

**EDITORIAL PAGE**



**THE ADVANCE**

*Herbert Peels*  
**EDITOR**

Joseph Peels, Associate Editor.

**A TIME FOR NEIGHBORLINESS**

Not within the memory of this generation, perhaps not in North Carolina's history, has the State been deluged with such devastating floods as have swept the mountains and the Piedmont during the ten days just past.

Twenty inches of actual rainfall is estimated to have fallen in some areas within a few hours time.

As details of the results of the flood have continued to come in and as private letters have brought news to all parts of the state of definite losses and certain need, the thought that the first reports of the disaster were exaggerated has been banished, and the hearts of the people of the old North State have turned to their suffering brothers in sympathy and help.

The towns nearest by were, of course, quickest to respond and gave most liberally.

But from Wilmington, Goldsboro, Washington and other towns in the far east have come already substantial response to the appeal for help.

The need is urgent, for many are destitute, and it is feared that a great amount of sickness may follow in the train of the floods, brought about by the over flow of the waters and the deposit of refuse over the land.

That every town in the state, this work of rendering assistance whether large or small, rich or poor far or near, should have a part in which is so greatly and so immediately needed is the hope of North Carolina.

Donations to this fund, if left at any of Elizabeth City's banks will be sure, be forwarded to the proper authorities at once.

Elizabeth City people are always generous and have never failed to respond to a worthy appeal whether for a distant or nearby need, in the memory of The Advance.

We feel sure that within a few days a helpful sum will go on its mission to our neighbors in Western North Carolina.

We have received an attractive illustrated circular of 16 pages from the Agricultural and Mechanical College. It presents a clear conception of the buildings, machines and laboratory equipment of the three engineering departments of the College. Parents and young men wishing copies should write to the Registrar at West Raleigh.

Subscribers leaving the city for their vacation should have The Advance sent them while away. Most of them do. But occasionally this important matter is left unattended to. Those who have not yet taken their vacation are reminded that they can have The Advance go to them while out of the city without extra cost.

The newspapers of the western part of the State have suffered great inconvenience and some loss during the period of disaster through which that section has just passed.

Many papers had to suspend publication temporarily. Most of the weeklies were three or four days late. Electric power was cut off and they had to look up gasoline engines to run their presses by, set all type by hand even when there was a linotype in the shop, and so on.

From the papers of the smaller towns, however, come the more personal and more detailed reports of the floods.

**HOW DOES IT SOUND?**

Substitute Elizabeth City for High Point in the following paragraph clipped from yesterday's News and Observer:

"High Point is after a public hearing, it will prove a paying investment. And the fact that the women of that address in the town are behind the movement means that it is going to succeed.

Sounds pretty well, doesn't it? Looks well in the News and Observer, too.

We are ready to send it to the News and Observer as soon as we find that anything is being done.

And we are willing to do a good many more things to help get a library in Elizabeth City.

Meanwhile, we'll just keep on talking about it, so that you won't forget and won't think that we've forgotten.

The Advance wants all the local news that is worth printing. But this news is wanted for its value to the paper's readers—not to "fill up." Everyday there comes in the office about twice the amount of news that is printed.

From the all tobacco farmers in the lower Piedmont come waste of entire loss of the year's crop.

And yet enough has been set and written about diversification in the last three years for everybody to know better.

"I am the red-headed school teacher you know . . . . As the editor opened his mail this morning this paragraph greeted him in a maidenly letter of three quarters of a page.

Immediately following the first glance at the opening sentence a vision of all the red-headed school teachers he had ever known made itself a radiant reality for the moment. The clouds of the day cleared away and the office was brilliant as with the light of many suns.

But we read on. It wasn't any of those in the vision. Just a more up-to-date acquaintance setting in a news letter for publication.

Well—that's life.

Kenilworth Cottage, Ocean View, Va.—water front, bathing, boating and fishing a specialty, cool rooms, rates reasonable. Kenilworth Cottage, Ocean View, Va. July 22, 24, 25.

**"BEFORE INVESTING INVESTIGATE"**

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No word in the English language is abused as the word guarantee. When we say guaranteed we mean absolute satisfaction.

We make the old suit look new and keep the new suit from looking old.

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**The North Carolina College Of Agriculture and Mechanic Arts**

Young men seeking an education which will equip them in practical life in agriculture and all its allied branches; in Civil, Electrical, and Mechanical Engineering; in Chemistry and Dyeing; in Textile and other industries, and in agricultural teaching will find excellent provision for their chosen careers at the State's great technical college. This college fits men for life by giving practical instruction as well as thorough scientific education.

Four year courses in Agriculture, in Chemistry, in Civil, Electrical and Mechanical Engineering, and in Textile Industries.

Four year, two year, one year and summer Normal courses in Agriculture.

Numerous practical short courses.

Entrance examinations held at each county seat on July 13th.

For catalogue, and entrance blanks, write E. B. OWEN, Registrar, West Raleigh, N. C.

**Study Food Values**

Food provided for the family table deserves the careful thought of every housewife. Do you use thought when buying baking powder?

The quality of cake, biscuits and all quickly raised flour foods depends largely upon the kind of baking powder used.

Royal Baking Powder is made from cream of tartar derived from grapes. It is absolutely pure and has proved its excellence for making food of finest quality and wholesomeness for generations.

Royal Baking Powder contains no alum nor phosphate.

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**P. A. puts new joy into the sport of smoking!**

YOU may live to be 110 and never feel old enough to vote, but it's certain—sure you'll not know the joy and contentment of a friendly old jimmy pipe or a hand rolled cigarette unless you get on talking-terms with Prince Albert tobacco!

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THIS WAY TO THE JOB

**ADVANCE SHOP FOR PRINTING**