.50, \$33.00, \$33.50, \$34.00, \$34.50, \$35.00, \$35.50, \$36.00, \$36.50, \$37.00, \$37.50, \$38.00, \$38.50, \$39.00, \$39.50, \$40.00, \$40.50, \$41.00, \$41.50, \$42.00, \$42.50, \$43.00, \$43.50, \$44.00, \$44.50, \$45.00, \$45.50, \$46.00, \$46.50, \$47.00, \$47.50, \$48.00, \$48.50, \$49.00, \$49.50, \$50.00, \$50.50, \$51.00, \$51.50, \$52.00, \$52.50, \$53.00, \$53.50, \$54.00, \$54.50, \$55.00, \$55.50, \$56.00, \$56.50, \$57.00, \$57.50, \$58.00, \$58.50, \$59.00, \$59.50, \$60.00, \$60.50, \$61.00, \$61.50, \$62.00, \$62.50, \$63.00, \$63.50, \$64.00, \$64.50, \$65.00, \$65.50, \$66.00, \$66.50, \$67.00, \$67.50, \$68.00, \$68.50, \$69.00, \$69.50, \$70.00, \$70.50, \$71.00, \$71.50, \$72.00, \$72.50, \$73.00, \$73.50, \$74.00, \$74.50, \$75.00, \$75.50, \$76.00, \$76.50, \$77.00, \$77.50, \$78.00, \$78.50, \$79.00, \$79.50, \$80.00, \$80.50, \$81.00, \$81.50, \$82.00, \$82.50, \$83.00, \$83.50, \$84.00, \$84.50, \$85.00, \$85.50, \$86.00, \$86.50, \$87.00, \$87.50, \$88.00, \$88.50, \$89.00, \$89.50, \$90.00, \$90.50, \$91.00, \$91.50, \$92.00, \$92.50, \$93.00, \$93.50, \$94.00, \$94.50, \$95.00, \$95.50, \$96.00, \$96.50, \$97.00, \$97.50, \$98.00, \$98.50, \$99.00, \$99.50, \$100.00

F. K. J. Fuchs & Co. Phone 800-J 128 and 130

MAKE YOUR SELECTION AND PHONE US.

- Nadine Face Powder
- Velvetina Face Powder
- Djer-Kiss Face Powder
- Fruman Face Powder
- Swan Down Face Powder
- LaBlanche Face Powder
- Sanatol Face Powder
- Mavis Face Powder
- Azurea Face Powder
- Carmen Face Powder
- Daggett & Ramfale Face Powder
- R. & G. Face Powder
- Melba Face Powder

Our Soda Fountain Menu is Complete.

PAYNE DRUG CO.

5th and Red Cross Streets. Phone 520.

"BLUE BONNETS"—A New Fabric with New Features.

"Blue Bonnets" meets the needs of the woman who wants a beautiful, durable fabric that wears without wrinkling, repels dust and mud perfectly. Admiration for color-made dresses, sport coats and slacks, children's garments, pajamas, etc. Also dresses, furniture coverings, etc. Guaranteed dry fast and durable. Wide variety of attractive patterns.

If your dealer doesn't carry "Blue Bonnets" send us this ad with name of dealer and we will send him samples and notify him of your request.

LESTER WHITMAN & CO., Inc., 881 Broadway, New York

Nomination Coupon

Good for 5,000 Votes in Wilmington Dispatch New Era Circulation Campaign.

I nominate..... No.....

Blank received when properly filled out. Management reserves the right to cancel on request, have their names printed in the Dispatch, who will under no circumstances make nominations. Nominate yourself or a friend.

3, 1918.

Voting Coupon

Good for 1000 Votes

Address..... District.....

and sent or mailed to the Campaign, this offer will gain will as many votes be issued on subscriptions.

100,000 EXTRA VOTES

For First Four Six Months Subscriptions

By the Campaign, this offer will gain will as many votes be issued on subscriptions.

SOUTHPORT DRIVE FOR RED CROSS WENT OVER

Number of Places Were Visited by Speakers and Fort Caswell Band

Southport, N. C., May 25.—The Red Cross drive was on in full force in Brunswick county last week and by Monday night old Brunswick's sector expects to be way "over the top." The campaign committee has covered the county, making the following points with the Fort Caswell military band and a corps of speakers. At each place visited the following speakers made five-minute talks on the following topics and local speakers were also called on:

- Capt. J. J. Adkins, "The Present Drive."
- Rev. A. D. Moore, "Your Boy and the Red Cross."
- Robert W. Davis, "Patriotism Plus Pocketbook."
- Rev. C. B. Culbreth, "Good Samaritan of the Hour."
- Thomas Lindsay, "The Tight Wad."
- E. H. Cranmer, "Prosperity and Red Cross."
- Rev. Paul Britt, "The Call to the Churches."
- C. Ed Taylor, "Brunswick County's \$1,000."
- J. W. Ruark, "Pay It, How?"
- Rev. R. N. Fritts, "What Are You Going to Do About It?"

The following were the places of meeting in the county: Bolivia, Landvale, Phoenix, Winnabow, Mt. Pisgah, Shallotte, Ash, court house at Southport and the colored Masonic hall at Southport.

A number of ladies accompanied the party. At Landvale and Mt. Pisgah a picnic dinner was served to the party by the local Red Cross units of those places. Winnabow gave them a fine supper; Ash, hot coffee and Southport supper at the court house.

Subscriptions have been generously and cheerfully given. At the Southport fish and oil factory every employe gave a day's wage and most of these were negroes. The work of the negroes in this drive is worthy of note and praise. They are showing great interest and raising a goodly sum of money.

R. W. Davis is chairman and Rev. A. O. Moore, secretary, of the campaign committee, which has so successfully directed this drive.

Southport had a visit last Thursday from the Hemenway bugle and drum corps of Wilmington, and every one, old as well as young, enjoyed the marching and fine music of this band of young Americans.

Last week the whole county made a hard drive for the Red Cross, this week let Southport make a drive for her schools. We must support the Red Cross, we must buy bonds, to support our boys that have gone over, and it is just as necessary that we educate our boys and girls who will have to meet all the hard conditions that will follow the war and who will in the end have to pay these bonds.

It is necessary for soldiers and nurses to be trained and equipped for fighting in the trenches. It is just as necessary that boys and girls be trained and equipped for the great fight for liberty and justice and right and the highest and best life that must inevitably follow this present day struggle.

MARION

Marion, S. C., May 25.—A very interesting and pleasant meeting of the W. C. T. U. was held at Mrs. A. B. Nichols' Tuesday afternoon at 5 o'clock.

The devotional exercises were conducted by Mrs. Leitner in her usual impressive manner, after which the business was taken up. The union decided to support one French orphan for which a very liberal contribution was made. Mesdames J. R. Montgomery, M. C. Woods, and J. C. Mace were asked to make some plans for the state convention which meets here in the early fall.

Misses Sadie Hewitt, Blanche Bell, Alma Foxworth and Eliza Byars contributed beautiful vocal music and a recitation. The union gave a rising

To Subscribers of Third Liberty Loan

Under the Government plan of payment 20 per cent. of subscription becomes due on Tuesday, May 28th.

Please call at Bank and make settlement.

Murchison National Bank

"PIE IS SELLING AT TEN CENTS"

(Press Comment)

For the purpose of ascertaining the purchasing power of a nickel, an inquiry at one of the city restaurants will prove the above statement.

Unfortunately it is true that the slice of pie purchased today for 5 cents is just one-half the size of the slice which could have been purchased two or three years ago. The explanation is simple. The manager of the restaurant pays 30 cents for a pie which formerly cost him 12 1/2 cents.

Following the investigation you will find in the nearby shoe store that the purchasing power of a nickel, since the beginning of the war, has been reduced to 3 cents. It is expected within a very few months that it will be reduced to 2 1/2 cents.

At the clothing store it will be found that the purchasing power of the nickel has been reduced to 3 cents. In the meat market it has gone down within the same period to 2 cents.

In the hardware store it is found that the purchasing power of 5 cents in staple hardware, like shovels and axes, is now only 2 1/2 cents; and in buying fancy hardware, like locks and mowing machines, it is not over 2 cents.

Include in the investigation a trip on the trolley car. It will be found that a longer ride can be obtained for 5 cents than was obtainable four years ago. But if one follows the value of a nickel after it is received by the traction company, it will be found that its purchasing power at once drops down to 2 1/2 cents.

There are few people to whom it is not clear that a public utilities corporation has no "sleight of hand" ability, or occult power, by which it can increase the purchasing power of a nickel beyond the general level fixed by economic law.

Measured in terms of average labor, copper wire, car equipment, machinery, coal, oil for gas making, and in fact all supplies which it uses in providing public service, the purchasing power of a nickel, as compared with the earlier period, varies slightly from 2 1/2 cents. If 5 cents was ever a proper rate of fare, the present rate should approximate 10 cents.

What economic law operates differently for the seller of transportation and the seller of pie or hardware? Think for a moment that the nickel is in reality only 2 1/2 cents, and it will be clear that you can not fairly purchase with it transportation costing more than 5 cents.

The Wilmington public, now on the eve of an era of greater prosperity, recognizing these facts, is willing to concede the necessity of facing them. Now it is more important to the community than at any previous time that the public service corporation exert its strength and be in a position to meet creditably the unusual strain placed upon it by the growth of the shipbuilding industry and the consequent needs of a greater city.

The public service corporation has only one source of strength through which to provide adequate service, and that is an operating revenue sufficient to pay the increased cost of labor and materials which go to make up the service and leave a net income sufficient to establish beyond question the sound financial status of the company.

Adv. TIDEWATER POWER COMPANY.

HOMES

To make a home you have to build a house---Make a home

To make Wilmington grow, Build more homes!

To make Wilmington a great shipbuilding city, Build more homes!

To make Wilmington the first city in the Old North State, Build more homes!

To make a place they can call home for the shipbuilders, Build houses!

Wilmington is about to enter upon a New Era. A Great Industry has come to stay. Men of all trades and professions will soon be seeking a place to live. A place to call home. Let us profit by the mistakes of others who have failed to provide these needed homes. Subscribe to the Building and Loan. If you now are a subscriber—invest again. Wilmington and its people have been called upon to house many newcomers. Wilmington is not going to fail in its task. You are taking a great step forward in your duty to your country by building a home. If not for yourself for one of these workmen that will build the ships to make Wilmington grow—to help crush the hun horde. The building and loan associations will gladly lend the money to build these houses.

Today is the day to take action. Send in that subscription. This situation is not one for thinking—Action is wanted.

- Brooklyn Building and Loan Association.
- Carolina Building and Loan Association.
- Citizens Building and Loan Association.
- City and Suburban Building and Loan Association.
- Co-operative Building and Loan Association.
- Hanover Building and Loan Association.
- Mechanics' Building and Loan Association.
- North Carolina Home Building Association.
- Orton Building and Loan Association.
- People's Building and Loan Association.
- Progressive Building and Loan Association.
- Rural Building and Loan Association.
- Wilmington Homestead and Loan Association.
- Metropolitan Trust Company.
- Workers Building and Loan Association.