

EDITORIAL PAGE



THE ADVANCE

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EDITOR

SUBSCRIPTION RATES

One Year \$1.00
Six Months50
One Month10
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A PROGRESSIVE STEP

It has been a long time since more important or far reaching action was taken by the county commissioners than that of yesterday when the Commissioners voted an appropriation of \$6000 a year toward paying the salary of a trained expert to do farm demonstration work in this county. This is an expenditure which will redound to the direct benefit of the farmers, the heaviest taxpayers in proportion to their means in the county. But farmers will not be alone in receiving benefit from the appropriation for anything which improves the farmer's environment, increases his earning capacity and enhances the value of his property benefits every avenue of business in Elizabeth City.

The census of 1910 shows that the annual expenditure per farm for feedstuffs in this county is \$35, making a total for the whole county of \$14,240. This is in the face of the fact that corn is one of the staple crops of the county and that there is no region anywhere where forage may be more cheaply grown than in Pasquotank. One of the objects of the farm demonstration work will be to check the drain on the farmers' resources incurred by the purchase of feedstuffs for his stock.

Figures from the same census show that the number of cattle per thousand acres in Pasquotank county is thirty-two and the number of hogs seventy-four. It will be the object of the demonstration agent not only to increase the number of live stock on every farm but to improve the stock itself by organizing the farmers in such a way as to enable them to secure a sufficient number of pure bred males to insure their availability to every farmer in the county.

We have mentioned but two ways in which the demonstration agent will work to help the farmer and so the county. Mr. Freeman, supervisor of this work for this section, has promised us an article dealing more fully with the situation in the near future.

"We'd rather be right", comments the Wilmington Star "than president of either Mexico or Portugal, or the Daughters of the American Revolution."

The "Diversity Edition" of The Advance is on the press and promises to be the best printed paper of its size that has ever been turned out of the Advance shop. Sample

copies will be sent any friends of subscribers or advertisers upon receipt of their address on a postal card.

"Are you a waste basket advertiser, Mr. Merchant? You may not realize it if you are, but if you are one of the few who issue circulars in preference to using newspaper space, you are a waste basket advertiser. The waste baskets of this country are not purchasers of any line of goods, but they are the recipients of nine tenths of the circulars that are issued. No business man who circularizes in preference to advertising in the newspaper can expect more than to be classed as one of the few trying to make customers of the waste baskets of the country."

Credit for the above wording belongs to the Winston Journal. The editor of The Advance has been voicing the same sentiment privately and publicly for the past four years. Yet there are merchants in this city who throw what they have of money and of brains into the waste basket.

The business man is so often called on for an advertisement that we do not wonder that he feels at least that he cannot respond to every call. But the trouble in Elizabeth City is that a great many people who will take up with any sort of advertising proposition like putting their name in a catalogue or directory or on a program utterly ignore the home newspaper. They should remember that the home newspaper is one of the home industries, depending on home patronage for support, and that business given the home paper is encouragement to a legitimate business enterprise. When this fact is weighed in the balance and then there is made a comparison of the relative cost, in proportion to results, of newspaper advertising with the other methods, it strikes us that the odds are all in favor of the newspaper. And it seems to us too that every business man should see to it that at least some small part of his advertising money each year goes to the home paper.

The unusual excellence of the lettering received at the editor's table this week led to the question as to where they come from. Investigation disclosed that they were put up by the Burside Packing Co. of Mexico. There are more reasons than one why we should patronize home industries. One is that we can usually get the most and the best for our money.

NAVAL REVIEW AT ALKRAMA

Special films Friday night at the Alkrama will show pictures of the American Fleet.

These pictures are, besides being thoroughly interesting in themselves, of especial interest at this time when the matter of America's preparedness for war is being discussed and when the armies and navies of the world are vying with each other in strength and importance, whether at war or peace.

In addition to being interesting merely, there is much to be learned from these pictures in regard to America's naval equipment. These things will be learned and remembered much better from pictures, than by reading, and every person young and old should take advantage of the opportunity to learn about the great American navy.

N. G. GRANDY & CO

Cotton, Grain Produce
ELIZABETH CITY, N. C.
June 9th 1915
BUYING TODAY COTTON
Street Middling 91.8c
Middling 87.8c
EGGS
Hen Eggs, per doz 16c
SELLING TODAY FLOUR
Patapsco, best patent 7.50
GRAIN
Corn, White, per sack \$1.75
Oats, per bushel .70
MEAL AND HULLS
Meal, per ton \$30.00
Hulls, per ton 8.00
MIDDINGS
Spring, per bag \$1.65
Ballards, per bag \$1.75
HAY
No. 1 Timothy, per ton \$25.50

BAPTISTS AT WRIGHTSVILLE

The first session of the Baptist Seaside Chautauqua will be held at Wrightsville Beach from the 21st to the 27th of this month. This organization was authorized by the Baptist State Convention last December and has for its purpose the training of workers in the Sunday School and Church. There will be classes in Bible Study, and special lectures each day. The orchestra is under the direction of Dr. Hubert McNeil Potent of Wake Forest College.

LECTURE TO-MORROW NIGHT

Dr. R. L. Kendrick will lecture to-morrow night in the annex of Blackwell Memorial Baptist Church on "Tuberculosis and its Prevention." This is the second in the series of health lectures now being given by Dr. Kendrick as a part of the extension work of Blackwell Memorial Church. The public is invited to attend these lectures, and it is hoped that a large number will thus show their desire to cooperate in making the town a healthful and sanitary place in which to live.

RURAL CARRIER EXAMINATION

The United States Civil Service Commission has announced an examination for the county of Camden to be held at Elizabeth City, North Carolina on June 20th, 1915. To get the position of rural carrier at Belcross and Annettes their names later occur on the office in the above mentioned county. The examination will be open only to male citizens who are actually domiciled in the territory of a post office in the county and who meet the other requirements set forth in form No. 1977. This form and application blanks may be obtained in the offices mentioned above or from the United States Civil Service Commission at Washington, D. C. Applications should be forwarded to the Commission at Washington at the earliest practical date.

"The Paper is RIGHT
It's printed RIGHT
And padded RIGHT
I got it at the
ADVANCE SHOP"



Attention MERCHANTS

For apples, oranges, bananas, Lemons, Limes, Cabbage, Potatoes, Onions and Ruta Bagas

CALL ON A. B. Seeley and Son

Wholesale Fruits and Produce
ELIZABETH CITY, N. C.
WE BUY IN CAR LOTS



ARE YOU ON THE SAFE SIDE?

IF NOT WHY NOT

Whose fault is it? It is not ours. We offer you the necessary requirements to place you on the safe side and would be more than delighted to

Write you a Policy

that will protect you from all loss by fires at a very low rate. We represent the best and most reliable companies on earth

LITTLE & SAWYER COMPANY

ELIZABETH CITY, N. C.
PHONE 271

Whenever You Need a General Tonic
Take Grove's
The Old Standard Grove's Tasteless
chill Tonic is equally valuable as a
General Tonic because it contains the
well known tonic properties of QUININE
and IRON. It acts on the Liver, Drives
out Malaria, Enriches the Blood and
Builds up the Whole System. 50 cents.

LEBANON BELLE

(Best Patent Flour)
Quality in a Class by Itself

Milled with the last word in milling machinery. Always sold at a price that gives full value to the consumer. Buy this flour and take the flour business away from your competitors.

A. F. Toxey & Co.
Distributors.

We are offering, not NOW
n or on any SPECIAL OCCA-
SION, but ALL THE TIME

The Best Quality Of Groceries
The Biggest Variety Of Groceries
The Lowest Prices In Groceries

Our word is to be relied up
on and so are our goods.

The M.P. Gallop Co

Water St. Phone 57

Norfolk Southern Railroad
NEW SHORT ROUTE

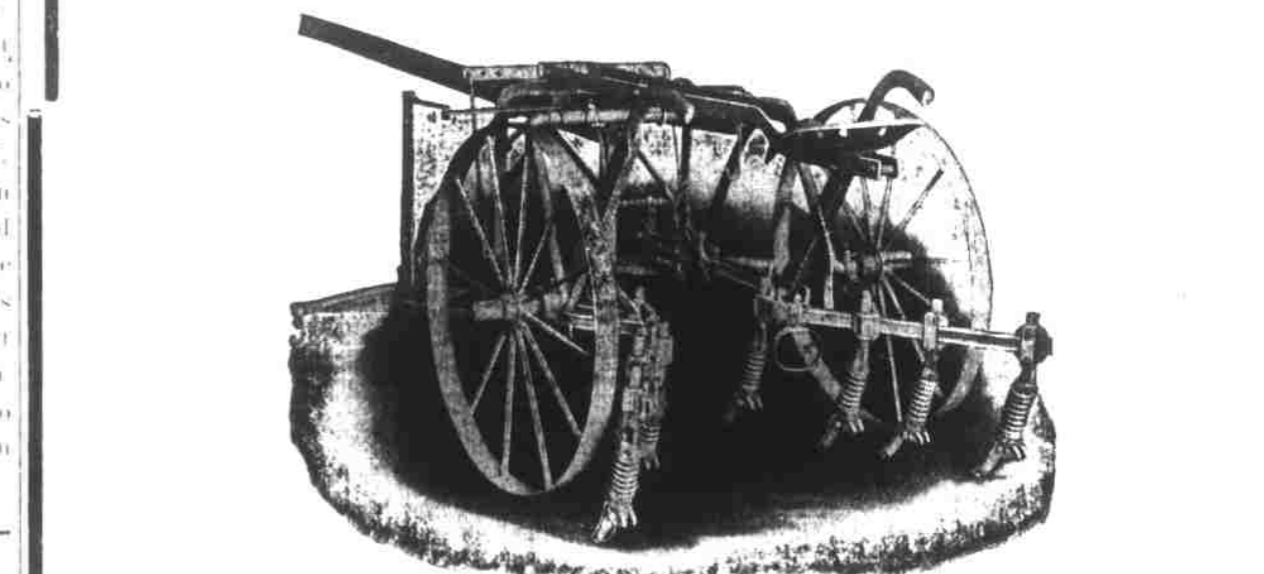
Freight Service

If you value quick transportation; route your shipments via Norfolk Southern Railroad.

Watch the time made by their package cars. and you will find that your interests are best served by patronizing them, as "Time is Money."

"NEW CENTURY"

THE ORIGINAL LEVERLESS CULTIVATOR



SPENCE AND HOLLOWELL COMPANY

ELIZABETH CITY, NORTH CAROLINA

WE SELL—orn Shellers, Disk Harrows, Spike Tooth Harrows, Guano Distributors, Ledbetter One Seed Planters, NewCentury Riding Cultivators, Weeders, Binders; Mowers and Rakes, Farm Wagons, Etc. Oils of all kinds; Also Fertilizers, including Peruvian Guano, Seeds, Etc., Etc.