

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

Progressive ideas are valuable assets 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 specialty business conducted at Cofield by Mr. Geo. E. Myers, one of the wide-awake young business men of this entire section.

Since establishing the business in January, 1920, Mr. Myers has built up a large trade in his various departments 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 carries a stock of groceries, drugs, patent medicines, notions, toilet articles 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.

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

Many years ago, Mr. D. L. Myers started business in his home town of Ahoskie. He made a specialty at the 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 its present form. It is now one of the most prosperous of its kind in eastern North Carolina, and it is growing rapidly.

In forming the company, Mr. Myers decided to broaden the scope of the establishment. Now, the firm while still making a specialty of the highest grades of jewelry, also deals in glass, stationery, clocks and other merchandise. It is possible in the store not only to select the engagement ring but to have a wide choice of many things that will be of great use after the honeymoon, when the new home is to 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 presence of the blacksmith and coach-maker is still an important one in any community.

When that blacksmith and coach-maker 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 Ahoskie that Mr. F. D. Flythe is regarded as almost indispensable. There are many who know him and the high character of his service who cannot conceive of the possibility of getting on without him and his services.

Mr. Flythe has one of the largest establishments of its kind in the eastern part of the state and there is none anywhere in the state in which a neater or more lasting job is done.

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

Outfitters for the entire family and headquarters for the farmers of Hertford County.

Those well be the designation of the Hertford Mercantile Company Incorporation, at Murfreesboro, one of the most substantial commercial establishments in Eastern North Carolina, and one of the biggest factors in making Murfreesboro a more and satisfactory in Hertford and adjoining 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.



**WYNN BROTHERS,  
MURFREESBORO, N. C.**

In Eastern North Carolina there is a name which for nearly a half century has stood for everything that means quality, reliability, service and accommodation in the mercantile line.

That is the name of Wynn connected intimately with the commercial and mercantile development of Murfreesboro and Hertford County since 1883 when Colonel James M. Wynn established the firm of J. M. Wynn, and which is now Wynn Bros., Murfreesboro's Greatest Store.

A visitor to this modern and up-to-date emporium finds everything in the way of outfitting every member of the family, and for the household.

The stock is largely and includes a great variety of goods of high quality, and the purpose of this store has been throughout its history to give its customers the best the market affords. In addition its policies of service and accommodation are such that it has been the means of bringing to Murfreesboro a large proportion of the trade from Hertford and the adjoining counties and of increasing the prestige of the town as a commercial and trading center.

Included in its departments are that of dry goods, shoes, men's clothing, ladies ready-to-wear, dry goods, notions, hardware, floor coverings, draperies, rugs, trunks, etc.

As a farm supply house the firm is unsurpassed in Hertford County, handling heavy hardware, harness, plows, castings and farming implements of the best grade.

In addition it also carries a line of stationery, novelties, crockery, queensware, etc.

Among its special lines are Curlee Correct Cut Clothes and Style Plus clothing for men and John B. Stetson hats.

The dry goods department is equipped with measuring machines—a modern device which insures accuracy in measuring goods and enables the customer to be absolutely assured that she is getting the exact measurement.

**FIRST NATIONAL BANK,  
MURFREESBORO, N. C.**

A bank under the supervision of the United States government coupled with that of the Federal Reserve System necessarily offers to the public a service and an assurance of safety that no other institution can give.

Thus the First National Bank of 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 lies in its officers and board of directors who give much of their personal attention to the operations of the institution, it is a member of the Federal Reserve System and is inspected regularly by the national bank examiners.

Formerly a state bank, the First became a national institution in 1919 in order that it could give to its patrons the advantages which its new connections would afford. Its capital stock is now \$100,000 and it has resources of more than a quarter of million dollars with strong connections and a desire to serve its patrons and the public in a way which has set a new pace in banking circles in eastern North Carolina.

They are now planning to build a new home, which will be of handsome native limestone, with mahogany fixtures, and every convenience fixed in a modern bank, the institution is exceedingly well equipped. Its large vault is of steel and concrete and is burglar and fireproof with triple time locks, and safety deposit boxes.

The bank handles the accounts of banks, firms, individuals and corporations, and pays 4 per cent interest on savings and time deposits, thus encouraging thrift in the community.

The new officers of the bank elected at its meeting on January 10 this year are Messrs. J. A. Campbell, President; J. J. White, vice-president;

B. Ferguson, Vice-President; and C. R. Storey, Cashier.

These gentlemen with the following constitute the board of directors Dr. C. H. Chamberlain, W. J. Baugham, W. E. Barrett, C. W. Jones.

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

**U. VAUGHAN, MCHT.  
MURFREESBORO, N. C.**

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

For more than forty years the commercial activity of Murfreesboro as the leading trading center of Hertford County and adjoining 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 business man and most active citizen, started in business on a small scale away back in 1882. Even in those early days he was recognized as a progressive merchant, and from time to time his business was enlarged as the demands of his trade grew.

Today he has a department store that would do credit to a much larger town, and he has been the means of bringing large volumes of trade to the town of Murfreesboro through supplying the farmers and other citizens of Hertford and adjoining counties with supplies that cannot be duplicated for the money.

Mr. Vaughan carries a complete line of dry goods, notions, shoes for every member of the family, clothes for men, ladies and children's ready-to-wear garments, toilet articles, cutlery, crockery, queensware, glassware etc.

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 courteous. Two clerks are on the floor at all times and one young lady assists in the office.

**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 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 best store but the best stock of groceries 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 establishment not only in meats but 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.

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

There is something in a name when it comes to merchandising for the public will soon realize the worthiness of a reputation for reliability quality and service such as enjoyed by the firm of W. P. Shaw and Bro., leading merchants of Winton and one of the best known and strongest mercantile establishments in Eastern N. Carolina.

The business was established a quarter of a century ago under the name of Pearce & Shaw and was taken over in 1907 by the present proprietors, Messrs. W. P. Shaw, Jr., and Jno. A. Shaw, two of Hertford County's most prominent business men.

Having one of the largest stores in this entire section, the firm handles an extensive line of general merchandise, including clothing for men and boys and gents furnishings, in which it specializes and in which it has a large trade in both Hertford and Gates Counties. It also handles ladies' ready-to-wear garments, dry goods, notions, shoes for the entire family, crockery, queensware, hardware, cutlery, rugs and floor coverings, high grade furniture, blankets, draperies, stoves, ranges, etc., as well as a complete stock of staple and fancy groceries.

The store occupies two floors of a modern building, and also has additional warehouse space, where farm-

**F. D. FLYTHE**  
COACH-MAKER  
**Undertaker and Embalmer**  
MOTOR HEARSE  
Only One in This Section  
**AHOSKIE, N. C.**

**GENERAL MERCHANDISE**  
**MENS AND WOMANS READY-  
TO-WEAR CLOTHES**  
**SHOES AND BOOTS**  
Staple and Fancy Groceries  
**USE BALLARDS FLOUR**  
**HERRING & BEALE**  
Winton, N. C.

**IS NAMED FROG-MOUTH**



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 here 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 on mice and can swallow a whole field mouse at once.

**STAPLE AND FANCY  
GROCERIES**  
A FULL LINE OF LADIES AND MENS SHOES  
DRY GOODS AND NOTIONS  
**General Merchandise**  
Gas and Oil Station  
For the Public  
Grist Mill  
Run on Fridays  
**G. E. HOLLOMAN**  
COFIELD, N. C.

**Mr. Farmer--**  
You will find that you can save money by trading at my store. We give a dollar's worth of merchandise for dollar spent  
**GENERAL MERCHANDISE**  
**W. J. PERRY**  
COFIELD, N. C.

**George E. Myers**  
Everything in a  
**General Merchandise Store**  
First Class Lunch Room  
For Ladies and Gentlemen  
COFIELD, N. C.

Read your home paper and get your money's worth.