

A serious coal shortage faces the entire Nation, and it is expected to become even more serious before the cold weather has far advanced. We advise buying now.

Fortify Before Too Late.



Reduced Price Sale

Going Out of Business, and will sacrifice my entire stock At Actual Cost Prices, consisting of Millinery, Ready-To-Wear Garments and Notions, Ribbons, Children's Coats, Long Cloaks, Coat Suits, including every thing now in stock.

Sale Begins December 1st and Continues Entire Month.

Every thing will be actually sold at Cost Prices. This is a rare opportunity for Bargains.

Mrs. Myrtle Gillam Barrellsville, n. C.

Murfreesboro's Greatest Store Murfreesboro, - - - N. C.

Our Mammouth Fall and Winter Stock is now open for your inspection. Bargains, Rich, Rare and Dependable greet you on every side and your time spent examining our Tempting Offerings will be well worth your while.

New Fall Fashions in Suits, Coats and Dresses for women. Prices ranging from \$8.00 to \$35.00. Beauty, Correctness and Remarkably modest prices are characteristic of our display in this department. Beautiful Line Street and Afternoon gowns in Satin and Taffetta in the newest modes.

Ladies Voile Waist in most fetching models. Also exqueite line Georgette and Crepe de Chine waist.

Newest creations straight from Fifth Avenue in Ladies

Autumn's new styles in Women's and Men's fashionable Footwear-Smart Dress Boots for Ladies in Famous Queen Quality, Dolly Madison, and Maxine-Star Brand and Brown Shoe Co.'s Shoes for men.

Biggest line Men's and Boys' Suits and Overcoats ever

Millinery! Millinery!!

Latest Creations. You are cordially invited to inspect it.

Miss Naomi T. Wiggins

THE WEEK'S DOINGS AROUND AHOSKIE

Buy a Red Cross Christmas seal! Subscribe to the Y. M. C. A. War Fund today!

E. L. Banks, of Winton, was Ahoskie Wednesday.

Paul Harrell, of Colerain, was in Ahoskie Sunday evening. S. P. Watson spent the past week

nd with his parents in Wilson. Mr. and Mrs. S. B. Carter spent Sunday with relatives in Reynold-

Mrs. J. O. Carter is spending the Thanksgiving holidays with her par-

nts in Norfolk. was the guest of Mrs. R. H. Jerni- 6th.

gan a few days this week. B. C. Banks has returned to his home in Ahoskie, after having been at work in Norfolk during the past three weeks.

Hon. Francis D. Winston, Windsor, was in Ahoskie Tuesday morning on his way to Raleigh on legal business.

Miss Helen Johnson left Wedner lay to spend Thanksgiving holidays with her sister, Miss Agnes Johnson in Spring Hope.

Messrs, J. D. Sessom, J. O. and Ernest Carter, and V. D. Strickland not forget the time and place.—By were guests of friends and relatives Press Agent. in Gates County Sunday.

Miss Margaret Sessoms, who has accepted a position as teacher at Harrell's School, spent Saturday and Sunday with her parents here.

Mr. and Mrs. Hunter Taylor and Harrellsville, spent Sunday in the nome of Mr. and Mrs. R. J. Baker.

Christmas is almost here, and holiday advertisers are asked to get their copy in early, and give us sufficient notice of your wants. A delay at this time is dangerous.

Mr. E. W. Baggett, of Menola, was a visitor in Ahoskie Tuesday. Mr. Baggett visited the Hearld Office before leaving and, had his name enrolled on our subscription

Dr. C. G. Powell and family were called to Potecasi this morning on account of the sudden death of Dr. Powell's brother's son, R. L., Jr. The young boy was ac cidently killed by a peanut picking

Miss Ruby Myers, who underwent an operation for appendicitis in a Norfolk hospital a few weeks ago, has returned to her bome here. She has almost recovered from the effects of the operation, and is now able to walk around.

Mr. C. A. Parker, of Drum Hill was in Ahoskie last Monday. While here he called at the Herald Office, and entered his name for another twelve month's of Herald. Mr. and they hope to secure sufficient Parker says that he can ill afford pledges to enable them to call a pas-

Mr. L. C. Williams, attorney, left for Fort Thomas, Kentucky, last Saturday night to enter military service as 1st- Sergeant. Although he failed to receive a commission at the Second Officers Training Camp held at Fort Oglethorpe, Mr. Williams is still fixed in his determination to "mop up" with Kaiser Bill.

Attorney W. H. S. Burgywn, and Dr. E. H. Lewis, of Jackson, and Mr. Barrow of Suffolk, Va., were in Ahoskie Tuesday. They came here on business connected with the new railroad that is in process of construction between Jackson [and Ahoskie. The force has almost reached Lasker.

Herald can hardly be beaten. vation. Have your name enrolled on our list today.

of the ear. Mr. Phaup returned to County. Aheskie the first part of this week to close out this season's tobacco business. After spending a few days at their home in Richmond,

ten days. Buyers are buying very lightly, and prices have declined several points. However, the price of cotton has been advancing for the past few days. The Hertford Coun ty ginners' report in the Herald this week reveals the fact that this County is woefully behind in the yield of cotton this year.

Chowan Club to Meet.

The Chowan Club will meet in the home of Mrs. W. J. Mitchell, Monday, December 3, at three o'clock. Every member is urged to

Tongue and Needle Club.

The Tongue and Needle Club will neet at the home of Mrs. J. W. Miss Carol Sharp, of Belhaven, Godwin Thursday afternoon, Dec.

WHAT? WHEN? WHERE?

A bazaar to be given by the Woman's Betterment Association of the Ahoskie High School on Friday eyening, December 14, in Copeland's Store building on Main Street. Ahoskie, N. C.. All good things to be eaten will be on sale. In fact, the good women of the town are preparing to satisfy the most fastidious person in town. Watch the columns of the Herald for further announcements and do

Notice of Meeting.

The Hertford County Farmers Union will hold its regular quarterly meeting at Ahoskie on Wednesittle daughter Janie Walton, of day after the second Sunday in December.

All locals will please take notice and send delegates, as this will be a very important meeting; election of officers and other things that will eed your attention.

Place: Ahoskie, N. C. Time: Wednesday, Dec. 12. 1917.

R. H. Overton, Pres. Jas. H. Mitchell, Sec.

Rev. C. E. Stevens at Baptist Church.

Rev. C. E. Stevens, of Selma, ocrupied the pulpit at the Baptist Church Sunday night, and delivered a strong sermon on "Soul Winning." He filled this appointment upon the invitation of the pulpit mmittee.

The members of the Baptist Church are being canvassed to ascertain what amount can be raised to secure a 'pastor | for full time, Over nine hundred dollars was subscribed at the conferences Saturday and Sunday and by less than fifty members out of a total of over four hundred. The committee and many others believe there should be preaching in Ahoskie every Sunday, tor for all his time. The prospects

Meeting of Winton Township Progressive League.

Winton, Nov. 27 .- The newly organized Winton Township Progressive League enjoyed an enthusiastic and very instructive meeting in the the Bank of Winton building Monday night. The feature of the evening was a talk by R. G. Hill, Horticultural Expert, of Raleigh, who advised the farmers and others present on how to store and warehouse sweet potatoes, one of the principal food crops of this section.

Mr. Hill is connected with the N. C. Experimental Station, and his You can not afford to do without ideas embodied the best that are your County paper during these obtainable on the subjects taken up newsy times. It carries to you by him. In addition to his advice each week a message of what your on the storing of potatoes, he offerown people are doing, and gives ed many valuable suggestions on the you a splended digest of the world care of orchards, a factor that must of moving events. The agricul- be given attention in these times of tural service provided by the greater food production and conser-

The League will hold a meeting next Monday night in the Grand Jury room of the Courthouse build-Mr. and Mrs. C. H. Phaup and little boy, Haywood, left last Friday afternoon for Richmond, Va. Haywood will undergo treatment at a Richmond hospital for an infection

Everybody is invited to attend what is sure to develop into an interesting meeting, as Dr. Register is one of the foremost Health Offidays at their home in Richmond, cers in the State. It will help you Mr. and Mrs. Phaup will leave for gather something worth while from Kentucky to be on the tobacco marthe experience and work of others. All future meetings of the League The peanut market at Ahoskie at Ahoskie at that the interest in this organization will steadily increase.

Better Goods

Better Service

Che Busy Store

E. J. Gerock

Ahoskie, N. C.

Ready to Wear Suit or Overcoat, \$10.00 up to \$18.50

We can truly say that at no previous season have we ever shown a larger and more beautiful collection of such high class garments at these popular prices.

Every Suit, every Overcoat, English Slant, are expertly tailored. Every favored model, every desirable color, every wanted material, every size is here at \$10.00

MADE TO ORDER, \$12.50 to \$37.50.

Little Boys' Suits in Mixture and Blue Serges, \$3.00 to \$7.50.

Young Men's Trench Overcoats, the latest style \$11.00.

Youth Suits in all cloths and colors and Knickerbocker trousers \$5.00 to \$1500. Men's and Boys' Sweater Coats, cotton or wool. The popular colors, 75c to \$5.00



Farmers=Atlantic Bank

Established 1914 Hhoskie, North Carolina.

The Youngest Bank in the County, but not the Smallest. Growing, but not Grown.

WATCH US.

Comparative Statemet.

November 28th, 1914

\$35,714.40

November 28th, 1915

\$81.165.29

November 28th, 1916

\$158,883.02

November 28th, 1917

\$300,525.16

Make The BIG YOUNG BANK Your Banking Home.

Farmers-Atlantic Bank Ahoskie, North Carolina.

Ahoskie People, IS IT RIGHT

for your boy and neighbor's boy to leave home for the Army Camps, without the protection of the religious and moral influence that they have at home?

HELP THE Y. M. C. A. TODAY

for Friday, today, is the last chance you will have. We have not done what we ought to do. Hertford County's quota has been changed to \$2,000.00.

HELP TODAY

W. L. Curtis, Chairman; Dan P. Boyette, Treasurer.