

Chowan Herald Popular Newspaper

WEEKLY STARTED DURING DEPRESSION BY J. EDWIN BUFLAP AND HECTOR LUPTON

Circulation and Popularity Gradually Increased Since First Issue August 30, 1934

"A newspaper for the Albemarle" was the streamline caption spread across the top of the first page of the initial number of The Chowan Herald on August 30, 1934, and with due modesty and earnest pride the publishers, with this special edition as evidence of their purpose, believe that the citizenship of Chowan and the adjacent counties in which the publication circulates believe they have ever lived up to a salutation that might well be printed at their masthead each week.

From practically a "give away" edition at the very start The Herald in its four years of existence has prospered and increased its circulation far into the four figure class—the present edition will be 8,000 copies, the largest edition of its sort, in size and circulation, ever published in Chowan County.

It was an exciting period during the summer of 1934 when the two young publishers, Hector Lupton and J. Edwin Buflap, well known newspaper men of experience, wrestled with the idea of establishing themselves in the publishing field. Providence and a determination to provide the surrounding section with a newspaper that would meet all news and advertising requirements and tell the local reading world what was going on, led the youthful partners into the field, however, and gave to the Albemarle a newspaper once a week of readable worth.

There has been much hard work from the start, but here is The Herald today as a sample of what hard work will do. If another newspaper of such magnitude and such circulation appears in the Albemarle in rivalry The Herald publishers will doff their hats in equal pride at such competition, but frankly they do not expect the gesture will be necessary.

It is no Boy Scout job to start a weekly newspaper and to do so in a territory that has had disastrous newspaper ventures before is something to be cocky about. Both Mr. Lupton and Mr. Buflap are known to everyone, but it may not be amiss to catalogue each of them once more.

Mr. Lupton has been in newspaper work in this section for twelve years and Mr. Buflap's journalistic experience antedated him by four years. Mr. Lupton is a Hyde county native who came out of a Washington printing office to strive for laurels hereabouts. Mr. Buflap is a Pennsylvanian but has been so long in this territory he dreads the mention of any northern antecedence. Both became affiliated with the early Edenton papers operated by the Shackells, Kinaird, Joseph Peele and Sikes, and it was when the latter's struggle for newspaper supremacy was waning the two associates took the bull by the horns and set forth on their own great adventure.

The biographical records show that as an intermission to his early work here Mr. Lupton served an advertising apprenticeship in Floral Park, Long Island, but soon returned to the town of his heart, Edenton. As for Mr. Buflap, his newspaper and printing experience led him out of York, Pa., into New England, then down in Eastern North Carolina where he worked in Elizabeth City, Rocky Mount, Williamston and finally closed in on Edenton as his adopted home town.

Mr. Lupton married a Chowan girl, the former Miss Elizabeth Hollowell, and is the proud father of two children. Mr. Buflap brought his wife along with him from Pennsylvania and is the father of two boys and one daughter, all in newspaper work.

The Herald has remained where it started at 100 East King Street, and Mr. Lupton has carried on from the start as advertising manager, with his associate continuing as editor of the paper. In addition to The Herald, the firm does a fancy job printing business.

Assisting the publishers in producing each weekly issue of The Herald are Mrs. Julian Ward, Mrs. Hector Lupton, Miss Dorothy Buflap, Jesse Craft, Vernon Barrow and William Banks.

The Question
Grade one was having a lesson on birds. After some discussion the fact was established that birds eat fruit. One little girl, however, was unconvinced.
"But teacher," she asked, raising her hand, "how can the birds open the cans?"

Index of building costs off a point last month, making a decline of 3 points since January 1.

T. W. Jones Store Outgrowth Of Firm In Business 50 Years

Acquired From John C. Bond Estate in 1936; Founded Over Half Century Ago

Succeeding the late Major John C. Bond in the conduct of a hardware business which the Bond interests had kept alive in Edenton for nearly a half century, the T. Wallace Jones Hardware Company continues the reputation of its predecessor firm and in many ways excels that reputation. Actually the Jones Company is one of the newest in Edenton, but with the Bond industrial ancestry as a part factor in its operation it might judiciously be termed one of the oldest retail establishments in the Chowan county seat.

Truly the company is one of the most substantial and largest concerns dealing in all kinds and sorts of hardware from a ten-penny nail to a tractor, if desired, and in addition, Mr. Jones is carrying on his plumbing and heating contracting businesses for which he has long been well known in the Edenton sector.

The Jones company utilizes a double story building in the center of Edenton's principal business block, as well as a large storage building immediately in the rear which is devoted to storing surplus stock.

It has been the policy of the firm since it was started to carry a full line of merchandise, high in quality and reasonable in price, this policy being maintained since the business was acquired by Mr. T. W. Jones in 1936.

Mr. Jones, before taking over the business has been active in the plumbing and heating contracting business in Edenton for the past twenty years, specializing in quality installation, repairing and remodeling of homes, business or public buildings and has to his credit numerous outstanding jobs which have been done either through his firm or under his personal supervision.

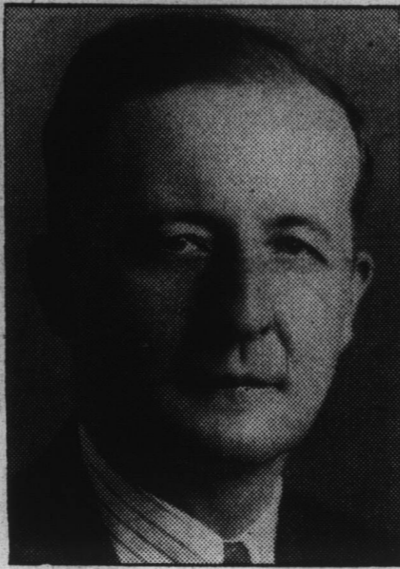
The firm, in addition to carrying a full line of high class household, building and general hardware and supplies, is agent for the famous line of Sherwin-Williams and Stag paints, and the complete line of Linen Thread Co., Gold Medal Seine Twine. Also exclusive sales agents in two eastern counties for Duo-Therm hot water and space heaters.

Mr. Jones, who is owner of the company, is a native of Edenton, and has served as City Councilman, is a member of the Lions club and active in the affairs of the American Legion of which he has been a member since the Edenton Post was organized.

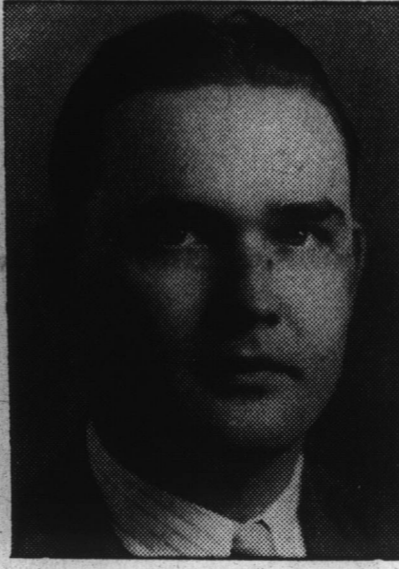
Associated with Mr. Jones in the operating the store are W. S. Perry, manager; G. C. Swain, salesman, and Miss Elizabeth Wozelka, cashier and bookkeeper.

She Can't
Poor Europe! She simply can't pay Uncle Sam while keeping herself in condition to lick him.—El Paso Herald.

PUBLISHERS OF THE CHOWAN HERALD



J. EDWIN BUFLAP



HECTOR LUPTON

Experienced in all branches of newspaper and job printing work, Mr. Buflap and Mr. Lupton on August 30, 1934, after much careful consideration and in the face of daily newspaper competition, produced the first issue of The Chowan Herald. They saw the need of a good county paper, and with child-like faith in local advertisers and readers throughout the county, they pooled what finances they could muster together and their efforts to give Edenton and Chowan County one of the best papers ever published. The Herald has often been favorably commented upon by contemporaries and its publishers are well known and recognized among the newspaper fraternity all over the State. Mr. Buflap handles the news phase of the paper while Mr. Lupton takes care of the advertising end.

NEWSPAPER PUBLISHED ESPECIALLY FOR LATEST FOOTBALL NEWS IN THE SOUTH

Gridiron Rambler Will Furnish Dope Southern and Southeastern Conferences

Beginning August 30th, the football fans of this section will have the opportunity of obtaining a thorough and real picture of football in the South. For, at this time, the Gridiron Rambler will come forth with its first issue of a weekly football newspaper that will contain articles on all teams of the Southern and Southeastern Conferences, along with pictures of the stars representing these twenty-eight teams, and the coaches.

After much study and concentration on the subject, it was decided that this sort of publication was what the gridiron fans of the South needed and wanted to keep up with the situation. This paper will furnish a complete and unbiased opinion on this popular fall sport throughout the country, which is fast becoming the leading sport of the country, with the South holding a leading position in the national ranking of this sport.

At present, Edenton has four men competing in the two conferences, Paul Spencer at Alabama; Calvin Sexton at University of Tennessee, and Vernon Spruill and Melvin Layton at Wake Forest. Every effort possible will be made to give local fans the latest dope on their play during the coming season.

The cost of the Gridiron Rambler will be only \$1.00 per season, which will run weekly from August 30th through the week before Christmas, and will be well worth the amount to all who get a thrill watching a young player swivel-hip his way through the opposition 90 yards to score a touchdown. The paper is edited by Floyd Buflap, a former Edenton boy, now located in Williamston. Leggett and Davis Drug Store and

Sutton's in Edenton will sell the Gridiron Rambler in Edenton and its editor hopes everyone will enjoy it. Sample copies may be obtained at either of these drug stores.

Don't forget, the first regular copy comes out August 30th. Get yours right away! Subscribe now!

The Cure
Doctor—With a badly sprained ankle how did you ever manage to get the four miles back to camp?
Camper—Luckily, doctor, I saw a bear.

Jenkins Motor Co. Handles G. M. Line

Establishment Opened In Edenton In 1933; Sales Show Steady Increase Each Year

One of the largest retail outlets of motor cars in the entire Albemarle section of the State is the Chas. H. Jenkins Motor Company, Inc., located at the foot of Broad Street, one block from the city docks. This establishment was opened in 1933 and started with the Buick, Oldsmobile and Pontiac line of General Motor cars. In 1937, the Cadillac, LaSalle, and G-M-C trucks were added, giving the company dealership for this section for the five major General Motor products.

The Edenton establishment is under the general management of A. E. Jenkins, with H. H. Taylor as service manager. Both men have had many years of experience in the sale and servicing of fine motor cars and

trucks. R. W. Stokeley is salesman, and Miss Josie Ruth Collins has charge of the book-keeping department and is secretary to Mr. Jenkins. Other employees are A. L. Hobbs and L. A. Jones, skilled mechanics, and George Blount and Elijah, colored, assistants in the shop. Prior to coming to Edenton Mr. Jenkins was connected with the Ahooskie branch of the Chevrolet sales.

The shop is well-manned with skilled and factory trained mechanics, is equipped with most modern and up-to-date machinery, and carries a full and complete line of parts and accessories for the entire line of cars and trucks represented by them in this territory. According to records furnished by Mr. Jenkins, the company handles approximately 200 units annually and with the opening of the new bridge across the Sound bringing into closer distance the southern Albemarle section, new and fertile territory will be opened and the coming season is expected to show substantial increases in sales of the various make cars.

Officers of the company which is incorporated are: Chas. H. Jenkins, president; W. L. Jenkins, vice president, and C. L. McCoy, secretary.

Welcome Visitors - - -

... to Edenton, and greetings to our new neighbors in South Albemarle. When in our city we invite you to come to see us. Your patronage appreciated.

We Carry a Complete Line of Fancy Groceries, Fruits and Produce J. A. CURRAN Grocer

Fancy Groceries - Fruits - Vegetables
PHONE 111 - - EDENTON, N. C.

Visitors -- Welcome to Edenton



Your Patronage Solicited and Appreciated

While we are a young Edenton institution, we do pride ourselves on being one of the most modern and up-to-date retail establishments in this section—catering to people of discriminating taste and those desiring the highest quality merchandise—besides you will find our prices most moderate—when style and quality are considered. To the hundreds of people from across the Sound we invite you to visit our fine store—inspect the merchandise—and favor us with a part of your patronage. Let us have the pleasure of serving you.

FOR WOMEN, CHILDREN, MEN AND BOYS

Shoes - Hats - Clothing - Dresses - Accessories

OF DISTINCTIVE STYLE AND QUALITY

Cuthrell's Department Store

Edenton

North Carolina

Welcome and Greetings

— from —

W. D. HOLMES

WHOLESALE GROCERIES

And Distributor for

FLUFFY-RUFFLES FLOUR

— to —

Visitors and People Across the Sound

Come To See Us