The Daily Advance
Peele \& Peele, Publiphers

 1 meek By cabrie $B$ month tis in insmance) 12 months (tin utaunce) Zone one, 12 mouthis. | Zone Troo, 12 momiths |
| :--- |
| Zone Threc, 12 montits |

Talk of the Distric Fair
makes one appreciate the fact that 1921 is slipping awa
Business is better already for times are still hard for the ma get better.
Congresswoman Robertson says women want wath Per--
haps she's right about it, gen-erally speaking. Dut now and
then you find a woman who has preferred to remain single. In spite of the insanity,
blindness and death resulting from the drinking of blind tiger
fiquor, chronicled in the daily papers, there stiti secm to be
plenty of folks willing to take

The Advance finds business better, thank you; and believes
that the man who goes out fter it instend of waiting for it to come to him can say the soing too soon.

The man whose chief thought and principal topic of
conversation is the way the women dress, the chances are is himself either $q$ ninny or
mollycoddte. More important han what w men think.

Saturday's showers were
twice blessed, breaking, as they did, a long and trying drouth on growing crops and at the same time giving town and country alike relier from the for some days.

It seems that Secretary
Hughes and President Harding, in their negotiations with
treaty of peace, are as oblivitreaty of peace, are as oblivadministrations change and even Lodge and IIf Johanson A three hundred year feud
was settod the other day
when chiefs of the Iroquoit When chiefs of the Iroquois
and Hurot tribes of tmifions
met, smoked the pence- pipe met,
and gether. Many of our own settled as earily it we could
get together and talk things over.
The Advance woutd be the last to take from any boy, no
matter what his color, the chance to tura an honnst nick or dime: but the cloud of boot
blacks that beset the pedestria blacks that beset the pedestria with their cries of "Shine Shinc," is little short of a nuis ance. Some wav ought to be found to keep thom from annoying people without deba
ring them from plying the trade.

## LOCAL MARKETS



tobacco makes 50 Sood cigarettes for
 AND DOESNT TRY TO BE SOMEBODY ELSE 1 THANK YOU

returned from a two weeks' stay at
ocan Vlow.

##  <br> 

Something Good To Eat Something made of good our, of good milk, of good, f good shortening
PURE FOOD PRODUCT A product with a five, naaral flavor, with a satisfying
ice, with a crisp crust ice, with a crisp crust.
What could it be but Bread the perfect food.
Bread is your Best Food-
at more of it.
HOMEMADE BREAD

CARTWRIGHT'S
BAKERY
bot 1 dont behave
EIPAER OF 'DM
HAVE MORE SENSE

## Them

papers are bigger MAK AT A BETTERERANCE SHOV AND HEY PrINT
MORE ADVERTIING

## but rill be dogGed

IF CAN SEE
ANY BETEER REPorting
OR ANA NEWS
LO EIVHER OF THEM
THAN THRRE IS
IN THR ADVANCE

 OR THE FREME PRESS
THE ADVNCE WLL BE
AND PRINT AS MUCH ADVERTISIS
AS EITHER OF THEM

## IF I could take

NEW BERA
NOBODY
THERE
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${ }^{\text {Theren }}$ a fen sorbheads
and 1 have
a semakina notion
whit if gobrch golld bring the SEN JOURNAL To elizabeth city FOiKR WOULD STLIL
PREFER THE ADVANCE
anyway
EAch or us
18 BUSY
WORKING ou
his own salvatipn ACCORDING TO
HIS OWN IDEALS
HIS OWN IDEAL
WELLL ALLL SUCCEED
IN WHAT
WE ARE STRIVING For To some exten
TT LEAST AT LeAst
PROVIDED Each of us continues to put HMMELE IN
HIS PAPER

| AGONY COLUM |  |
| :---: | :---: |
| EVERY NOW AND THEN |  |
| SOMEBODY ASKS ME |  |
| pAPER LIKE | West Virginia Woman Well |
|  | Again After Suffering 15 |
| 隹 Like blaxtos | Years-Gained 15 Pounds |
| Oes At minstow |  |
| AND THE ANSWER IS PLAM <br> THE StiN JOURNAL <br> IS GOERCH <br> A.MD THE FREE PRESS <br> IS BRAXTON <br> AND THE ADVANCE <br> IS PEELE |  |
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|  | 1814 thit Avenue, Euntingtom, |
|  |  |
|  | -For nfteen long years my stom- aci was in sumb a dibordered condi- |
| asd otr papers |  |
| T BE | caused gas to torm which hbomed mo up terrill, made my heirt patpi- |
| ANY M WE ARE | tate like it was going to jump |
| GOFIECH AND HRAXTON <br> ARE BETTER LOOKING <br> THAN 1 AM <br> BCT 1 DON'T BELIEVE <br> EFTHER OF 'EA <br> HAVE MORE SENSE <br> THAN I HAVE | avtul crampung |
|  | appolite and most of the time I |
|  | stomacti. |
|  | tor |
|  |  |
|  |  |
| THEIR <br> PAPERS ARE BIGGER <br> AND AT FIRST GLANCE <br> MAKE A BETTER SHOW <br> AND THEY PRINT <br> THAN I DO | ton I was never atheo to get a |
|  | hr's sleep. I had awtul |
|  | is in my back and sides, was |
|  | layly constipated, umad severe head- |
|  | toll tud all the time and |
|  | weak and treed to move. |
| but Tll be dogged <br> IF I CAN SEE | cil a trinl amd I fell a wonder- |
|  |  |
| ANI betyer reporting | ed my first vottle. Stince taking four |
| Of ANY More |  |
| IN ELTEGER OF Them | enough to est and my |
|  |  |
| Thas thirre is | d |
| AND B THE TIME <br> THE ADVANCE is as OLD <br> AS THE SUN-JOURNAL <br> THE ADVANCE WHLL BE AS BIG <br> AND PRINT <br> As MUCH ADVERTISING <br> As EITHER OF THEM |  |
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|  | like a chlid all nig |
|  | thet weak, tried teeling is gone and |
|  |  |
|  | As muCh advertising |
|  |  |
| IF I could take |  |
| the advance to |  |
| NEW BERN Noboll ${ }^{\text {d }}$ WANT It |  |
| THERE EXCEPT A FEW Sorth |  |
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| AND 1 HAVE |  |
| that if gobrch |  |
| gould bring the |  |
|  |  |
| SUN JOURNAL TO ELIZABETH CITY |  |
| Fouks would sTlic PREFER THE ADVANCR |  |

Brighten Your Home Brighten up thoos dull coroften trausfom the romem that In sour "eye-spore" to the
attractive in the house. A litele goox paint will deve-
rate a roomi and change thic whiole apprarance. .
Treme-you't

## CULPEPPER HARD.

 ware co.
## Taking The Bunk

## Out of Advertising

In criticising advertisers who use national magazines we do not decry the value of magazines, nor do we imply that all magazine advertising is ill-advised.
Advertising is simply printed salesmanp. It's purpose is to sell merchandise. Magazine circulation is necessarily seatcered, reaching obviously and necessarily ut a very small percentage of the people in any community
Comparatively few manufacturers have nywhere near 100 per cent distribution. herefore comparatively few advertisers an afford to place the buik of their adverising only in magazines.

It is the practice of some companies to impress the dealer with the tremendous aglen program and suggest that the hus created by advertising the manufac urers product in the local pa per.
That may be all right if the manufacturer an get away with it, but why should the etailer spend his money to pull the man

Retailers and wholesalers can do much to ake the bunk out of advertising if they ill illist that the manufacturer confine is primary advertising to his channels of tistribution
The logic of demanding concentrated adertising at the point of sale, that is to say, he selection of mediums that reach the reatest number of peoples in a specific ommunity where the manufacturer has induced the trade to sell his merchandise, is rrefutable because it is obvious common ense.
When you are asked to put any manufac-

## Insist Upon Newspaper Advertising

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PHONE 713
For Groceries

W.E. Cole



Do sou ranker how stital 1
If there were uny possibility
of your food supply being
forcstatied you would soon
tuke strps to insore a supply.
Coal is entitest to the same
considcration, and now ts the
time to take the niecessary
time to
precautions
DOX'T

$\begin{aligned} & \text { Pemasylvania } \text { Anthracite - } \\ & \text { stove, Nut or } \\ & \mathrm{Kgz} \text {-Backett }\end{aligned}$
Crystal Ice \& Coal Company

