

EDITORIAL PAGE

THE ADVANCE

Herbert Peale
EDITOR

Joseph Peale, Associate Editor.

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"Entered as second-class matter, May 19, 1911, at the Post office at Elizabeth City, North Carolina, under the act of March 3, 1879."

It's news, we want it. Your phone is at your elbow. Our number is 357.

Take your pleasure at home. Why go far away for amusement if yours is a Chautauqua City?

Watch for the headline on the front page of The Advance: "Stores Close Friday at One O'clock." It will be there right soon, we opine.

"Tar Heel Brainlets" is a new and interesting feature of the News and Observer's editorial page. The column is made up of terse sayings of North Carolina editors as they appear in the state press.

Lost time is lost money—in nothing so much as in the newspaper business. What to-day is a big news story may to-morrow be entirely without interest. If you get something new, get it to your home paper promptly.

We want to thank the unknown friend who telephoned us news of the shooting at South Mills within thirty minutes after its occurrence. We had it in print within thirty minutes and at the News and Observer office in Raleigh almost as soon. It appeared Wednesday morning in The Advance and in the News and Observer.

READY TO CO-OPERATE

The trucking season is at hand and the Irish potatoes are beginning to move. The farmer is putting forth all his resources to get his crop on the market while the prices are high and everybody is in a hurry. In this situation it occurs to us that the Norfolk Southern might save numbers of Pasquotank farmers much trouble by erecting a platform, constructing a siding somewhere near where the railroad comes from North Road street, and making arrangements to receive potato shipments at that point. If any of our farmer friends think well of the suggestion they might get what they want by asking for it. We will be glad to take the matter up with the railroad if a sufficient number of potato shippers will manifest interest in the proposition.

THE HOME PAPER AT A DISTANCE

It does us good occasionally to see ourselves from the outsiders viewpoint. How The Advance impresses one who has but recently become acquainted with the picture city of the Pasquotank may be gathered from the following letter, which reached us in yesterday's mail:

Mr. Herbert Peale, Editor,
The Advance,
Elizabeth City, N. C.
My dear Peale:—
I am reading The Advance of June

and with almost as much interest as I am sure the best citizens of Elizabeth City, because it shows how you intend to co-operate with the best business interests of your town and it also reports some things that the Chamber of Commerce is doing that are bound to bring forth valuable results to every citizen of your good city.

The very nice reference you make to the Richmond delegation at the recent banquet of the Chamber of Commerce, believe me, is most thoroughly appreciated. Tom McAdams had it right when he said that one of the reasons that Richmond men were at Elizabeth City was that it was good business for any town to help its neighbor-town help itself and while we were in Elizabeth City to help Elizabeth City help itself let the Elizabeth City men go out into their logical territory and help the farmers and merchants help themselves. It is the best possible co-operation and the surest for good results.

Put your advertising proposition up to the business men of Elizabeth City and put it up strong. A man who advertises in such a paper as yours is giving you nothing, he is simply getting value received and if he don't get value received it is because his proposition isn't worth it.

With kindest regards, I am
Your very truly,
H. F. SMITH, Richmond, Va.

WHAT'S THE MATTER WITH CHAUTAUQUA
(By Joseph Peale)

Chautauqua has visited Elizabeth City for two summers.

The people of this city and section who attended its past sessions realized that any single performance attended was worth, and would cost elsewhere, the price of the season ticket.

Further than that, it is very evident that each year the program is made better—some new feature is added.

Chautauqua not only offers you many times your money's worth but it is an advertiser and booster for the city by setting high and fundamental ideals for its growth. The best men of the city know this for each year one hundred of these guarantees the Chautauqua headquarters a success the coming year.

This year the program consists of The town in moving pictures, including the parade which will be given Saturday evening and shown Saturday night.

A lecture on the "Conquest of the Arctic" by Dr. Lincoln Wirt.

Sacred and secular songs by ten boys representing the choirs of the "Greater Easton Churches."

Rosani, the Impersonator—the "Prince of the Jugglers."

High grade music—classical and popular—by the well known Victor's Band.

Classical but extremely popular musical program by the Schubert String Quartet;

"Happiness," a Chautauqua morality play—those who saw the Chautauqua play last year are not likely to miss the opportunity this year;

A lecture on "The Burden of the Nations," by the fascinating orator Dr. Thomas E. Green;

The strollers quartet, probably the best known in America;

The Bijou trio, a program of Opera and Neapolitan Folk Songs in costume—songs in straight concert form—solos, duets, quartets;

A lecture on "Makers of America" by Dr. S. Parks Cadman who proved last year one of the most popular orators who has appeared on the Chautauqua platform here;

Then "The Mikado," the biggest Chautauqua feature ever attempted—that's enough to say.

So what's the matter with Chautauqua?

Why don't you buy a season ticket?

You can't make two dollars do more for you or for the town. Even if you don't go to a single performance you will feel \$2.90 worth of the influence.

Chautauqua is not only for you; it is for the town. If you think the performance prices are too low buy two, three or six tickets—enough to make it right!

What's the matter with Chautau-

qua?
It's as nearly all right as humanity can make it.

One hundred men are guaranteeing its success. Will you let them bear the burden?

"Good Night!" Man! what's the matter with your heart! Or where is it "at"?

A THRICE TOLD TALE

The Chautauqua offers opportunity for the man who bemoans his lack of advantages and early schooling to get in touch and step with the spirit of the age, with the trend of modern thought. It enables him to catch something of the trained man's viewpoint and vision of the forward and upward movement of humanity. It helps him to understand and appreciate something of the meaning of the world of moving events and opens his eyes more completely to the fact that he is his brother's keeper.

On the other hand, to the man who has had the best of advantages and training, Chautauqua is a time for getting back to the fountains of inspiration, for renewing faith, for taking courage, for increasing strength, for getting a new hold on happiness. One whose early zeal for the beautiful and the true has been quenched by forgetfulness or folly or disappointment can attend Chautauqua and bring back his youth.

There! We tried to say that last week. But the tricks of the linotype and the puzzles of the editor's chirography and the mental cobwebs of the midnight hour repressed our noble rage and crippled our fancy. We made it clear in the daily at risk of repetition and now we say it again.

Some things that we write are worth reading two or three times anyway.

SET US RIGHT

Two summers ago a visitor in the city for a month said when the visit was drawing to the close, "I never saw people read a newspaper as these people read The Advance. If there's a typographical error in it they see it. I don't believe that they skip a word. I have lived in two or three towns and have visited in a good many more, and in all of these I never heard the home paper spoken of as often nor watched as carefully."

We had forgotten that instance until the transposing of two names in the tabulated report of election returns brought it back to mind. Everybody we met next day was telling us how we had mixed Sawyer's vote with Lam's.

Well, we like to be watched and we want to be corrected when we are wrong. Our mistakes are often caused by long and late hours spent in the effort to serve you well. Let us know about our mistakes and we will make correction in the next day's issue.

E. M. DeFORD

The following resolutions of respect were adopted by Board of Directors, Citizens Bank, Elizabeth City, North Carolina, on Wednesday May 31, 1916.

Eminently fitting and proper it is that we should give public expression to our esteem for, and confidence in our fellow Director, E. M. DeFord who on the 18th day of May 1916 heard the last clear call, and laid aside all earthy affairs as his spirit winged its flight toward the eternity which lies out beyond our vision.

For four years he gathered around our table, and we learned to appreciate his fidelity, rely upon his judgment, and admire his sterling qualities. Therefore he it resolved:

1. That in the death of E. M. DeFord, we individually and as a Board of Directors feel that a great loss has been sustained; a life has been removed from our midst which commanded our confidence and was worthy of the high estimate in which he was held.

2. That recognizing the sovereignty of the Maker of men, we bow submission to the departure of our friend, but shall ever miss his presence among us, and feel a keen loss that we no longer have his counsel upon which we had learned to rely

with such absolute assurance.
That a copy of these resolutions be sent to brother of deceased, a copy spread upon our minutes, and a copy furnished The Advance with request for publication.
M. N. Sawyer,
N. Burfoot,
T. P. Nash.

Rev. C. B. Culbreth, pastor of City Road Methodist Church attended Trinity College commencement this week and from Durham went to New Bern to attend the Epworth League Conference.

Mrs. N. H. O'Neal, Mrs. F. W. Midgett, Mrs. George Bell, Misses Bertha Martin and Lula Ballance are attending the Epworth League Conference at New Bern.

Good Looks are Easy

with

Magnolia Balm.



Look as good as your city cousins. No matter if you do Tan or Freckle Magnolia Balm will surely clear your skin instantly. Heals Sunburn, too. Just put a little on your face and rub it off again before dry. Simple and sure to please. Try a bottle to-day and begin the improvement at once. White, Pink and Rose-Red Colors. 75 cents at Druggists or by mail direct.

SAMPLE FREE.

LYON MFG. CO., 49 So. 5th St. Brooklyn, N.Y.

NOW THIS IS WHAT WE CALL REAL HOUSE CLEANING

When you start to get your home ready for Spring remember there is nothing so clean as paint and varnish.

And nothing so beautifying to get the best results use Stag Semi-Paste Paint on the outside No. 61 Varnish on the inside

Satisfaction will be your reward.

SHARBER & WHITE HARDWARE COMPANY,

"THE WOMAN'S WEAR STORE"

Wash Waists and Skirts Just Arrived

We've just received this week fifteen dozen new DOLLAR WAISTS.

This includes the new ruffled styles, embroidered effects etc. Especially good values at **\$1.00**

Wash Skirt!—We've an assortment large enough to suit any one—prices all right—Especially good value at **\$1.00**

Sheer Thin Summer Dresses

We've just received a large assortment of thin Voile and Marquisette dresses.

Suitable styles for mid-summer wear—just the dress you will need for Chautauqua Week

Prices \$2.98 to \$9.98

M. LEIGH SHEEP COMPANY
Woman's Wear

The Approach of Mid-summer

Suggests the wisdom of being prepared in advance with a suit or two for hot weather wear.

This store, as usual, is ready—with full selections of two-piece outing suits of Shantung silk, wool crashes, homespuns, genuine Palm Beaches and others of the Mid-summer family.

They came from the famous White Goods shops of

A. B. Kirschbaum Co.

which are given over exclusively to the tailoring of fine hot weather garments for men.

Careful shrinking, skillful designing, conscientious workmanship—these are the things that lift a Mid-summer garment bearing the Kirschbaum label completely above the rut of the ordinary and the commonplace.

Prices \$5.00 to \$15.00 and upward

S. R. SIFF CO.
(Successors to Lavenstein)

Leading Department Store Main St.