



Social Activities



MARSHALS' BALL BRILLIANT EVENT

Featured by Grand March Led by Chief Marshal Dr. Bell, and Music by Vir- ginia Creepers

The most brilliant social event of the fall season to date was the annual Marshals' Ball given last evening at the Masonic hall, marking the close of the Albemarle District Fair. Beginning at nine, dancing continued until one a. m. An unusual and interesting feature of the event was the grand march led by Chief Marshal Dr. John Bell during which half-bands, ankle bells and horns were given the ladies while the men were presented with caps, balloons and confetti. The color scheme of blue and gold was carried out in the favors given as well as in decorations. Music for the dance was furnished by the Virginia Creepers of Norfolk. Among the couples dancing were: Miss Margaret McCabe with John Pinner, Miss Katherine Pinner with Francis Nixon, Miss India Bartlett with Dr. John Bell, Miss Dorothy Walz of Richmond with Dennis Sullivan, Miss Marie Walz of Richmond with Wyatt Aydtlett, Miss Ruth White with Carlton Woodley, Miss Frances Wood with Rudolph Spence, Miss Marie Conroy with X. F. Yacobi, Miss Florence Brownstein of Richmond with Percy Meekins of Manteo, Miss Edna Jones Nixon of Hertford with Braxton Dawson, Miss Virginia Whiting of Richmond with Robert Cotter, Miss Lucille LeRoy with Leslie Belanga, Miss Marguerite Parsons with Dr. Fay Hussey, Miss Mamie Snowden with Evans Blades, Miss Evelyn Jones with Albert Gard, Miss Margaret Fossman with Henry LeRoy, Miss Maude Palmer with Ed Bowen of Wilmington, Miss Dorothy Zoeller with H. A. Dardt, Miss Margaret Boudurant with Claude Duke, Miss Mary Lee Stott of Smithfield, Virginia with Arthur Gallop, Miss Lesecles Griffin with Richardson Sedgwick, Miss Anna Hester Hobbitt with Kenneth Holoman, Miss Katherine Spence with Major Morrisette; Mr. and Mrs. J. C. B. Ehringhaus, Mr. and Mrs. C. O. Robinson, Mr. and Mrs. W. B. Foreman, Mr. and Mrs. Will Overman, Mr. and Mrs. Walter Smith, Mr. and Mrs. William G. Gaither, Mr. and Mrs. Charles Munford of Richmond, Mr. and Mrs. William Cotter, Mr. and Mrs. W. J. Woodley, Jr., Mr. and Mrs. Elwood Weatherly, Mr. and Mrs. William Weatherly, Mr. and Mrs. J. Kenyon Wilson, Mr. and Mrs. Aubrey McCabe, Mr. and Mrs. William Dawson, Mr. and Mrs. Clarence Parker, Mr. and Mrs. Edward Griffin, Dr. and Mrs. Howard Combs and Mr. and Mrs. L. K. Walz of Richmond. Stags were Wallace Miller, Roy Simmons, Walter Derriksen of New Bern and Arthur Padgett. Chaperoning the dance were Mrs. J. T. McCabe, Mrs. Besale Stewart, Mrs. R. B. Cotter and Mrs. T. C. Jones, Mrs. Cilyn Morrisette, and Mrs. Oscar Owens.

Personal
Mrs. M. V. Perry and Miss Eunice Goodwin, of this city, and Misses Eunice Perry, Louise Knowles, Faye Savage and Sarah Sutton, of Hertford, have returned from Greensboro, where they attended Decision Day at Greensboro Woman's College.
Mr. and Mrs. J. W. Ballance left Friday for Roper, where they will spend the week-end with Mrs. Ballance's aunt, Mrs. William Tarke-ton.
Among those from Hertford who attended the Fair here Thursday evening were: Mr. and Mrs. Joseph Elliott, Clyde Jordan, Robert Elliott, Clyde and Matt Unphlette, Frank Sutton and Henry Clay Stokes.
Charles Tasker and son, Russell, left Thursday to attend the World Series games at Washington.
Mrs. Mark Hathaway Honore-Moyock, Oct. 10.—Attractive in every detail was the miscellaneous show given Tuesday evening by the Mission Study Class at the home of Mrs. S. M. Mann in honor of Mrs. Mark Hathaway, who is leaving here at an early date to make her home in Hertford. A tempting course of fruit salad and cake was served. Those present besides the honoree were: Mr. and Mrs. C. T. Thrift, Mrs. C. L. Macky, Mrs. J. W. Poyner, Mrs. S. D. Poyner, Mrs. W. M. Poyner, Mrs. E. R. Randolph and Mrs. W. D. Cox.
Moyock Personal
Moyock, Oct. 10.—Mr. and Roy Ray of Norfolk will be guests of Mrs. C. L. Mackey this week-end. Mrs. Harry Charlton and little son, Harry, Jr., are spending some time with Mrs. Charlton's parents, Mrs. D. A. Cox.
Mr. J. J. Morse is seriously ill at the home of his sister, Mrs. Emma Jones.
Miss Lucille Sivills leaves Saturday morning for Matoka, West Virginia, where she will be the guest of Mrs. D. R. Palmering.
Mrs. N. J. Slabaugh left Thursday morning for Congers, New York, where she will visit her daughter, Mrs. Monroe Miller.
Mr. Alvah Saunders of Detroit, Michigan, is visiting his parents, Mr. and Mrs. N. G. Saunders.
Payne—Payne
Wanchese, Oct. 10.—Miss Missouri Payne of Wanchese and Mr. Bernice Payne of Stumpy Point were quietly married Saturday night, October 3, by Rev. H. B. Hays at his home in Manteo. They left Monday for Stumpy Point, where they will spend some time with Mr. Payne's parents.

Harris-McCoy
Mrs. Mary McCoy and Mr. Reuben Harris, both of this city, were married at the home of the bride, 102 East Cypress street, Saturday morning at 5:30 o'clock by Dr. James H. Thayer, pastor of Blackwell Memorial Baptist Church, and

NOTICE!
ON AND AFTER
OCT. 5th:
Plain Bob35c
Shingle Bob50c
PRITCHARD'S
BEAUTY PARLOR

BRILLO
Cleans—
Aluminum
Agate
Wood, Glass
3-10c pkgs. for 25c
3-25c pkgs. for 60c
Include some in your
next order.
R. A. Byrum Co.
Phones 3 and 57
Cor. Main & Water Sts.

666
is a prescription for
Malaria, Chills and Fever,
Dysentery or Bilious Fever.
It kills the germs.

CHURCH NEWS

First Methodist
Rev. N. H. E. Wilson, D. D., pastor. You are cordially invited to all services. Sunday School, J. A. Hooper, Superintendent, 9:30 a. m. Epworth League, 6:45 p. m. Worship with sermon by the pastor at 11 a. m. subject, "Prayer for Israel," and at 7:30 p. m. subject, "Ambassadors for Christ." The musical program for the day is as follows:
Morning
Prelude, organ.
Anthem, Te Deum in F (Ashford).
Offertory (organ) Nazareth (Gounod).
Anthem, Come Unto Me (Heyser).
Postlude, organ.

Evening
Prelude, organ.
Anthem, I Will Manify Thee (Vail).
Offertory (organ) Rosemary (V.-H.).
Anthem, Sing Unto God (Wilson).
Postlude.
City Road Methodist
Rev. Daniel Lane, pastor. Sunday school at 9:30. G. F. Seyffert, superintendent. Worship with sermon by the pastor at 11 a. m. subject, "Foundation," and at 7:30 p. m. subject, "Jesus Knows You." Junior and Intermediate League meet at 8:30 p. m. and Senior League at 7 p. m. The musical program for the day is as follows:
Morning
Prelude.
Anthem, Hail the Glad Morning (Wilson).
Offertory, Room in God's Love for You (Holton).
Evening
Prelude.
Anthem, God Calling Yet (Rue-sh).
Offertory, A Song of Service (Hol-ton).

Pasquotank Circuit
Rev. W. T. Phipps, pastor. First Sunday, Mt. Hermon, Sunday school 10 a. m., J. A. Wood, superintendent. Preaching 11 a. m. Hall's Creek—Sunday school, 2 p. m., J. M. Matthews, superin-

tendent. Preaching 3 p. m. Second Sunday—Newbegun, Sunday school 10 a. m., H. C. Meads, superintendent. Preaching 11 a. m. Union—Sunday school 2 p. m., H. H. Whedbee, superintendent. Preaching 3 p. m. Epworth—Sunday school 10 a. m., J. E. Owens, superintendent. Preaching 7:30 p. m. Third Sunday, Hall's Creek—Sunday school 10 a. m. Preaching 11 a. m. Mt. Hermon—Sunday school 2 p. m. Preaching 3 p. m. Fourth Sunday, Union—Sunday school 10 a. m. Preaching 11 a. m. Newbegun—Sunday school 2 p. m. Preaching 3 p. m. Epworth—Sunday school 10 a. m. Preaching 8:00 p. m. Fifth Sunday, Epworth—Preaching 11 a. m. and 8:00 p. m.

Blackwell Memorial Baptist
Dr. James H. Thayer, pastor. Sunday school at 9:30 a. m., E. F. Aydtlett, Sr., superintendent. Worship with sermon by the pastor at 11 a. m. subject, "Facing Life," and at 7:30 p. m. subject, "A Great High Priest." B. Y. P. U. at 7 o'clock. The public is cordially invited to all services.

Calvary Baptist
Rev. M. F. Boor, pastor. Sunday school at 10 a. m., S. S. Davis, superintendent. Senior and Junior B. Y. P. U. at 7 p. m. Worship with sermon by the pastor at 7:30

Riverside Baptist
Rev. B. F. Boor, pastor. Worship with sermon by the pastor at 11 a. m. subject, "True Measurement of Age." B. Y. P. U. Monday at 7:30 p. m.
Corinth Baptist
Rev. R. W. Prevost, pastor. Sunday school each Sunday afternoon at 2:30. W. F. Pritchard, Sr., superintendent. Worship with sermon by the pastor at 7:30 p. m. Miss Kate Riddick, president, Senior Union, Mrs. Le-muel Davis, leader Junior Union. You are welcome at these services.
Hereta Baptist
Rev. R. W. Prevost, pastor. J. J. Smithson, Sunday school superintendent. Sunday school at 10 o'clock. A special invitation is extended the men of the community to attend the Men's Bible Class, one of the largest men's classes in Northeastern North Carolina. C. C. Pritchard, teacher. Worship and sermon at 11 a. m. by the pastor. Evening service alternating with Corinth during months of October and November at 7:30 o'clock. B. Y. P. U. meets at 8:30 p. m. Miss Addie Stafford, president. A cordial welcome is extended to visitors at all services.

CHURCH NEWS

Salem Baptist
Rev. J. M. Everett, pastor. Sunday school Sunday morning at 10 o'clock. Lloyd Halstead, superintendent. Worship with sermon at 11 a. m. and 7:30 p. m. You are invited to worship here.
Christ Episcopal
Rev. Geo. F. Hill, rector. The eighteenth Sunday after Trinity. Sunday school 9:45 a. m. Morning prayer and sermon 11 a. m. This service will be held in the Y. M. C. A. gymnasium. You are invited to worship with us.

Presbyterian
Rev. Frank H. Scattergood, minister. Sabbath school, 9:45 a. m. Lesson, "Salvation from the Power of Sin." Worship with sermon by Rev. Chas. R. Hunt, D. D. of Ithica, New York, at 11 a. m. subject, "The Everlasting Inheritance." At 7:30 p. m. worship with sermon by the pastor, subject, "Invincible Power." Wednesday evening prayer service at 7:30 o'clock. Continuing "Studies in the Life and Work of the Apostle Paul." We invite all to attend these services.
First Christian
Rev. H. T. Bowen, pastor. Sunday school 2:30 p. m., E. L. Silverthorn, superintendent. Worship with sermon by the pastor at 11 a. m. and at 7:30 p. m. You

are cordially invited to worship here.

Pentecostal Holiness
Rev. Hubert T. Spence, pastor. Sunday school, 9:45 a. m. J. L. Hill, superintendent. Regular Thursday evening prayer meeting. Preaching by pastor every first, third and fifth Sunday. A welcome awaits you.

St. Elizabeth's Catholic
Services at the Catholic Chapel, Hinton Building, each Sunday morning at 10 o'clock.
First Church of Christ Scientist.
Christian Science services are being conducted every Sunday morning from 11 to 12 o'clock in the Hinton Building, Rooms 307-

are cordially invited to worship here.

CHURCH NEWS

Blackwell Memorial Baptist
Dr. James H. Thayer, pastor. Sunday school at 9:30 a. m., E. F. Aydtlett, Sr., superintendent. Worship with sermon by the pastor at 11 a. m. subject, "Facing Life," and at 7:30 p. m. subject, "A Great High Priest." B. Y. P. U. at 7 o'clock. The public is cordially invited to all services.

Calvary Baptist
Rev. M. F. Boor, pastor. Sunday school at 10 a. m., S. S. Davis, superintendent. Senior and Junior B. Y. P. U. at 7 p. m. Worship with sermon by the pastor at 7:30

Riverside Baptist
Rev. B. F. Boor, pastor. Worship with sermon by the pastor at 11 a. m. subject, "True Measurement of Age." B. Y. P. U. Monday at 7:30 p. m.
Corinth Baptist
Rev. R. W. Prevost, pastor. Sunday school each Sunday afternoon at 2:30. W. F. Pritchard, Sr., superintendent. Worship with sermon by the pastor at 7:30 p. m. Miss Kate Riddick, president, Senior Union, Mrs. Le-muel Davis, leader Junior Union. You are welcome at these services.

Hereta Baptist
Rev. R. W. Prevost, pastor. J. J. Smithson, Sunday school superintendent. Sunday school at 10 o'clock. A special invitation is extended the men of the community to attend the Men's Bible Class, one of the largest men's classes in Northeastern North Carolina. C. C. Pritchard, teacher. Worship and sermon at 11 a. m. by the pastor. Evening service alternating with Corinth during months of October and November at 7:30 o'clock. B. Y. P. U. meets at 8:30 p. m. Miss Addie Stafford, president. A cordial welcome is extended to visitors at all services.

Presbyterian
Rev. Frank H. Scattergood, minister. Sabbath school, 9:45 a. m. Lesson, "Salvation from the Power of Sin." Worship with sermon by Rev. Chas. R. Hunt, D. D. of Ithica, New York, at 11 a. m. subject, "The Everlasting Inheritance." At 7:30 p. m. worship with sermon by the pastor, subject, "Invincible Power." Wednesday evening prayer service at 7:30 o'clock. Continuing "Studies in the Life and Work of the Apostle Paul." We invite all to attend these services.

First Christian
Rev. H. T. Bowen, pastor. Sunday school 2:30 p. m., E. L. Silverthorn, superintendent. Worship with sermon by the pastor at 11 a. m. and at 7:30 p. m. You

are cordially invited to worship here.

Pentecostal Holiness
Rev. Hubert T. Spence, pastor. Sunday school, 9:45 a. m. J. L. Hill, superintendent. Regular Thursday evening prayer meeting. Preaching by pastor every first, third and fifth Sunday. A welcome awaits you.

St. Elizabeth's Catholic
Services at the Catholic Chapel, Hinton Building, each Sunday morning at 10 o'clock.
First Church of Christ Scientist.
Christian Science services are being conducted every Sunday morning from 11 to 12 o'clock in the Hinton Building, Rooms 307-

are cordially invited to worship here.

CHURCH NEWS

Blackwell Memorial Baptist
Dr. James H. Thayer, pastor. Sunday school at 9:30 a. m., E. F. Aydtlett, Sr., superintendent. Worship with sermon by the pastor at 11 a. m. subject, "Facing Life," and at 7:30 p. m. subject, "A Great High Priest." B. Y. P. U. at 7 o'clock. The public is cordially invited to all services.

Calvary Baptist
Rev. M. F. Boor, pastor. Sunday school at 10 a. m., S. S. Davis, superintendent. Senior and Junior B. Y. P. U. at 7 p. m. Worship with sermon by the pastor at 7:30

Riverside Baptist
Rev. B. F. Boor, pastor. Worship with sermon by the pastor at 11 a. m. subject, "True Measurement of Age." B. Y. P. U. Monday at 7:30 p. m.
Corinth Baptist
Rev. R. W. Prevost, pastor. Sunday school each Sunday afternoon at 2:30. W. F. Pritchard, Sr., superintendent. Worship with sermon by the pastor at 7:30 p. m. Miss Kate Riddick, president, Senior Union, Mrs. Le-muel Davis, leader Junior Union. You are welcome at these services.

Hereta Baptist
Rev. R. W. Prevost, pastor. J. J. Smithson, Sunday school superintendent. Sunday school at 10 o'clock. A special invitation is extended the men of the community to attend the Men's Bible Class, one of the largest men's classes in Northeastern North Carolina. C. C. Pritchard, teacher. Worship and sermon at 11 a. m. by the pastor. Evening service alternating with Corinth during months of October and November at 7:30 o'clock. B. Y. P. U. meets at 8:30 p. m. Miss Addie Stafford, president. A cordial welcome is extended to visitors at all services.

Presbyterian
Rev. Frank H. Scattergood, minister. Sabbath school, 9:45 a. m. Lesson, "Salvation from the Power of Sin." Worship with sermon by Rev. Chas. R. Hunt, D. D. of Ithica, New York, at 11 a. m. subject, "The Everlasting Inheritance." At 7:30 p. m. worship with sermon by the pastor, subject, "Invincible Power." Wednesday evening prayer service at 7:30 o'clock. Continuing "Studies in the Life and Work of the Apostle Paul." We invite all to attend these services.

First Christian
Rev. H. T. Bowen, pastor. Sunday school 2:30 p. m., E. L. Silverthorn, superintendent. Worship with sermon by the pastor at 11 a. m. and at 7:30 p. m. You

are cordially invited to worship here.

Pentecostal Holiness
Rev. Hubert T. Spence, pastor. Sunday school, 9:45 a. m. J. L. Hill, superintendent. Regular Thursday evening prayer meeting. Preaching by pastor every first, third and fifth Sunday. A welcome awaits you.

St. Elizabeth's Catholic
Services at the Catholic Chapel, Hinton Building, each Sunday morning at 10 o'clock.
First Church of Christ Scientist.
Christian Science services are being conducted every Sunday morning from 11 to 12 o'clock in the Hinton Building, Rooms 307-

are cordially invited to worship here.

CHURCH NEWS

Blackwell Memorial Baptist
Dr. James H. Thayer, pastor. Sunday school at 9:30 a. m., E. F. Aydtlett, Sr., superintendent. Worship with sermon by the pastor at 11 a. m. subject, "Facing Life," and at 7:30 p. m. subject, "A Great High Priest." B. Y. P. U. at 7 o'clock. The public is cordially invited to all services.

Calvary Baptist
Rev. M. F. Boor, pastor. Sunday school at 10 a. m., S. S. Davis, superintendent. Senior and Junior B. Y. P. U. at 7 p. m. Worship with sermon by the pastor at 7:30

Riverside Baptist
Rev. B. F. Boor, pastor. Worship with sermon by the pastor at 11 a. m. subject, "True Measurement of Age." B. Y. P. U. Monday at 7:30 p. m.
Corinth Baptist
Rev. R. W. Prevost, pastor. Sunday school each Sunday afternoon at 2:30. W. F. Pritchard, Sr., superintendent. Worship with sermon by the pastor at 7:30 p. m. Miss Kate Riddick, president, Senior Union, Mrs. Le-muel Davis, leader Junior Union. You are welcome at these services.

Hereta Baptist
Rev. R. W. Prevost, pastor. J. J. Smithson, Sunday school superintendent. Sunday school at 10 o'clock. A special invitation is extended the men of the community to attend the Men's Bible Class, one of the largest men's classes in Northeastern North Carolina. C. C. Pritchard, teacher. Worship and sermon at 11 a. m. by the pastor. Evening service alternating with Corinth during months of October and November at 7:30 o'clock. B. Y. P. U. meets at 8:30 p. m. Miss Addie Stafford, president. A cordial welcome is extended to visitors at all services.

Presbyterian
Rev. Frank H. Scattergood, minister. Sabbath school, 9:45 a. m. Lesson, "Salvation from the Power of Sin." Worship with sermon by Rev. Chas. R. Hunt, D. D. of Ithica, New York, at 11 a. m. subject, "The Everlasting Inheritance." At 7:30 p. m. worship with sermon by the pastor, subject, "Invincible Power." Wednesday evening prayer service at 7:30 o'clock. Continuing "Studies in the Life and Work of the Apostle Paul." We invite all to attend these services.

First Christian
Rev. H. T. Bowen, pastor. Sunday school 2:30 p. m., E. L. Silverthorn, superintendent. Worship with sermon by the pastor at 11 a. m. and at 7:30 p. m. You

are cordially invited to worship here.

Pentecostal Holiness
Rev. Hubert T. Spence, pastor. Sunday school, 9:45 a. m. J. L. Hill, superintendent. Regular Thursday evening prayer meeting. Preaching by pastor every first, third and fifth Sunday. A welcome awaits you.

St. Elizabeth's Catholic
Services at the Catholic Chapel, Hinton Building, each Sunday morning at 10 o'clock.
First Church of Christ Scientist.
Christian Science services are being conducted every Sunday morning from 11 to 12 o'clock in the Hinton Building, Rooms 307-

are cordially invited to worship here.

CHURCH NEWS

Blackwell Memorial Baptist
Dr. James H. Thayer, pastor. Sunday school at 9:30 a. m., E. F. Aydtlett, Sr., superintendent. Worship with sermon by the pastor at 11 a. m. subject, "Facing Life," and at 7:30 p. m. subject, "A Great High Priest." B. Y. P. U. at 7 o'clock. The public is cordially invited to all services.

Calvary Baptist
Rev. M. F. Boor, pastor. Sunday school at 10 a. m., S. S. Davis, superintendent. Senior and Junior B. Y. P. U. at 7 p. m. Worship with sermon by the pastor at 7:30

Riverside Baptist
Rev. B. F. Boor, pastor. Worship with sermon by the pastor at 11 a. m. subject, "True Measurement of Age." B. Y. P. U. Monday at 7:30 p. m.
Corinth Baptist
Rev. R. W. Prevost, pastor. Sunday school each Sunday afternoon at 2:30. W. F. Pritchard, Sr., superintendent. Worship with sermon by the pastor at 7:30 p. m. Miss Kate Riddick, president, Senior Union, Mrs. Le-muel Davis, leader Junior Union. You are welcome at these services.

Hereta Baptist
Rev. R. W. Prevost, pastor. J. J. Smithson, Sunday school superintendent. Sunday school at 10 o'clock. A special invitation is extended the men of the community to attend the Men's Bible Class, one of the largest men's classes in Northeastern North Carolina. C. C. Pritchard, teacher. Worship and sermon at 11 a. m. by the pastor. Evening service alternating with Corinth during months of October and November at 7:30 o'clock. B. Y. P. U. meets at 8:30 p. m. Miss Addie Stafford, president. A cordial welcome is extended to visitors at all services.

Presbyterian
Rev. Frank H. Scattergood, minister. Sabbath school, 9:45 a. m. Lesson, "Salvation from the Power of Sin." Worship with sermon by Rev. Chas. R. Hunt, D. D. of Ithica, New York, at 11 a. m. subject, "The Everlasting Inheritance." At 7:30 p. m. worship with sermon by the pastor, subject, "Invincible Power." Wednesday evening prayer service at 7:30 o'clock. Continuing "Studies in the Life and Work of the Apostle Paul." We invite all to attend these services.

First Christian
Rev. H. T. Bowen, pastor. Sunday school 2:30 p. m., E. L. Silverthorn, superintendent. Worship with sermon by the pastor at 11 a. m. and at 7:30 p. m. You

are cordially invited to worship here.

Pentecostal Holiness
Rev. Hubert T. Spence, pastor. Sunday school, 9:45 a. m. J. L. Hill, superintendent. Regular Thursday evening prayer meeting. Preaching by pastor every first, third and fifth Sunday. A welcome awaits you.

St. Elizabeth's Catholic
Services at the Catholic Chapel, Hinton Building, each Sunday morning at 10 o'clock.
First Church of Christ Scientist.
Christian Science services are being conducted every Sunday morning from 11 to 12 o'clock in the Hinton Building, Rooms 307-

are cordially invited to worship here.

IN TOUCH WITH THE FURNITURE WORLD

Wedding Presents

A selection of beautiful Wedding Gifts await your inspection at *The Wedding Gift Store.*

LOUIS SELIG
Your Jeweler Since 1882
Main and Water Sts.

M. G. Morrisette & Co.

The Big Main Street Store

Winter Is Ahead!

The cold days of winter are not in the far distance. The wise are preparing now for those days by selecting a Stove from our large stock.

WE HAVE ALL SIZES AND TYPES AND DELIVERY CAN BE MADE AT ANY TIME

Quinn Furniture Co.

The Advertiser Should Watch the Clock

Advertising must be reasonable—timely. Snow shovels are not bought in July—neither are straw hats worn in winter.

Not only is it important to advertise the right goods at the proper season of the year, but it is just as important to advertise at the right time of the day. Out of the twenty-four hours in the day, you know that people divide them approximately as follows:

Eight hours	Sleeping
Eight hours	Working
Eight hours	At Leisure

People cannot read your advertising when they are sleeping.
People will not read your advertising when they are working.
People WILL read your advertisements when they are at leisure.

The evening paper reaches the family at the only period of the day when there is leisure for reading.

You have the best opportunity of getting results when you advertise in an evening newspaper.
You can reach the most Elizabeth City people through the evening paper.
You can advertise at lower cost through the evening paper.

The Daily Advance

ELIZABETH CITY ONE DAY ONLY FRIDAY, OCT. 16

WALTER L. MAINS' AMERICA'S BEST SHOWS

A grand colored aggregation of wonderful performing Elephants, Monkeys, Ponies, Signs, Oats, Dogs and Monkeys. Beautiful Tropical Birds—Snowed and Daring Acts, Aerial Exports, Long Distance Leaps, Wonderful Gymnasts, High Wire Drive.

25 FAMOUS CLOWNS—25

WAIT FOR A REAL SHOW IT COSTS NO MORE

THE ONLY RESPONSIBLE SHOW COMING

A SHOW OF SUPREMELY STUPENDOUS SURPRISES EVERY ACT A FEATURE AND EVERY FEATURE A THRILL! A PEERLESS PROGRAM OF PRE-EMINENT PERFORMERS Everything New, Novel, Costly and Convincing. The Real Stars of the Circus Firmament ONE MILE OF MAGNIFICENT PARADE DAILY Afternoon and Night. Doors Open at 1 and 7.