

EDITORIAL PAGE
THE ADVANCE
Herbert Peale
EDITOR

Joseph Peale, Associate Editor.

THE WAY THE WIND BLOWS

"I like your paper better all the time," said C. L. Needham of Shiloh while in the city Saturday. "In fact I have come to like it better than any paper giving the news of this section."

This is but one of many expressions of appreciation from the rural district to Elizabeth City that reach us every week. W. D. Sharber of Newland, in handing in his subscription the other day, said, "When that is out let me know. I want to renew it."

With a strong rural circulation and with its city circulation growing rapidly, The Advance is forging to the front. If you want to know what is going on in Elizabeth City, keep your eye on The Advance. And if you want to see the town go forward we honestly believe that you could work to that end no more wisely than by giving the home paper your support. It encourages us for you to tell us we are getting out the best paper in town, but it might help us more if you would say the same thing to your neighbor.

A town's development is largely measured by the strength and growth of its newspapers. The establishing of The Advance as a daily paper means a great deal to the town. And your support means a great deal to The Advance.

Bernard Shaw was right about it—it's the women who must take the initiative, and then the men are on the spot and cannot get away.

Just look at the Albemarle Canning Club Girls. They have literally got the men at their feet or what is better have got them chopping wood or building fires.

Yet they had been told that "it couldn't be done."

Perhaps it couldn't,—by those who told them so.

The Advance had decided upon August 5th, as its second "Dollar Day" and the date had been mentioned to one or two advertisers. But our plans were interfered with and we decided it would be better to wait until potato digging among our Currituck friends was over, anyway. The date set, September 2nd, coming at the time of final cleaning up preparations for fall trade, has met the approval of prominent business men and wide awake advertisers who have been successfully alert in meeting their customers' wants.

WE MAKE IT AGAIN.

Elizabeth City has made a fairly liberal contribution to the relief of the flood sufferers in the western part of the state; but in view of the fact that more funds are still needed it is well for us to note that Elizabeth City has given less than some towns of one-fifth its size and that Raleigh has multiplied Elizabeth City's contribution by more than ten.

Mayor Sawyer has sent nearly three hundred dollars to the flood relief fund, nearly all of which was contributed here in the city. He has designated a committee to receive funds for this object, wisely naming on the committee an officer in each of the city's three banks. It occurred to us, after the active canvass for funds had ceased, that it would not be amiss to remind our readers that money sent to their bank would be wisely and safely handled and would be turned over to the mayor promptly to be sent to headquarters. All money paid at the bank has, of course, gone in through Mayor Sawyer.

The suggestion still seems to us not untimely, and we make it again.

N. G. GRANDY & CO

COTTON, GRAIN, PRODUCE
ELIZABETH CITY, N. C.

August 21

BUYING TO-DAY

COTTON

Strict Middling 14c
Middling 13 3/4c

EGGS

Hen Eggs, per dozen 24c.

SELLING TO-DAY

FLOUR

Royal's best patent \$7.50
Katajaco, \$7.50

GRAIN

Oats per bushel 58c.
Corn, per bag \$1.85

MIDDINGS

Winter, per bag \$1.65

MEAL AND HULLS

Meal, per ton \$33.00
Hulls \$18.00

HAY

No. 1. Timothy, per ton \$20.00

HOW MAPLEHURST GOT ON THE MAP

Every time the name of your town appears on the date line of an out of town newspaper, there is just that much more publicity and free advertising for it.

The Washington News of Friday tells the following story:

A certain suburb of Chicago a couple of years ago made up its mind that it was going to get on the map. It was named Maplehurst and its residents were tired of shopping in Chicago and having to give the clerks in the stores detailed instructions as to how to send their packages to their homes. No one in the big city appeared to know anything about Maplehurst. The Board of Trade in the little town determined to get Maplehurst before the people and let the entire world know where it was. Accordingly it got busy. The first thing they did was to inaugurate a "baby-calling contest." A number of mothers stood at one of the principal street corners. Their children, ranging in years from three to five, were placed out in the parks with toys and other amusements to entertain them. Then each mother started calling its own child, and the one who reached the street corner first was awarded a prize. The thing was something out of the ordinary, and that is what newspapers are always on the lookout for. The Chicago papers played up that story in big style. It was taken up by the press associations and the newspaper syndicates. Practically every large paper in the country printed it the following day and the smaller papers got it in plate form a few days later. And the important part of it was, that each paper carried that story under a Maplehurst date line.

Not satisfied with that the people in the community went on with several other schemes of a similar nature. Physicking contests for the women, smoking contests for the men, and other "stunts" were carried out. And to each of these the newspapers gave the fullest publicity. It wasn't long before everyone in Chicago knew exactly where the Maplehurst was located and shoppers from that community were no longer bothered with giving directions to clerks in the stores about sending out packages.

What Maplehurst accomplished can also be accomplished by other cities that have any "get-around" about them and want to see themselves advertised. It's the kind of advertising that the city doesn't have to pay a cent for, but which is bound to be of the greatest benefit.

You may be the best citizen in Your-Town; but you won't convince people of it by merely telling them so.

There is nobody so ready with suggestions as to how you should run your business as the man who has failed at his own.

It's so much easier to roast some body else than it is to do your own duty or to mind your own business that it is not surprising that frail mortals, many of them, fall into the cursing habit.

The Agony Column

THIS MORNING just as I WAS SITTING DOWN TO THE OFFICE typewriter—WHICH BY THE WAY IS ABOUT AS WORK AS THE EDITOR—A Dainty Damsel TROTTED INTO the office TO PAY HER RESPECTS AND WHEN I HAD RECOVERED FROM THE SURPRISE OF MEETING AN OLD FRIEND IN A FOREIGN LAND I GATHERED UP MY MANNERS IN HAND AND ASKED IF MY FAIR VISITOR WERE NOT WEARY FROM HER TRIP AND IF SHE COULD NOT BE INDUCED TO CALL UPON MY FRAU AND FIND OPPORTUNITY FOR ABLUTING HER FAIR COUNTEenance AND POWDERING HER TILTED NOSE.

WHEREUPON THE LOVELY LADY DEALT ME A STAGGERING BLOW WITH THE REMARK "WHY THANK YOU, I FEEL QUITE CLEAN AND COMFORTABLE AFTER MY TRIP FROM NORFOLK, THOUGH I DID FIND THE TRIP ON THE.....railroad TO-NORFOLK QUITE DIRTY AND TIRESOME. AFTER FRESHENING UP THERE, HOWEVER, I feel quite ALL RIGHT."

IT WASN'T A DREAM IT ACTUALLY HAPPENED, AND WHEN I HAD REGAINED MY EQUILIBRIUM AND GOT THE TYPEWRITER TO WORKING AGAIN I STARTED THE AGONY COLUMN JUST TO LET FOLKS KNOW HOW MUCH I HAD BEEN AGONIZING ABOUT THE FAILURE OF SOME OF MY FRIENDS TO GET MILEAGE FROM THE Tram Road

NORTH CAROLINA, PASQUOTANK COUNTY, IN THE SUPERIOR COURT, SEPTEMBER TERM 1916

IN RE: Lula E. Paschal, Plaintiff, vs. Thos. G. Paschal, Defendant.

NOTICE OF SUMMONS

The defendant above named will take notice that an action entitled as above has been commenced in the Superior Court of Pasquotank County, the purpose of said action being to obtain a divorce a vincula matrimonii; and the said defendant will further take notice that he is required to appear at the term of the Superior Court of said county, to be held on the second Monday after the first Monday in September, it being the eighteenth day of September 1916, at the Court House in said county and state, and answer or demur to said complaint filed in said action or the plaintiff will apply to the court for the relief demanded in said complaint.

This is the 19th day of August 1916 G. W. BROTHERS, Deputy Clerk Superior Court, aug 21 28 sep 4 11

To Compete For Trophy

(By United Press)

Cincinnati, Aug. 19.—Herman Laubis, 26, who runs a St. Louis elevator when he's not swimming, and who never has lost a distance race of over 5 miles in his career, is here today to compete for the silver trophy in the annual Ohio river swim. Laubis holds the U. S. 10-mile championship, western 5-mile and every western A. A. U. title from 229 yards to the mile. He has been swimming for four years. Bud Goodwin, Chicago; om Horvock, Pittsburgh and Halpin Burke of St. Louis, also will swim.

A SOCIETY

Mrs. Aurilla Strahl entertained a number of friends Friday evening at her home on Cypress street in honor of her guest Miss Elizabeth Rogers of Savedge, Va.

The guests were received by Misses Rogers and Strahl and after various amuses had been played delicious refreshments were served by Misses Nellie and Grace Strahl and Mrs. J. R. Moss of Waverly, Va.

Those present were Misses Elizabeth Rogers, Ida Mae Hall of New Bern, Louise Turnley of Lexington, Pauline Skinner, Maude Whitehurst, Lula Ballance, Cora and Maude Sutton, Lillian Britz, Belle Lewis, Amber Holoman, Lillian Hooper, Mary Ward, Mary Lou Munden, Messrs Leslie Belandina, Carl Chesson, Hubert Toxey, Henry Newbold, Tom Love, Matthew White, Eddie Albertson, Tom Sutton, Elwynn Trueblood, Ambrose Ward, Tom Albertson, Wergman Morrisette, Rescoe and Oscar Wynn, Mr. and Mrs. Leslie Armstrong, Mr. and Mrs. J. L. Strahl, Mrs. J. R. Moss, Misses Nellie and Grace Strahl.

Great Occasion At Fort Raleigh

One of the largest crowds ever attending the Virginia Dare celebration met at Fort Raleigh Friday morning. The number was estimated at something over one thousand. Gas boats were in the port from along the coast of North eastern Carolina.

Dr. R. B. Drane of Edenton opened the day's exercises with prayer and Mr. W. D. Pruden of Edenton did the occasion and the historic subject ample justice in an eloquent address. Mr. Pruden was followed by Mr. B. G. Crisp of Manteo in a very interesting speech.

Dr. J. J. Hall of Atlanta, of the American Peace Society, and Mr. I. M. Meekins of this city who had also been named on the day's program were deterred from participating in the historic celebration by a breakdown on their way to attend the exercises, leaving in a gas launch from this city that morning.

Following Mr. Crisp's address the annual big dinner for which the Dare County people are known far and near was served in the pavilion and the afternoon was spent in social enjoyment.

There was disappointment at the Virginia Dare celebration on Roanoke Island Friday as well as with "three men in a boat" who left here early that morning to attend the celebration.

The men in question were Dr. J. J. Hall, Mr. I. M. Meekins and Mr. A. Gregory and they started out in a gasoline launch, Dr. Hall and Mr. Meekins to take part in the day's program.

The launch was in charge of experienced mechanics and the three passengers felt safe and certain of reaching their destination promptly. When just opposite the Old Trap wharf, however, and out in the channel there was a halt, followed by energetic strivings to persuade the boat to complete the trip, all of which were futile. All outgoing boats were hailed and asked to take the passengers on to the historic site but the craft were bound for other ports and none would answer yea.

After two or three hours struggle with the contrary minded boat—which the men agreed was rightly classified as of the feminine gender—nothing was left to be done save to wait for and signal the Trenton as she came in from Nags Head, and about noon Dr. Hall, Messrs Meekins and Gregory returned to the city and sent a telegram at once to the celebration program committee explaining the cause of the day's disappointment to the large crowd waiting to hear tributes to Virginia Dare, the lost colony, and the hospitality of the people of Dare County.

Liner Fails To Arrive

(By United Press)

Galveston, August 19.—The Gulf coast fruit liner, Fort Morgan, due here yesterday, with passengers and fruit from Puerto Mexico, has failed to arrive. A number of small vessels are unaccounted for. Galveston has weathered the storm without sustaining any damage.

Locals Protected From Sharks

Messrs H. T. Morris, F. B. Roberts, O. H. Cheek and E. P. Shaw, of Henderson passed through the city Saturday from Nags Head where they have been on a fishing trip.

Mr. George F. Wright left Saturday for Boston where he will represent the Standard Pharmacy at the 14th annual Rxal Convention which is composed of 7,000 druggists from all parts of the United States and Canada.

Mrs. R. C. Gregory and sons, James and Norman, accompanied by Miss Rena Ward, have returned from Weaverville where they have been guest at the home of Mr. C. B. Munden.

W. O. Barnett of Manns Harbor has moved to Elizabeth City and will make his home here.

Miss Clennie Hurdle who has been on her vacation has returned to her position in Miss Sallie Perry's Millinery store.

Miss Mattie Jennings has returned to her home here after a visit to friends and relatives at Norfolk.

Fleetwood Dunstan and Braxton Jones left Friday for a week's sight seeing trip to Washington and Baltimore.

Miss Kate Sanders left Friday with Mrs. Prichard, of the Prichard Millinery Company, to attend the fall millinery openings in northern cities.

Misses Isabel and Vivian Owens have returned from a visit to Norfolk and Ocean View.

Miss Iceline Owens left today for Plymouth to visit relatives.

Miss Sue Grice who was operating Forest is the guest of her cousin, Mrs. I. M. Meekins.

Mr. and Mrs. J. M. Thomas have gone to Aberdeen on a visit to their parents.

Mr. and Mrs. Frank Winslow left today for Asheville for a week's visit.

J. S. Meekins of Washington was in the city Sunday.

E. E. Miller of Buxton and R. J. Stowe of Hatteras were in the city Sunday.

Miss Carrie Bright has returned from a visit to friends at Norfolk.

Miss Ruby Williams of Norfolk is spending a few days here the guest of friends.

O. B. Jones spent Sunday in Norfolk.

Work on Tuesday at the Elizabeth City hospital is getting along well after the operation.

Protected From Sharks

(By United Press) Nantasket, Mass., Aug. 19.—Shark fighters armed with long knives accompanied the two long distance swimmers, Charles Toth of Boston and Henry Sullivan of Lowell, when they struck out from here on a 40-mile swimming race across Massachusetts Bay to Provincetown today. This is one of the longest races ever staged. The shark fighters are keeping searchlights constantly playing on the swimmers.

Catholics In Conference

(By United Press) New York, Aug. 19.—The first conference of Catholic social and charitable workers ever held, opened here today. Rt. Rev. P. J. Mulloon, Bishop of Rockford, Ill., chairman of the social service commission of the American Federation of Catholic societies; Rt. Rev. Thomas J. Shanahan, of Washington, president of the Catholic charity conference of the United States; Sir Joseph Frey, K. S. G., president of the German Roman Catholic Central Verein and John Paul Chew, president of the Catholic Press association of the United States, called the conference.

This conference preceded the fifteenth annual convention of the American Federation of Catholic societies, which starts here tomorrow and continues until Aug. 23. The week is known as "Catholic Week in New York."

Twenty thousand Catholics were expected to attend from all parts of the United States. Fifteen hundred delegates will attend, representing 3 million members, and, indirectly, 13 million other Catholics in the United States.

The speakers for tomorrow include Cardinal O'Connell, Bishop James A. McFaul of Trenton, Governor Whitman of New York and John Whalen, national president of the organization.

The business sessions of the convention will consider divorce, social reform, censorship of moving pictures, the Catholic theatre movement and other reforms.

Rev. Philip Gordon of Winnebago, Neb., one of the two Indian Catholic preists in the United States, will represent the Catholic Indian Bureau.

WAR ODDITIES

London, Aug. 19.—A noted professor declares the phenomenal position attained by labor during the war will mean the extinction of the middle classes.

METROPOLITAN ENGRAVING CO.

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RICHMOND, VA

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