GEORGE E. MYERS, MCHT., COFIELD, N. C.

Progressive ideas are valuable asnets in any business especially in that which is dependent upon a modern public for its support.

That is the secret of the success of the general mercantile and specialbusiness conducted at Cofield by Ir. Geo. E. Myers, one of the widewake young business men of this antire section.

Since establishing the business in January, 1920, Mr. Myers has built up a large trade in his various deartments and has won a high reputation for quality in his stock as well as for service and accommodation.

In addition to handling a line of general merchandise, Mr. Myers cardes a stock of groceries, drugs, patent medicines, notions, toilet arti cles and preparations, shelf hardware, tobacco, cigars, cigarettes, candies confections, oysters and fruits.

An up-to-date lunch counter-the only in Cofield-is conducted by Mr. Myers. He serves an attractive lunch, and his prices are exceedingly moderate.

0 D. L. MYERS & CO., JEWELERS, AHOSKIE

Many years ago, Mr. D. L. Myers mercantile development of Murfrees-started business in his home town of boro and Hertford County since 18-Ahoskie. He made a specialty at the 83 when Colonel James M. Wynn es time of general merchandise,

He enlarged the business as the demand grew and was extremely successful for more than twenty years. Then the business outgrew its quarters. It expanded, so did Mr. Myers enlarge his establishment.

Three years ago, the business was reorganized in ts present form. It is ity, and the purpose of this store has now one of the most prosperous of been throughout its history to give its its kind in eastern North Carolina, and it is growing rapidly.

In forming the company, Mr. Myers decided to broaden the scope of it has been the means of bringing to the establishment. Now, the firm while Murfreesboro a large proportion of still making a specialty of the highest the trade from Hertford and the adgrades of jewelry, also deals in glass, joining counties and of increasing the stationery, clocks and other merchandise. It is possible in the store not on- and trading center. ly to select the engagement ring but to have a wide choice of many things of dry goods, shoes, men's clothing that will be of great use after the ladies ready-to-wear, dry goods, no honeymoon, when the new home is to tions, hardware; floor coverings, dra-peries, rugs, trunks, etc. As a farm supply house the firm is be occupied.

F. D. FLYTHE, UNDER-TAKER, AHOSKIE, N. C.

Though great inroads have been made upon the popularity of horse drawn vehicles by the automobile industry during the last few years the Among its special lines are Curlee Correct Cut Clothes and Style Plus presence of the blacksmith and coachmaker is still an important one in any community.

When that blacksmith, and coachmaker has every facility at his command for handling any task that may be assigned to him, and handling it promptly and efficiently, that man fills an essential place in the community

So it is in the community of Ahos kie that Mr. F. D. Flythe is regarded FIRST NATIONAL BANK, as almost indispensable. There are ma ny who know him and the high character of his service who cannot conB. Ferbuson, Vice-President; and C. R. Storey, Cashier. These gentlemen with the follow-

ing constitute the board of directors Dr. C. H. Chamberlain, W. J. Baugh-am, W. E. Barrett, C. W. Jones.

All of these gentlemen are experenced business men, who give the banks and its patrons the benefit of their ideas and experience in the successful conduct of their own affairs.



There's always something in a name especially if that name means some thing.

re than forty years the comctivity of Murfreesboro as mer the leading trading center of Hertford County and ajoining counties has centered around the name of Vaughan because it has stood for everything that the Square Deal means, for reliable merchandise, quality, accommodation and service.

Mr. Vaughan, now recognized as perhaps Murfreesboro's leading bus-In Eastern North Carolina there is iness man and most active citizen, a name whiche for nearly a half censtarted in business on a small scale tury has stood for everything that away back in 1882. Even in those means quality, reliability, service and early days he was recognized as a accommodation in the mercantile line. progressive merchant, and from That is the name of Wynn connecttime to time his business was enlarged ed intimately with the commercial and as the demands of his trade grew. mercantile development of Murfrees-

Today he has a department store that would do credit to a much larger town, and he has been the means of tablished the firm of J. M. Wynn, and bringing large volumes of trade to the which is now Wynn Bros., Murfreestown of Murfreesboro through supplying the farmers and other citizens A visitor to this modern and up-to of Hertford and adjoining counties date emporium finds everything in the with supplies that cannot be duplicatway of outfitting every member of ed for the money.

the family, and for the household. Mr. Vaughan carries a complete The stock is largely and includes line of dry goods, notions, shoes for every member of the family, clothes for men, ladies and children's readyto-wear garments, toilet articles, cutcustomers the best the market afflery, crockery, queensware, glassware ords. In addition its policies of seretc. vice and accommodation are such that

The 7500 square feet of floor space which Mr. Vaughan has available is filled with a well selected stock and his force of clerks is kind, accommodating and corteous. Two cuerks are prestige of the town as a commercial on the floor at all times and one young lady assists in the office. Included in its departments are that

-0 MURFREESBORO GRO. CO. MURFREESBORO, N. C.

What you eat and where it comes from are important considerations not only for the housewife but for every castings and farming implements of member of the family.

The grocery store, well conducted well stocked, sanitary and attractive, is a big asset to a community and that is the reason the establishment of the Murfreesboro Grocery Company has been so ardently welcomed not only in the town but throughout this section.

In establishing the business sixty days ago Mr. E. A. Davenport, the proprietor and manager, determined to give Murfreesboro not only the customer to be absolutely assured that best store but the best stock of groce she is getting teh exact meaasurement. ries and meats in this entire section

An up-to-date fresh meat market is one of the features of the store and he has already built up a highly appreciative trade, which realizes that everything that comes from the A bank under the supervision of the

ing implements and other supplies are stored. No firm in this entire section has a more extensive trade with the farmers, and it is also an extensive buyer and shipper of peanuts and cotton, handling large volumes of these commodities each season. The firm is also agent for the fa-

mous world's greatest fire insurance companies, and it writes policies on all kinds of risks, including property, crops, etc.

IS NAMED FROG-MOUTH



F. D. FLYTHE

Undertaker and Embalmer

MOTOR HEARSE

Only One in This Section

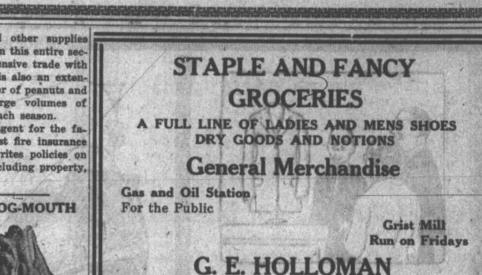
AHOSKIE, N. C.

GENERAL MERCHANDISE

MENS AND WOMANS READY-TO-WEAR CLOTHES

Winton, N. C.

SHOES AND BOOTS **Staple and Fancy Groceries USE BALLARDS FLOUR HERRING & BEALE**





WYNN BROTHERS,

boro's Greatest Store.

MURFREESBORO, N. C.

ceive of the possibility of getting on without him and his services.

none anywhere in the state in which 0

HERTFORD MER. CO., **MURFREESBORO, N. C.**

Outfitters for the entire family Hertford County.

establishments in Eastern North Car- iners. olina, and one of the biggest factors ing counties.

The business was organized in 1916 and it has grown to extensive proportions, building up a big trade in the farming districts because it is to the agriculturists that the company especially appeals with its large and varied stocks in every department.

In fact the company operates a regular department store, which would do credit to a much larger town. Honest merchandise at honest prices is its motto and it has built its reputation on that principle.

It carries a big line of dry goods, notions, ready-to-wear garments for women and children, clothing for men and boys, shoes for every member of the family, hardware, crockery, queensware, cutlery, and farm supplies.

When in need of Job Printing-think of the Herald at Ahoskie.

United States government coupled with that of the Federal Reserve Sys-

MURFREESBORO, N.

C.

unsurpassed in Hertford County, han-

In addition it also carries a line of

stationery, novelties, crockery, queens

clothing for men and John B. Stet-

The dry goods department is equip-

ped with measurograph machines-a modern device which insures accuracy

in measuring goods and enables the

dling heavy hardware, harness, plows,

the best grade.

ware, etc.

son hats.

Mr. Flythe has one of the largest tem necessarily offers to the public establishments of its kind in the eas- a service and an assurance of safety tern part of the state and there is that no other institution can give. Thus the First National Bank of a neater or more lasting job is done. Murfreesboro, since 1919 a national institution and always First is in a

position to and does give the people of Hertford County the highest service, financial and banking that can be secured anywhere.

In addition to the strength which nd headquarters for the farmers of lies in its officers and board of directors who give much of their personal

Those well be the designation of attention to the operations of the inthe Hertford Mercantile Company stitution, it is a member of the Fed- public will soon realize the worthi-Incorporation, at Murfreesboro, one eral Rserve System and is inspected ness of a reputation for reliability of the most substantial commercial regularly by the national bank exam-

Formerly a state bank, the First rons the advantages which its new con- Carolina.

nections would afford. Its capital stock is now \$100,000 and it has rehas set a new pace in banking circles most prominent business men. in eastern North Carolina.

new home, which will be of handsome locks, and safety deposit boxes.

The new officers of the bank elect-ed at its meeting on January 10 this year are Mesars. J. A. Campbell, modern building, and also has addi-

in groceries as well is the best that can be had.

Staple and fancy groceries, flour, feedstuffs, candies, confectioneries, fruits and sea foods are among the lines carried.

Mr. Davenport makes a specialty of cleanliness and is setting the pace for his competitors in every way.

-0-

W. P. SHAW & BRO., WINTON, N. C.

There is something in a name when it comes to merchandising for the quality and service such as enjoyed by the firm of W. P. Shaw and Bro.,

leading merchants of Winton and one in making Murfreesboro a more and became a national institution in 1919 of the best known and strongest mersatisfactory in Hertford and adjoin- in order that it could give to its pat- cantile establishments in Eastern N.

The business was established a quar ter of a century ago under the name sources of more than a quarter of of Pearce & Shaw and was taken ovmillion dollars with strong connec- er in 1907 by the present propriettions and a desire to serve its pa-trons and the public in a way which A Shaw, two of Hertford County's

Having one of the largest stores in They ar now plannig to build a this entire section, the firm handles an extensive line of general merchannative limestone, with mahogony fix- dise, including clothing for men and tures, and every convenience needed boys and gents furnishings, in which in a modern bank, the institution is it specializes and in which it has a exceedingly well equipped. Its large large trade in both Hertford and Gavault is of steel and concrete and is tes Counties. It also handles ladies' burglar and fireproof with triple time ready-to-wear garments, dry goods, notions, shoes for the entire family, The bank handles the accounts of crockery, queensware, hardware, cutbarks, firms, individuals and corpora- lery, rugs and floor coverings, high tions, and pays 4 per cent interest on grade furniture, blankets, draperies, savings and time deposits, thus en- stoves, ranges, etc., as well as it rom couraging thrift in the community. plete stock of staple and fancy gro-

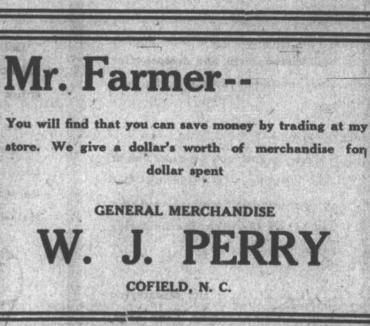
President; J. J. White, vice-president; tional warehouse space, where farm- get your money's worth.

This bird is called a "podargus" or frog-mouth. It was recently received at the London zoo. It is the most remarkable of the bird residents received there in many a year. Its mouth certainly calls for its nick-name owing to the extent of the gap. More remarkable is its power of hiding. Its mottled color harmonizes with the foliage and tree bark. Immediately it hears a sound it shoves its head into the air

and remains motionless. The bird lives in three and can swallow a whole field se at once. Ingenieus Life-Saving Device.

An ingeniously designed life-saying thet has just been made, successfull demonstrated, and approved by the ritish board of trade. Made of the and Java kapok, the novelty constate i i s normal use as a bolster when art for the pillow in a sleeping herth. It oncer readily to hand and is ea i.y district in case of emergency. It has saves the cost of an ordinary fer and also the expense of fitting what tack for storing life jast Schemil of the log fing shipping are new using this life an ing "et a Hele year Javented by an dayler.

Read your home paper and



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