

# The Chowan Herald

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THURSDAY, JULY 4, 1957.

A LIFT FOR TODAY

★ Blessed are they that mourn; for they shall be comforted. —Matthew 5:4.

VICTORY OF DEATH seems very real at times, but in the great plan of eternity, death has no victory, and love, which is immortal, remains to solace all mankind.

We thank Thee, Eternal Father, for the comforting promise that death is not the end, but the beginning of a richer, fuller life with our Saviour who redeemed us with His own blood.

## A Personal Question

Last year the nation's fire loss was in the neighborhood of \$1 billion—a sum equal to the total personal income of all the people in New Hampshire. This proves the nation's continuing need for the most effective possible fire prevention work.

It also proves something else. No one's home and property is immune from fire. No one knows where fire will strike next. But we do know that every day of the year an average of 800 homes will suffer a fire—and anyone's home may be among them. So here's a tremendously important personal question: Are your home and its contents adequately insured?

If they are, you are to be congratulated—for you are one of a wise and foresighted minority. But don't say "Yes" to that question without doing some serious thinking and investigating. Since the end of World War II, the cost of everything—including construction—has shown big increases. As a general rule of thumb, you can figure that values have about doubled, which is simply another way of saying that the dollar has lost half of its purchasing power. So the moral is plain: Insurance policies which met your needs some years ago are going to look mighty small if your property burns today.

The solution to this problem has two main steps. First, make a thorough-going inventory of your home and its contents, and really find out what it could cost to replace them. The chances are you'll be surprised. Then see your local fire insurance agent. He knows how to give you the coverage you should have at minimum cost.

## Where Advertising Is Welcomed

An impressive evaluation of the merits of newspaper advertising as compared with television advertising has been provided by Robert J. McBride, director of Research for the Detroit Free Press. He says: "People watch television because of the entertainment—commercials actually are intruders. A survey by Northwestern University shows that 61 per cent of housewives would prefer TV without commercials.

"At the same time, advertising is an integral part of the newspaper. Readers buy the paper for the ads as much as for the editorial matter. Both men and women readers plan their shopping from the newspaper. The Northwestern survey shows that 92 per cent of the respondents want their newspapers with advertising."

This brings Mr. McBride to his completely logical conclusion: "The advertiser gets the best results when his message is welcomed and desired."

## Don't Be A Litterbug

Another holiday week-end is looming over the horizon—the Glorious Fourth—and another exodus of city dwellers into the green countryside.

It has become pretty widely accepted that thoughtfulness of the other fellow while one is at the wheel of a car is not only a virtue but a necessity if we are all to arrive safely at our happy destinations. It would be a fine thing if it could be just as widely acknowledged—and acted upon—that leaving unsightly litter behind us is an obnoxious practice.

Old picnic leavings, tins, paper plates and cups, napkins, and orange peel spoil the scenery and the picnic place for the next family which comes along. To tuck everything in a paper bag and take it home to our own trash bucket or to a roadside receptacle is easy and a friendly, thoughtful habit. Let's cultivate it!

—CHRISTIAN SCIENCE MONITOR

Sometimes community progress can be made rather quickly if an unselfish individual steps into the background and let's an "organizer" take over.

# Heard & Seen By Buff

At the Methodist Church and possibly other churches in Edenton the closest to air conditioning during this hot spell are fans with which those sort of warm can fan themselves. That's all right, but it's not enough, for the church ought to provide fly swatters to crack down on the pesky yellow flies which attended Sunday's service at the Methodist Church. It may not be altogether proper, but here's one who'll smack at a yellow fly if the preacher is preaching or not, and from what I heard back of me Sunday there are others in the same frame of mind.

Kermit Layton jumped all over me the other night, when he called my attention to the fact that his place at the Chowan County end of the Albemarle Sound bridge is "Sandy Point Beach" and not just Sandy Point. In fact Sandy Point is over in Tyrrell County where a ferry connects with East Lake, so that Kermit wants it known that he's operating Sandy Point Beach. Then he also was a little put out because I even went on the beach free and instead of buying drinks at his concession stand I yanked several bottles of pop from my car. Of course, it was all good-natured and my hat's off to him and the Missus for providing a splendid place for youngsters and adults as well to spend a day or part of a day along the water. The only trouble is that I'm going there more often than I have time to spare. Anyway, Kermit is sort of a Chamber of Commerce secretary and has won many friends from places as far as 50 miles from Edenton who frequently go there to have a pleasant and enjoyable time. Were it not for Sandy Point Beach, bathing and getting away from the heat in this neck of the woods would be a problem, for, you know the swimming pool idea has gone into hibernation.

James Griffin was a patient in the hospital last week, but he didn't stay very long. James went out for a check-up Tuesday, but Wednesday morning he spied T. B. Williford (undertaker) walking around in the hospital, so James decided it was time for him to leave. He made enough progress after seeing T. B. that he was able to take a Masonic degree Thursday night, but lo and behold, T. B. was there, too.

Barbers should have had a good business last week, for on Monday of this week they upped the price of a hair-cut from 75 cents to one buck. One fellow figured he'd prolong a trip to the barber shop by asking Ernest Ward to put the clippers on his head.

Though Edenton has a baseball team, it's not a million dollar enterprise. In fact at some games the team goes in the hole and it's certain, from the crowds on hand, a pot full of money is not made at any game. Remember when Edenton was a baseball hotbed? Why there were times that a fellow had to go half hour ahead of game time in order to get a seat. Anyway, the boys would like to see more fans attend the Edenton games.

But times change and Joe Webb can vouch for it. At the Commissioners meeting Monday Joe, while the Commissioners were considering the many requests, said he remembered the time when the home demonstration agents brought in lemonade to quench the Commissioners' thirst on hot days. Well, it's been hot enough lately for lemonade.

William Earl Bridges isn't quite old enough to join the armed forces but he no doubt has some idea of K.P. duty. He sent in the following poem:

I think that I shall never see  
A job as sloppy as K.P.  
K.P. where greasy arms are oppressed  
With pots and pans against the chest.  
K.P. where stand the chefs all day,  
Barking orders at their prey.  
K.P.'s who may in evening wear  
A spot of gravy in their hair.  
K.P. where all the yardbirds hop  
To nonchalantly wield a mop.  
Poems are made by fools like me,  
And so's the list of that darned K.P.

Shirley Holley, a tenant on the Hayes farm, picks up some extra change by doing house work at odd times, but she had a lot of house work to do about a week ago without getting any extra pay. Shirley and her family spent a Sunday away from home and upon their return found that a door was forced open and every room in the house looked as though a cyclone struck it by an apparent search for money. Some time back the family was relieved of \$17 while away from home, but this time the intruders found only 15 pennies in a baby's bank, although the house was torn up, including beds, from stem to stern, which meant that Shirley spent a considerable amount of time straightening up. Next time Shirley leaves and nobody is at home she might save some work by placing a sign on the door: "No



Above appear members of the Bob White Patrol of the Center Hill Boy Scout Troop. Left to right, Bernard Davis, Ronnie Toppin, Jackie Byrum and Jimmy Turner.

money in the house, no need to wreck the place."

Charlie Overman was one who really enjoyed the meal at last week's Rotary meeting. "This is the best meal I've had in a week—my wife's away," said Charlie as he dug into a very good meal.

The Street Department last week sprayed in order to help cut down the mosquito and yellow fly population. Some people were glad to see it but a lot of others raised the very devil because of the noise and the odor of the spray. Well, it's just impossible to please everybody.

Somebody called the Taylor Theater the other night and asked Mrs. Jimmy Earnhardt if the show was running. "Yes," was Mrs. Earnhardt's answer. "Well, go catch it," was the reply, "I want to see it."

Town Councilmen put in a long day Monday when they were held in session until after 1 o'clock in the morning working on the 1957-58 budget. And to think, Mayor Ernest Ke Hayes didn't even have the key to his restaurant. Anyway, the Councilmen are scheduled to meet again Friday night, when they expect to approve the budget. Here's hoping it will not be another meeting lasting into the wee sma' hours.

## Publicity For North Carolina Increasing

Coinciding with the approach of the peak travel season is a substantial harvest of national publicity for North Carolina.

Some publicity highlights, as reported by the State Department of Conservation and Development:

The June issue of National Geographic Magazine presented Roan Mountain's rhododendron display to its readers with a full dress feature lavishly illustrated with color photographs. Newsweek for June 17 cited the importance of outdoor dramas as summertime entertainment, gave North Carolina full credit for leadership in this field, and pointed out that all eight of the dramas being presented in four states this summer are by Paul Green and Kermit Hunter of Chapel Hill. Time

Magazine for June 24 carried an on-the-scene report of the unique Sports Fishing Short Course sponsored on the Outer Banks by North Carolina State College.

Travel Magazine for June offered a picture story on the wild ponies of the Outer Banks and Cedar Island. Wildflower time in the Great Smokies was featured in Sports Illustrated for April 22. Among the numerous publications using North Carolina News Bureau photographs in recent weeks were American Forests Magazine, which featured the Outer Banks, and Southern Telephone News, which featured the Cherokeses.

Popular Science Monthly gave North Carolina industry a boost with a story on the Southern Screw Company of Statesville. The Geodesic domes manufactured in Raleigh were the subject of a story in Better Homes and Gardens for June.

The Editors' Air Cruise of North Carolina has already resulted in stories for the Washington Post and Times Herald, Editor and Publisher, the Providence Journal, and the Miami Herald. The Air Cruise, sponsored by Governor Hodges and the North Carolina Press Association, is expected to yield more dividends of publicity in the future.

Old Salem, Lake Lure and the Northwestern North Carolina attractions of "Horn In The West" and the Tweetsie Railroad were subjects of recent features in the Christian Science Monitor.

Some 35 daily newspapers outside the State have carried North Carolina News Bureau photographs and stories during the past two months.

## R. R. Roper Dies In Elizabeth City

R. R. Roper, 74, died in Elizabeth City at the home of a daughter, Mrs. T. W. Weeks, at 3 o'clock Tuesday morning. A retired state highway engineer, Mr. Roper had been ill four months. He formerly lived in Edenton.

Beside his daughter, he is survived by four sisters and one brother, all living in California. Funeral services will be held at the Twiford Funeral Home in Elizabeth City Thursday morning, July 4 at 11 o'clock. A Masonic funeral will be held.

The true danger is, when liberty is nibbled away, for exponents, and by parts.

—Burke.

## Names Wanted

George Alma Byrum and John Mitchener, Jr., compose a committee from Town Council appointed to present names for streets in the recently annexed area of Edenton.

Both Byrum and Mitchener will welcome proposed names for the streets which number about seven.

## FIREMEN CALLED OUT

Edenton firemen were called out Monday afternoon when a trash fire developed back of a group of colored houses on West Albemarle Street. Old tires, grass and other trash caused a dense cloud of smoke, but no damage was done.

## Vets' Question Box

Q—Is there any deadline for applying for disability compensation?

A—There is no deadline. You may apply at any time in your life. However, if you apply within one year following your discharge from service, it may be possible for compensation payments to be backdated to your first day in civilian life. If you wait longer than a year, payments may be effective only as of the date of application.

## Management Practice Pays Off On Farms

Good seed bed preparation, ample fertilization and chemical weed control are farm management practices that really paid off on farms in this area last year, according to William H. Perry, Jr., local county supervisor for the Farmers Home Administration.

Mr. Perry based his statement on reports he has received from farmers who used Farmers Home Administration credit to finance their operations last year.

The use of these and similar measures resulted in an increase of approximately 30 to 40 bushels of corn per acre with an approximate increase in expense of \$12-\$15 per acre.

It's important have a good farm but even more important to be a good farmer, Mr. Perry states.

Making definite plans for cropping systems, fertilizing practices, marketing, disease and insect control and livestock program is an aid to good farming, according to Mr. Perry.

The Farmers Home Administration makes operating loans to help family type farm operators do profitable farming. Its loans and

services supplement, but do not compete with, those of private or cooperative lenders. Necessary planning help and aid in working out farm management problems are parts of each loan transaction, Mr. Perry said.

The local office of the Farmers Home Administration is located in Hertford on the second floor of the Bus Station Building and is open each Monday through Friday from 8:00 A. M. until 5:00 P. M.



OUR SAVERS ENJOY ANOTHER PAYDAY

Over \$25,000 In Earnings Just Distributed!

Get your savings dollars working for you in a profit-earning savings account here. Savings received by July 10th will earn from July 1st . . . to give you a full six-months' return on the next savers' payday, December 31st!

Open Your Savings Account Today!  
Current Rate 3 1/2% Per Annum

## Edenton Building & Loan Association

322 S. Broad St. Edenton, N. C.

G&W SEVEN STAR 90 PROOF Blended Whiskey  
\$2.50 4/5 PINT \$3.95 4/5 QT.

SEVEN STAR, BLENDED WHISKEY, 90 PROOF. 37 1/2% STRAIGHT WHISKEY, 4 YEARS OR MORE OLD. 62% GRAIN NEUTRAL SPIRITS, GOODERHAM & WORTS LTD., PEORIA, ILL.

AIR-CONDITION FOR COMFORT

We Have Just Received A New Supply Of 1-TON AIR CONDITION UNITS  
ONLY \$214.95

\$10.00 Down, Balance On Our Easy Payment Plan

Sears Catalog Sales Office  
325 South Broad Street Edenton, N. C.

Old Gold Straight BOURBON Whiskey

86 PROOF

\$2.10 PINT \$3.35 4/5 QUART

TRIPLE DISTILLING COMPANY LAURENSVILLE, VIRGINIA