

close at one o'clock Saturday. There may be more.

### COLLIERS AND THE ADVANCE

Eastern North Carolina is the only section where we have heard a good word for the journalistic methods of William Randolph Hearst. Here is what Colliers Weekly has to say of that wealthy publisher.

"Undoubtedly" Hearst has done more to cheapen journalism and degrade the public than any other newspaper man ever born into this country of ours. Now and then his editorials are on the right side of some great question (as when they attack the drink curse), but in general his great wealth and the intelligences and energies which it buys work for degradation rather than uplift. Traitorous to truth and to individuals, mud-slinging and muck-spreading, Hearst's fingers are busy in corrupt political bargains, in demagoguery, in jingostic imperialism, in fomenting wars and the war spirit.

Hearst, in the twentieth century befriended those who war on inoculation against smallpox and typhoid fever; he fights that medical experimentation which is conquering disease and sparing human life. He plays upon ignorance and prejudice, and prints, alongside news reports of human nature at its lowest and foulest, advertisements of harmful patent medicines such as cheat his readers out of money and health, or hope of health.

But Hearst's baleful influence has not been confined to the public that reads his muddy newspapers; it has reached a greater public through that part of the press which has limited his methods in madly seeking to compete with Hearst in degradation. Fortunately for America, the best, the most effective, portion of the contemporary press finds it possible to maintain higher ideals and to practice purer ethics without forfeiting either vigor or success.

James Keeley, the cockney boy who has made the Chicago "Tribune" what it is, and who has now fused Hinman's bankrupt "Inter Ocean" and the "Record-Herald," and has made them over into a great journal destined perhaps to be this country's most influential newspaper—James Keeley sees farther than Hearst, and has in his field a greater triumph and a more real influence. And Keeley is only one newspaper man. The Hearst formula is waning. The man, the issue, for which Hearst stands is, generally speaking, foredoomed to fail.

Champ Clark and the Panama Canal subsidy are the latest examples of this tendency, but the examples are infinitely various. Men distrust Hearst and his hirelings. And American journalism will be an increasingly constructive force for righteousness and justice as time goes on; already it has rising standards of honesty and decency and service. Dr. Washington Gladden has told the Lawrence (Kas.) Newspaper Conference that the newspaper profession is "as sacred" as the minister's. But journalism, too, is a ministry; and Dr. Gladden is looking (as always) not behind, but ahead.

We can but wonder if these phrases, to readers of this newspaper, have a familiar ring.

When a man professing to work for a good cause resorts to lying to add weight to his argument it becomes a question as to whether he will do those whom he professes to serve as much good as harm.

Also it puts a question mark as to the sincerity of his motive in the minds of the people who think.

Two years ago this paper supported D. C. Perry for the legislature not only on the ground that he was a better man than his opponent but also for the reason that—and such a position was taken in these columns—he was a candidate of all the people and not of any one faction or set of men. The organ that then opposed him, ridiculed him and heaped invective upon him now contends that he showed himself worthy of the trust which good citizens who voted for him reposed in him.

Selah.

The first public suggestion that the merchants of the city ought to give their clerks a half holiday once a week during the summer appeared in the Advance. Following that suggestion last year the progressive retail dry goods and department stores were closed Friday afternoon at one o'clock during July and August. This year, when the plan was being taken up again, the Advance was first to speak for it and urge every merchant to co-operate in it, adding the idea that the wholesale houses could join in the movement by closing on Saturday afternoon.

We are glad to observe that a number of wholesalers are carrying out that idea. The C. H. Robinson Co., W. H. Weatherly Co., A. B. Seeley, J. B. Flora and Co., and W. J. Woodley Co., now

**Uneda Biscuit**  
Tempt the appetite, please the taste and nourish the body. Crisp, clean and fresh—5 cents in the moisture-proof package.



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Round, thin, tender—with a delightful flavor—appropriate for luncheon, tea and dinner. 10 cents.



**Zu Zu**  
Prince of appetizers. Makes daily trips from Ginger-Snap Land to waiting mouths everywhere. Say Zu Zu to the grocer man, 5 cents.



Buy biscuit baked by  
**NATIONAL BISCUIT COMPANY**  
Always look for that name

**LOCAL ITEMS**

M. R. White of Winfall was here Monday on business.

J. J. Fleetwood of Hertford, was in the city Monday.

Misses Margaret and Lillie Barco who have been visiting at the home of Mr. J. C. Perry on First street have returned to their home in Shiloh.

Miss Allie Gardner who has been visiting Mrs. J. N. Loftin on Pennsylvania Avenue returned to her home in Edenton Monday.

Dr. and Mrs. J. H. White returned Sunday after spending some time at Crockett's Springs, Virginia.

O. J. Jones, expostmaster of Manteo was in the city Friday.

A. H. Jennings of Weckville was in the city Saturday on business.

J. C. Thompson of Weckville Route 1, was here Saturday on business.

Dr. W. A. Hoggard who has recently returned to his home at Woodville was here Saturday.

Miss Ruth Webster of Elberton Ga., who is visiting Mrs. W. D. Cox at Moyock, spent Saturday in Elizabeth City.

W. D. Cox of Moyock, candidate for Representative from Currituck, with his wife was in the city Saturday.

Ex-judge Stephen C. Bragaw of Washington, N. C., was here Monday and is attending court at Camden this week.

Mrs. William Helm, Mrs. James Robb and daughter, Addie Belle, and Mrs. Johnson and little daughter, Elizabeth, of Baltimore, are visiting Mrs. R. R. Cox on Pearl street.

5 or 6 doses 666 will break any case of Fever or Chills. Price 25 cents. —Advt.

### COCA COLA HABIT, A GHOST

We have all heard of ghosts, but none of us has ever seen one. It's the same way with Coca Cola "fiends;" you can hear about them but you might search for them until doom's day and you would never find one. Physicians who have treated hundreds of thousands of drug habit cases, including opium, morphine, cocaine, alcohol, etc., say that they have never seen a case where the use of Coca Cola has so fastened itself upon the individual as to constitute a habit in the true sense of the word. Although millions of glasses of Coca Cola are drunk every year, no Coca Cola fiends have ever made themselves visible at the doors of the sanitariums for the treatment of drug habits.

The Coca Cola habit is analogous to the beefsteak habit and to the strawberry habit. People drink Coca Cola first because they see it advertised and thereafter because it tastes good and refreshes their minds and bodies. They drink it when they can get it and contentedly do without it when they can't get it. If you had ever witnessed the ravings of a real drug fiend when deprived of his drug, if you had ever observed the agony he suffers, you would never again be so unfair as to mention Coca Cola in the same breath with the habit forming drugs. —Advt.

### Saxon Automobile GIVEN FREE! GIVEN FREE!

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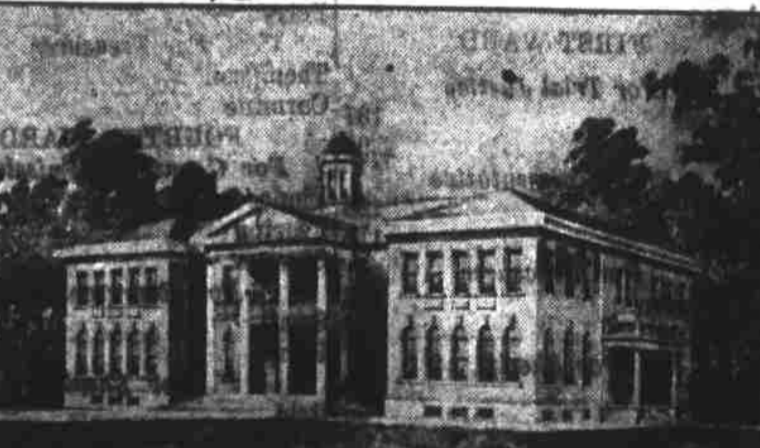
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### East Carolina Teachers Training School

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