

TOLD IN BRIEF.

Going and Coming of People You Know and of Some You Don't Know.

Mr. Frank Riggs, of South Mills, was in the city this week.

Miss Sophia Wood, of Edenton, is visiting relatives on church street.

Stock-taking has commenced at the "Fair," and will probably be completed this week. The record of the past year's business is the best yet.

Mr. E. W. Edwards, of Mashoes, Dare Co., was a caller at the Tax Heat office yesterday. Mr. Edwards is a well informed man and talks entertainingly on fish and fishing.

Among the visitors yesterday was Mr. P. B. Gibson, a prominent citizen of Old Trap. He is making extensive preparations for the fishing season, and says the outlook is good.

Mr. and Mrs. Jno. Bateman, of Pooville, have returned after a pleasant visit among friends and relatives in Tyrrell County. Mr. Bateman came from Tyrrell several years ago, and he is now one of our most successful farmers.

Mr. J. T. Daniels, of Wanchese, Dare Co., was a caller at the Tax Heat office yesterday, speaking of the approaching fishing season he said that more preparations have been made than ever before, and that the outlook is encouraging.

Nicholson and Simmons, government inspectors of hulls and boilers were at work in this city yesterday. Mr. Nicholson was formerly chief engineer on the steamboat Neuse. Mr. Simmons was formerly captain of the "Dennis Simmons," and both are widely and favorably known in this locality.

The social at the M. E. Church South last Monday evening was largely attended. A musical program had been prepared and very nicely rendered. Refreshments were served during the evening to a large company. The proceeds were about \$40 clear of expenses which will be applied to the piano fund.

B. H. Woodell, Grand Secretary of the Independent Order of Odd Fellows will officially visit the branches of the lodge in this city on Thursday and Friday evenings of next week, 5th and 7th inst. On Thursday night he will visit Elizabeth Lodge No. 217 and on Friday night he will be present at Achoree Lodge No. 14. All Odd Fellows in good standing are urged to be present.

Election of Officers.

Juniper Camp No. 11, Woodmen of the world have elected their officers for the ensuing year as follows:

- Council Commander J B Jenkins
- Clerk R. C. Abbott
- Banker L. A. Winder
- Escort J. J. Perry
- Examining Physicians, N. J. Lumsden, C. J. Sawyer,
- Watchman M. H. Keets
- Sentry C. C. Bailey,
- Manager Pro. S. L. Sheep.

W. L. Parker.

We regret to chronicle the death of one our best citizens. Mr. W. L. Parker died at his home on Riverside street on Monday morning, January 27th of blood poisoning, aged 33 years, after an illness of one week.

The funeral services were held from the house on Tuesday afternoon at 3 o'clock, Rev. Mr. Duke officiating, assisted by the Rev. Harris. Interment at Overman's cemetery.

The deceased leaves a wife and three children.

Mr. Parker had been in the employ of Weatherly and Twiddy for the past seven years and had sewed them faithfully during that time. They will find it hard to get another man as good. He has been a citizen of Elizabeth

City for many years and was in possession of the deep respect and regard of all who knew him. Our sympathy as well as that of the community is with the bereaved.

Overcoat Lost.

While attending a reception at the home of Mr. Jno. A. Cartwright at Poolville, Thursday night Jan. 23rd, some one removed an overcoat which was the property of Mr. Jno. A. Cartwright, of Woodville. The party who made the mistake will bring the coat to this office or see the owner.

AFTER FIFTEEN YEARS.

Former Residents Express Pleasant Surprise at the City's Remarkable Growth.

Mr. C. R. Jones and son, L. C. Jones, formerly of this city, but now residents of Baltimore have returned to that city after a visit of several days to their friends and relatives. Mr. Jones is remembered here by a legion of friends. He moved with his family from this city fifteen years ago, and was previous to this time superintendent of Fowler's Net and Twine factory. He expressed himself as agreeably surprised at the city's remarkable growth and predicted even better things for it. He says that his experience is the same as that of all other people who have resided here, viz, an attachment for the place is developed, and this attachment will ever linger.

Mr. L. C. Jones, who was a small boy when his parents left here, has just returned from a tour of the world, after an absence of three years, and which time was spent in active service in the United States Navy. He was an engineer on one of the battle ships which participated in the Santiago fight, and he holds the best papers of any man of his years sailing out of Baltimore. As he was in the fight, a Tar Heat reporter questioned him as to the Schley controversy and he was free in saying that the trophies belonged to Schley, and the sentiments of the American people were not misguided in according unto Schley all the honors of the great victory.

Pastors Ability Recognized.

The Biblical Recorder, the organ of the Baptist denomination of this State, published at Raleigh, in last week's issue, contained an epitomized sermon of Rev. C. W. Duke pastor of the Baptist Church of this city. The sermon was one of great strength and merited a position on the front page, with an accompanying out of the author. This is but a just recognition of one of the State's foremost preachers, and one who is doing a great work in this city. Elizabeth City, in the strength of its pulpits, as in every other respect, ranks among the first.

WILL QUIT SCHEMES.

Advertisers Learn That Newspapers Are the Best Mediums. It is a most gratifying fact that during the past year many of the most prominent advertisers of the country have come out openly and declared that they will no longer have anything to do with scheme advertising, but will hereafter get their publicity through the columns of the newspapers and such of the trade publications as cover their particular fields. They have discovered that fully nine-tenths of the advertising schemes are utterly worthless, while the remaining one-tenth is of questionable value. In other words, for every dollar spent the advertiser gets action on but one-tenth of the amount, and mighty little on that.

The reason why the newspapers are the best mediums for reaching the people and securing business

is that they come into closer touch with the public than any other kind of publications. They greet the reader's eye 365 days in a year in the cities and once a week in the remote country districts.

When a man takes up a newspaper to find out what is going on in the great busy world about him, he cannot avoid seeing the advertisements contained in it. Whether he needs any of the articles advertised or not, he is impressed by the announcements and remembers them.

As a rule, the average person who receives a circular in his mail either tears it up without reading or opens it and after a hasty glance throws it in the wastebasket. In other words, the circular sent in an unsealed envelope receives scant notice from the one who receives it.

To reach half a million people by circulars would require an expenditure of at least \$5,000. To reach the same number through either of the above papers the cost would probably not exceed \$100.

It has taken advertisers a long time to find out these facts, but they seem to have them "cinched" now, which, by the way, is a most excellent thing for their individual pocketbooks.—Fourth Estate.

Pin Your Faith

to this shoe store—to the stock—to the prices; they're all right—goods, methods, prices.

The whole city knows of the great assortments obtainable here and of the lower prices we charge.

No one store can ever do all the business in any line—but one store can do a business best. We are satisfied to be that singular store.

Lowest Prices

We want to emphasize that claim. It is as true as daylight. We should be doing less than our duty were it otherwise. The greatest shoe business in the city centers here. Its vastness helps to the utmost economy, helps to lower cost to us—and makes logical and possible the lowest prices to you.

Owens Shoe Co.

Seed Potatoes
People expecting to plant the genuine Stock Houlton Rose Seed Potatoes this year will do well to call on Love, Evans & Co. We sold this quality last season with very satisfactory results. Expecting car load in few days.
Love, Evans & Co.

A Bright Prospect!

Happiness and health goes hand in hand with wholesome food. We lead the procession in Fancy Groceries, and cutting the margin down saves you money. Our delight is in your satisfaction. We propose to make the new year's business a pleasure to our friends by supplying the best Fancy Groceries ever displayed in Elizabeth City. What are your wants? Phone 121, we deliver it.

OLD & FEARING,
Flora Building, Main St.

Two Ways of getting Glasses.

ONE is to go to the nearest permanent located Optician and get what you need, and a guarantee that they will be satisfactory; if not, they will be exchanged free, or money back.

THE OTHER is to let some traveling peddler sell you a pair and run the risk of ruining your eyesight entirely, and when he has your money you never see him again.

MY GARE insures better use of the eyes you have. My properly fitted glasses will correct defects, strengthen the eyes, and in time, remove the defects. I'd like to fit your eyes.

I HAVE every late and scientific appliance for accurate eye-testing, and sell spectacles at all prices. Cash paid for old and broken spec. frames.

James D. Hathaway,
OPTICIAN AND JEWELER,
ELIZABETH CITY, NORTH CAROLINA.

Mattings!
Japanese and Chinese.

We Can Sell You Mattings on Installment.

The Globe Store,
H. H. Lavenstein & Bro., Pro's.

We Greet You.

We have come to Elizabeth City and have come to stay. We have been in business for several years at Edenton and if fair dealing, high quality of goods and low prices interest you, we want you to give us a visit—we will make you a customer. This week we are offering

Newly Cured Hams at 11c per lb. Shoulders at 9c.

Home-made Lard at 12 1/2.

A. Q. ELLIOTT & SON,
Two Doors from Arlington Hotel.

\$10.

per month buys a most desirable lot from the Riverside Land Co.

Why Pay Rent,

when you can buy the most desirable lot in the city on easy terms.

\$210.

will get the best lots in the highest part of the city. Good water, good drainage—promises to be the most attractive residential quarter—Full River View—No mosquitoes. The Preyor homestead will be in the drawing. See me at once.

G. W. STEVENS,
Elizabeth City, N. C.

Zoeller's 30 Day Offer.

- One Life Size Crayon and a 1-2 dozen Cabinet Photos for **\$2.75.**
- One of those handsome Gold Brooches and a 1-2 dozen Cabinets (Barbon Finish) for **\$2.25.**
- One Life Size Pastel and 1-2 dozen Cabinet Photographs for **\$3.50.**

Zoeller's 30 Day Offer.

A Word About Repairing.

Watch repairing is my business and I give careful attention to repairing of fine watches, the kind that need extra careful adjustment. I try to have my work give satisfaction, such as will win the confidence of all who have their watches repaired with me. I want you to feel that when you leave your watch with me for repairs, the work will be done to the best of my ability and in a competent manner. It is my ambition to add to the reputation I have already established of doing **Honest, Thorough Watch Repairing.** I guarantee all my work.

Louis Selig,

THE LEADING JEWELER. COR. MAIN AND WATER STS.

A New Dress!

A fall outfit for your building is provided with the famous

"Harrison's Cottage, Town and Country"

PAINT.

Makes the building look like new, and it will sell to better advantage if you want to sell it. Sold only by us. Try it.

J. B. FLORA & CO.,
FOOT OF MAIN ST.

"OH SHOOT!"

said the pretty girl as her pen dug into the soft paper and the ink splattered all around.

She Should Purchase Some of Our Stationary.

No trouble like this will occur again.

The best assortment of elegant stationary in this city.

Standard Pharmacy,
Poindexter St.

The Sweetest Place In Town Is At FULMER & WHITEHURST.

They have made an unusual effort in selecting a larger and finer assortment of Confectionaries, Fruits and Table Delicacies, Fancy Candy-Baskets & Boxes, Fruit-Baskets and something unusually nice to put in them.

Huylers, Wileys, Nunnleys and other excellent makes, of Chocolate and Bon-Bons.

A large assortment of Candies from 8c to 80c. per lb.

Fulmer & Whitehurst.

Corner Main and Poindexter Streets.

AFTER A GOOD THING.

We offer you the best in Groceries. If you are wise, you will accept a good bargain and be in a hurry about capturing it for yourself. These are bound to escape. You might as well be a sharer at least.

In our experience which enables us to buy to our advantage and sell to your advantage. We have anything in the Grocery line. Our delivery wagon is busy serving others to their netire satisfaction. Give us a trial, we ask no more.



TOXEY & CO.

Cleesebro Bros.

No. 1, Fulton Fish Market, New York.

Wholesale Fish and Commission Merchants.

We cater and look especially to the interest of the North Carolina Shad. Returns daily. For any special information confer with our southern representative,

MR. R. CALHOUN, Elizabeth City, N. C.

Stencils and stationary furnished.