

WOMEN'S INTERESTS

AMERICANS AT E GALLONS GALORE OF ICE CREAM

When Dessert Finished
New Year's Eve at Least
300,000,000 Gallons Had
Been Absorbed

QUALITY IMPROVED
With Advertising Campaign
Stressing Dietary
Value Product Standard-
ized and Made Better

By J. C. ROYLE
(Copyright 1925 By The Advance)
New York, Jan. 2. When the
American public finished its des-
sert new year's eve, at least 300-
000,000 gallons of ice cream had
been absorbed during 1925. This
is a gain of some 25,000,000 gal-
lons. It is accounted for, by the
drouth and hot weather which pre-
vailed in many sections in the
last summer and by the tendency
toward consolidation of producing
companies, which has cut costs.

The utilization of special cold
storage trucks has expedited dis-
tribution and the development of
the electric refrigerator has en-
abled retail dealers to keep their
supply in better condition and
with less waste than ever before.
In late years, even short cool
summers have not sufficed to
check increased consumption but
production is passing into fewer
and stronger hands. There has
been a distinct falling off in the
number of individual manufactur-
ers since 1923 when there were over
2,700 separate concerns.

Consumption is due undoubt-
edly to the advertising campaign to
which the industry has devoted itself.
Hitherto increase has come of
its own volition, or through
scattered efforts of individual pro-
ducers. Emphasis is now being
laid on the food value of ice cream
and the advertising campaign
stressing dietary value is counted
on still further to increase sales.

This has forced the industry to
standardize its product and im-
prove its quality. Manufacturing
costs in individual plants have,
therefore, been trending upward,
but ice cream is no longer purely
a local product and is now being
merchandised on a national scale
with numerous companies con-
trolling plants in many widely sepa-
rated centers.

These mergings of individual
concerns have tended to advance
in purchases of raw materials
and supplies and have minimized
distribution costs. One company,
for example, now the largest in
the industry, has plants from New
York to Chicago and plans to ex-
tend its activities over a still wider
field. At present 16 to 15 com-
panies or groups of companies
stand out in the expansion of dis-
tribution. There are several of
these which already are consider-
ing plans for further mergers
among themselves.

One merger just completed has
placed the South from Maryland to
Florida within a range of its
trucks. Particular efforts are be-
ing made to take advantage of
the Florida boom this winter and
both dairy and ice cream plants
will be operated throughout that
state this winter on a large scale.

Another merger pending may
throw large companies with plants
in Cleveland, Detroit and Wash-
ington into one, which will also
absorb other companies to form
one of the larger distributing con-
cerns.

The confectionary manufactur-
ers have not been behind hand in
following the trend. There are
now about 4,000 concerns manu-
facturing confectionery and 75-
000 dealers distributing it to con-
sumers. The per capita consump-
tion of candy is estimated at be-
tween 10 and 15 pounds in 1925
and there are no indications of an
early halt in the increase in con-
sumption.

Plans for a nation-wide merge,
of condensed milk companies with
the Western Reserve Condensed
Milk Company of Cleveland as a
nucleus are under way.

The new company, to be known
as the United Milk Products Com-
pany, is expected to take in com-
panies from New York to the Pa-
cific Coast and will sell only at
wholesale largely to big baking
companies, ice cream manufactur-
ers and confectioners.

BRIGHT JEWELS MEET
The Bright Jewels of the first
Methodist Church will meet Sun-
day afternoon at the church.
All members are asked to be
present and to bring their mite
boxes.

Miss Virginia Askew has re-
turned from Norfolk, where she
spent a few days with friends and
relatives.

Glimpse From Real Life Of Gov. Miriam Ferguson

She Likes Corn Bread and Turnip Greens Just Like a
Regular Southerner and Sometimes Tells Her
Husband What He Ought to Do

Austin, Tex., Jan. 2. The
homely cackle of the chicken yard
or the quiet of a rose garden give
Miriam A. Ferguson surcease from
the turmoil which sometimes
swirls about the governor's chair.
A glimpse of the intimate life
of the woman governor was caught
when, at the height of the political-
highway controversy, she slipped
away to trim her rose bushes, buy
clothes in Temple her home town,
and incidentally pay her poll tax.

Despite the fairy stories about
Mrs. Ferguson, homely and beau-
tiful, ill and little, ignorant and
intelligent, here are some actual
facts about her.
She feeds her chickens.
Kats "poor man's bread" and
turnip greens.
Wears low-heeled shoes.
Drives her automobile.
Does not wear bobbed hair.
Spreads on a little rouge.
Does not care for "society."
Does not smoke.
Occasionally tells Jim, her hus-
band, where to head in.
Does not permit Jim to keep a
cow in the mansion yard.
Mrs. Ferguson does not put on
high-toned airs. She dresses neat-
ly and last summer she wore light
orcasie dresses of mild shades.
This fall and winter her gowns
run to dark colors, blue and
black satin. She prefers black or
tan shoes, according to the dress
she is wearing.

The governor's hair is black
streaked with gray, and is worn in
a coil around her head.
Her usual office hours are from
9 a. m. to 1 p. m. She and her
husband frequently occupy oppo-
site sides of a flat top desk, divid-
ing the work between them.
Sometimes Mr. Ferguson, the for-
mer governor, uses an ante room
next to the executive office for
consulting visitors, while his wife
sits within the executive office
proper interviewing callers.

Mrs. Ferguson has been known
to thumb the flat top desk with
her womanly fist and inform Jim
just who is governor.
She takes time from work to
chat with women secretaries in
the office about everyday things
women are interested in.

On the second floor of the cap-
itol is a small room, reached from
the governor's office by a private
iron stairway, where the governor
may disappear for rest or study.
Mrs. Ferguson's chief interest
is Jim Ferguson, and when she
does her kitchen apron to "fix
something special for Jim." It
generally means one of those Tex-
as dishes, not the least of which
the poor man's corn bread made
without milk or eggs.
She cares little for social life
and most of her entertaining is
done when "folks just drop in."
The states pays her \$4,000 a year
salary, one of the smallest gover-
nor's salaries in the Union, and

NOTICE
Beginning January 3rd,
we will close Sunday after-
noons at 6 P. M. instead of
7 P. M. as heretofore.

Albemarle Pharmacy
Sedberry's Drug
Store
Apothecary Shop
Overman &
Stevenson
Standard Pharmacy

Goes a long way to
make friends.
DAVIS TIRE CO.
PHONE 165
Martin Street

6 6 6
Is a prescription for
Colds, Grippe, Flu, Dengue,
Bilious Fever and Malaria

Savings Bank & Trust Company
Elizabeth City, N. C.

The regular annual meeting of the
bank, for the election of Directors, and such other and fur-
ther business that may be brought before it, will be held at
its banking house in Elizabeth City, N. C., on Monday, Jan-
uary 11, 1926, between the hours of 3:00 and 4:00 P. M.

H. G. KRAMER,
Vice President and Cashier.
December 25th, 1925.

SMOCK GAINS ITS OWN PLACE

Women Workers Find It
Just Right for Good
Looks and Protection

By ALLEN LAMONT
(Copyright 1925 By The Advance)
New York, Jan. 2. The smock
has gained a distinct place in the
dress of American women in the
last month. Women workers in
America have always been regard-
ed as the best dressed in the world.
When one Well Street house put
its men and women workers into
smocks during business hours,
the women workers of this and
other cities were quick to see the
advantage this garment offered
and to adopt it.

Before the Christmas rush was
over nearly half the individual
clerks of the smart shops had vol-
untarily adopted this costume dur-
ing working hours. They found
that it presented a smart, crisp,
business-like appearance and at
the same time allowed the wearer
to don clothes beneath it which
would have been anything but ap-
propriate for business wear.

The anthracite strike with the
increased use of soft coal and the
dirt attendant on its use played a
part in this fashion movement. For
costumes of such a character as to
be readily changed or discarded,
as smocks are, remained as fresh
and attractive at the end of the
business day as when they were
donned.

Manufacturers are taking full
advantage of the move here and
are preparing to furnish smocks in
practically every tint and shade to
women workers throughout the
country. They count on a large
demand from Washington and
other centers where thousands of
women workers are employed.
They say the fact that a smock
will allow the worker to dress for
dinner, theater or a party and
still present a trim and business-
like appearance during office
hours will insure a multitude of
buyers.

Since the coloring and finish are
a matter of individual taste, the
smock can be considered neither
a uniform nor a livery according to
the textile manufacturers and the
garment makers. Big men
executives have adopted the gar-
ment as well as their women em-
ployees and the personnel direc-
tors maintain that it tends to
place the men and women workers
on a more equal basis.

The vogue is not new. Tiled
women in England have worn
smocks for generations when in
the gardens or on their farm. One
of the smartest shops in Fifth Ave-
nue has always dressed its em-
ployees in tan line garments of
this character. More significant
this fashion has spread to house-
wives as well as office workers.

There is almost no limit as to
cost. The garment may be as
plain as possible and as for mater-
ial some already allude to them as
indoor overalls. On the other
hand, they may be of finest lion
with faggoting and smocking so
elaborate as to involve no little ex-
pense.

Opposes "Ma"



Henry W. Zweifel of Fort Worth,
Tex., is being groomed as a gubern-
atorial candidate by prominent
Texas republicans. He is a U. S. S.
district attorney and gained fame
in prosecuting oil swindlers, and the
G. O. P. leaders hope to cash in on
the demagogue split over the Fer-
guson.

Since the coloring and finish are
a matter of individual taste, the
smock can be considered neither
a uniform nor a livery according to
the textile manufacturers and the
garment makers. Big men
executives have adopted the gar-
ment as well as their women em-
ployees and the personnel direc-
tors maintain that it tends to
place the men and women workers
on a more equal basis.

The vogue is not new. Tiled
women in England have worn
smocks for generations when in

OUR LARGE
December
Business
PROVED BEST
SELLING
SERVICES
Qualities Since 1882
Louis Selig
Jeweler

A Group
Photograph
this Christmas while
the family is here.
You may never be
together again.
Made either at studio
or your home.
Phone
ZOELLER

Try our New Lines of
Canned Goods

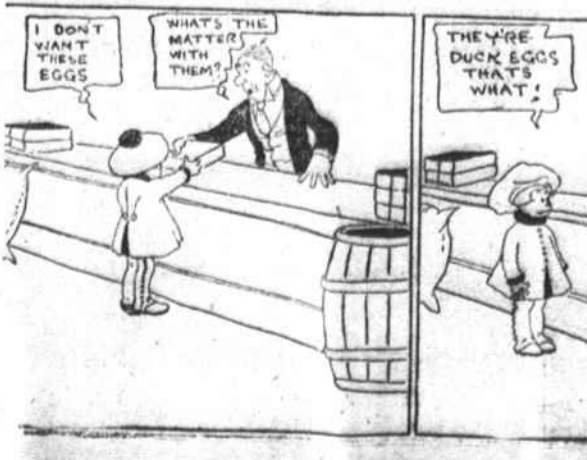
We have just put in.
SWEET VIOLET Peas,
Coco, Lima Beans, String
Beans, Tomatoes, Red Cher-
ries, Extra Small Beets, Hart-
lett Peas and Succotash,
Spinach.
PRATTLE and ROMAN
GOLD Peaches, Fruit Salad
and Asparagus Tips.

R. A. Byrum Co.
GROCERS
Phone 57 or 3

BRAY'S
FRENCH DRY CLEANERS
AND DYERS
Phone 750. Water St.

FAMO AND LEBANON BELLE FLOUR
are absolutely pure of quality, sold by the leading grocers.
DISTRIBUTED BY—
A. F. TOXEY & COMPANY
Water Street.

DOROTHY DARNIT



the gardens or on their farm. One
of the smartest shops in Fifth Ave-
nue has always dressed its em-
ployees in tan line garments of
this character. More significant
this fashion has spread to house-
wives as well as office workers.
There is almost no limit as to
cost. The garment may be as
plain as possible and as for mater-
ial some already allude to them as
indoor overalls. On the other
hand, they may be of finest lion
with faggoting and smocking so
elaborate as to involve no little ex-
pense.

Hosiery

Soft, lustrous silk Hosi-
ery. We have all the new
light shades in good full
fashioned silk thread and
chiffon hose.

M. Leigh Sheep
Company
Women's Wear

OWN YOUR
EVERYTHING IN
Lumber and Shingles
FOR THE ENTIRE HOUSE
The Only Shingle Mill in
This Section
Chesson Mfg. Co.
Elizabeth City, N. C.

Sell It Quickly for Cash—Use a Classified Ad

CLASSIFIED ADVERTISING

**DAILY ADVANCE
CLASSIFIED RATES**
This size type (8 point), one
cent a word each insertion; min-
imum 25 cents, one time; 75
cents week; 15 words.

Standing ads, five cents a
word per week. Twenty cents
per month—in advance.

White space and para-
graphed ads, 50 cents an inch.
Copy must be in the office
by 5 p. m. day before inser-
tion.

Announcements 1
BE SURE and enroll for the new
classes in the stenographic and
commercial department of Mrs.
Boettcher's school, which starts
Jan. 4, 1926. Jan. 1, 2n

STOCKHOLDERS MEETING —
The regular annual meeting of
the stockholders of the Carol-
ina Banking & Trust Co., will be
held in its Banking House in
Elizabeth City, N. C., on Mon-
day, January 11th, 1926, at 3
P. M., for the election of Direc-
tors and such other business as
may properly come before the
meeting. This December 23,
1925. G. R. Little, Cashier.
28-2n

For Rent 10
FOR RENT—Place of business
(brick building) North Point-
dexter street, at very reasonable
price. Also half of large office,
second floor, Hinton building, W.
E. Dunstan. 31-3n

HOUSE FOR RENT — on North
Martin street, \$20 a month. Ap-
ply R. N. Davis, Kramer Bldg.
31-5n.

FOUR HORSE FARM for rent—
Mt. Hermon Township, near State
Highway. Also fine Jersey cow
for sale. E. Coppersmith, 31-6n

IF YOU are run down and con-
sidered at three grapefruits a
day. It will sure do you good.
J. W. Stokely has tried it, and
he knows what he is talking
about. 28-2n

FAMILY WASHING—Rough dry
and damp wash. Men's work a
specialty. Albemarle Laundry
Phone 125. Elizabeth City, N. C.
5-1n.

WE BUY Second Hand Furniture.
The Auction Store, 120 Point-
dexter street Phone 772. 1n

LOST — Pair of squirrel lined
gloves Sunday night. Finder
please call James Fearing, Jr.,
657-W or 533. 29-6n

WHITE PAPER in rolls, same as
The Advance is printed on, for
sale at bargain prices. Cheaper
than old newspapers. The Ad-
vance Office. 11A

WHITE PAPER in rolls, same as
The Advance is printed on, for
sale at bargain prices. Cheaper
than old newspapers. The Ad-
vance Office. 11A

ONE GOOD FORD COUPE for
sale cheap. In good condition.
Phone 398-W. 30-5n

FOR SALE—House and lot, 225
North Road street. Apply to J.
W. Fisher. 29-6p

FOR SALE—L. C. Smith Type-
writer, first class condition. Ap-
ply Coast Guard Office, Hinton
Building. 29-6p

Second Hand Furniture 29
FOR SALE—Second hand fur-
niture. The Auction Store, 120

FOR SALE E. Coppersmith, 31-6n

TWO 3 ROOM apartments, wa-
ter and lights, rooms communi-
cating, for rent. Phone 104-J,
29-4n.

FIVE ROOM APARTMENT, with
water and lights, for rent. Phone
104-J. 30-5n

For Sale 11
\$1.00 SALE on ladies' misses
and children's hats, caps and
bonnets. Very good values.
Walker & Co., 116 Pointdexter
St. Jan. 1-7ptf

FOR SALE—Good five passenger
Hoo car at a bargain. J. W.
Shannonhouse, Phone 187. 22fn

HARDWOOD, well seasoned, cut
in short lengths and split. If you
need some, call 895-J—1, J. R.
Tittle. 28-2p

ONE GOOD FORD COUPE for
sale cheap. In good condition.
Phone 398-W. 30-5n

FOR SALE—House and lot, 225
North Road street. Apply to J.
W. Fisher. 29-6p

FOR SALE—L. C. Smith Type-
writer, first class condition. Ap-
ply Coast Guard Office, Hinton
Building. 29-6p

Second Hand Furniture 29
FOR SALE—Second hand fur-
niture. The Auction Store, 120

Pointdexter street. Phone 772.
131fn

Tires 18
GOODYEAR and United States
Tires. Nationally known and re-
organized. Auto Supply & Vulcan-
izing Co.

Legal Notices 35
NOTICE TO CONTRACTORS
The Board of Education of Camden County
will receive separate bids for the general con-
tract, the heating contract, and the plumbing
contract, on a standard ONE STORY TEN (10)
ROOM BRICK BUILDING, to be completed at
Camden County Court House. Bids will be
opened at 2 P. M., Friday, January 23rd, in
the Court House.

Plans and specifications may be obtained from
John H. Davis, Assistant Director School House
Planning, Raleigh, N. C., by depositing check
for \$10, which will be returned.

Bids on General Contract must be accom-
panied by certified check for \$500.00; bids for
plumbing and heating must be accompanied by
certified check for \$50.00 each. Checks shall
be made payable to the Chairman of the Board
of Education.

Bids in the amount of 10 per cent of the
contract price will be required of the success-
ful bidder.
The Board reserves the right to reject any or
all bids.
L. L. STEVENSON,
County Clerk of Camden County.

NORTH CAROLINA
PARAMOUNT COUNTY
JAMES HENNINGSON, Plaintiff,
vs.
LOUIE HENNINGSON, Defendant.

NOTICE OF PUBLICATION
The defendant above named will take notice
that an action as entitled above has been com-
menced in the Superior Court of Paramoun-
t County for the purpose of obtaining an abso-
lute divorce from the bonds of matrimony be-
twixt the plaintiff and defendant; and said defend-
ant will take notice that she is required to
appear on the 2nd day of February, 1926, at
the court house of Paramount County, in
Elizabeth City, N. C., and answer by demur-
er to the complaint in the said action or the
plaintiff will apply to the court for the relief
demanded in the said complaint, this 1st day
of January, 1926.

W. H. VIGOR,
HENRY L. LOWRY,
Attorney for Plaintiff. Clerk of the Court.
JAN. 2, 1926

By Charles McManus

