

Published Every Friday by
VINSON & PARKER
Owners

JAMES S. VINSON,
Editor and Manager

Subscription Price.
One Year \$1.50
Six Months75
Three Months40

Advertising Rates.
Very reasonable and made known on request.

Entered as second-class mail matter February 25, 1910, at the postoffice at Ahoskie, North Carolina, under the Act of March 3, 1878.

Foreign Advertising Representative
THE AMERICAN PRESS ASSOCIATION

Friday, April 14, 1922

Good credit is easily damaged. It must be handled with care.

Warm weather may injure the business of the coal dealer, but think what it does for the ice man.

Ever notice that the ex-soldiers were much "nearer" the hearts of the public while "somewhere in France" than at the present time, while "somewhere in America?" Yes, Oui, too true.

Again attention is called to advisability, yes, the absolute necessity, of Spring advertising, as a means of boosting business in an otherwise dull season, especially in the merchandise field. An advertisement in the Herald is the best investment possible to make, if considered from the viewpoint of increased business. The point is, why so many merchants continually dodge prosperity by refusing to use the columns of the Herald to boost their wares. Some are cashing in on the value of advertising, why not you?

A casual observation will be all that is necessary to convince any one that Ahoskie needs more protection at the railroad crossings. Many instances might be cited, in regards to passing school children in particular, in which the element of danger is ever-present at these places. The "city fathers" might cause action on the part of the railroad officials to place gates or some other "safety first" appliance at the three principal crossings, at least. It is one of these much needed improvements whereby our town would become a safer and better place in regards to traffic especially.

The Herald has refrained from "starting something" in regards to "Clean-up Week," being constrained by the hope that some of the "public-spirited" town officers would take some action about it, as in previous years. But April wanes, and no one in this progressive town has given the subject a thought, if indications mean anything. Other towns at this season are "up-and-at-it" cleaning front and back yards, planting flowers in unsightly spots, adding to the appearances of the town in general. But Ahoskie is too busy, too progressive, to take time for these things. Not too late, though, but just in time for somebody to start something. Each citizen can do his part, by looking after his own premises, and seeing to it that they, at least, receive attention. If everyone would do this, "Clean-up Week" would be unnecessary.

Already we see signs of it; the oncoming Summer Relaxation, the organization of that far-famed Order of the Sons of Rest, of which we have an abundance of local representatives. Let a warm day come, and we see 'em, with that longing, hopeful look in their eyes, in anticipation of leisure hours, checker boards, drug store benches, and other accessories to the gentle art of loafing. Ahoskie has her full allotment of the above-mentioned objects, commonly referred to as men. God made them for men—let 'em pass for such. Our opinion of the class of bipeds who drift thru the summer, with no exertion other than seeing the ball games, etc., is of such a nature as will not be appropriate to express here. But after all some there are who assert that the professional loafer is harmless, because he never does anything, except engage in gossip occasionally. But is gossip, more often a form of calumny, harmless? Let some reformer start a "Society for the Eradication of Loafers" in this town, and there will straightway be more tranquility and less discord in this, our own, our native town.

COLERAIN NEWS

THE OUTLET

The early bird also gets the garden seed.

A dollar a day keeps the income tax collector away.

Everything comes to him who waits, but he who doesn't advertise waits longest.

Do we hear a second to the motion that Ahoskie begin planning for a little baseball this summer?

The beautiful things now used to fill stockings make Christmas pale into insignificance. Yes, we mean locally.

Checkers is among the oldest of games. Sixteen hundred years before Christ it was played on the banks of the Nile in much the same manner as it is now played by local champions. Most time for the local champions to get busy, too.

The first commandment of modern advertising: Thou shalt deliver the goods. Herald advertising has never yet failed to deliver the goods, if given a fair chance. Mr. Merchant, why not cash in on the value of Herald advertising, as a means of increasing your volume of business?

Much cry about heavy taxes everywhere. Ben Franklin said: "We are taxed twice as much by our idleness, three times as much by our pride, and four times as much by our folly." This bit of logic from Ben might be of value to some of Ahoskie's good citizens who are making the above mentioned outcry.

POWELLVILLE NEWS

Mr. Ernest Carter was visiting in town Saturday and Sunday.

Quite a delegation from here went to see the floating theater at Colerain Saturday evening.

Mr. and Mrs. S. B. Carter and little son Stephen motored over to Gates county Saturday to visit Mr. Carter's parents.

Mrs. Lloyd Evans and Miss Lucie Taylor were visitors in Ahoskie Monday.

Mrs. J. J. Alston was a caller in Ahoskie Monday.

Mr. and Mrs. C. C. Mitchell went to Woodland last Sunday on a visit to relatives.

Dr. J. B. Ruffin took Mrs. Clyde Harrell of near Colerain, to the Sarah Leigh hospital in Norfolk, last week. Miss Ruth Early, who accompanied her sister to the hospital has returned home. She reports Mrs. Harrell's condition as improving.

Mrs. W. S. Tayloe has concluded a pleasant visit to her daughter in Windsor.

Mr. L. E. Dailey was the guest of Dr. Ruffin Sunday.

Messrs. Mitchell and Carter were in Windsor last week on business.

Mr. J. Harrell from Wake Forest spent the week-end with his friends.

Miss Bessie Pritchard spent the week-end with her parents near Republican.

Miss Elizabeth Ruffin spent the week-end with her schoolmate, Miss Ima Forehand of Colerain.

The play "Sweet Brier" will be presented at the High school in Ahoskie Friday night. The proceeds of the play will be devoted to a good cause and your patronage is invited.

Mr. E. S. Winbrow was in Norfolk on business last week.

Mr. and Mrs. P. L. Raynor were in Windsor last week.

Mr. Frank Harden was a visitor here Monday from Windsor.

Miss Grace Phelps was the guest of Miss Lucy Tayloe the past week-end.

COMO NEWS

The principal of our High School, Miss Annie Sue Winborne, spent last Thursday in Suffolk.

Mrs. Nettie Picot is reported as being very ill.

Rev. Mr. Gardner of Buckhorn church exchanged pulpits with Rev. Mr. Bryant of Merherrin church last Sunday.

Messrs. J. O. Smith and W. R. Whiteley spent Thursday in Suffolk. Misses Kate Gilliam, Kate Howell, Antionette Picot and Mr. G. C. Hill visited Rocky Mount last Sunday.

Mr. Carlton Picot of Norfolk, was in Como Sunday.

Mr. Willie Hill, Miss Gilliam and Miss Antionette Picot were visitors in Ahoskie Monday afternoon.

Messrs. G. C. Hill and S. W. Savage were in Murfreesboro Monday on business.

Mr. Richard Watson of Murfreesboro spent a few hours here Monday.

The Death Angel visited the home of Mr. and Mrs. Lloyd Carter Monday and took from them their baby, age one year. May the Lord comfort them in their bereavement.

Mrs. C. L. Henry was a visitor in Norfolk last Tuesday.

Mr. Dow Perry of Windsor spent last Tuesday with Mr. and Mrs. Nep Perry.

Rev. and Mrs. Bristow visited Mrs. R. L. Phelps in Ahoskie last Tuesday.

Dr. Mizelle and wife of Windsor spent several days in town last week. The doctor was doing dental work for the school.

Mr. Edgerton of Elizabeth City was in our town several days last week.

Mr. C. E. Morris visited Windsor last Wednesday.

Rev. R. B. Lineberry went to Mill Neck last Wednesday to conduct the burial services of Mr. Wilder.

Mrs. R. A. Klor and children left last Thursday for Galax, Va., after spending the past month with Mrs. Klor's parents.

Mr. D. R. Britton was a business visitor in Ahoskie last Friday.

Miss Margaret Fairless spent the week-end with Mrs. C. A. Hughes.

The Parents and Teachers meeting which was to be held last Friday night was postponed until the coming week.

Mr. and Mrs. H. E. Wilson and son Thomas went to Edenton last Friday to spend the week-end with relatives.

Rev. and Mrs. Bristow went to Merry Hill last Saturday.

Mr. and Mrs. Dan Evans and children of Harrellsville were visitors in town last Saturday.

Mr. and Mrs. Will Sessoms of Portsmouth came last Saturday to spend a few days with their parents.

The Adams floating Theatre gave their last play on Saturday night with a large attendance. Their next stop will be Murfreesboro.

Mr. Exom Stokes left last Sunday for Baltimore where he has gone for treatment.

The warm weather and better roads have greatly improved the attendance at the Baptist Sunday School.

Rev. J. H. Barnes of Riverside preached at the Baptist church last Sunday evening.

Mr. D. A. Askew, Mesdames Askew, J. T. Jenkins and Martha Askew were visitors in Windsor last Sunday.

Mr. and Mrs. N. G. Phelps and children were visitors in Ahoskie Sunday afternoon.

Messrs. Edgar Stokes, Wade Leary and L. H. White went to Elizabeth City last Monday.

Mr. and Mrs. J. S. Deans were visitors in Ahoskie last Monday.

NEWS FROM MURFREESBORO

The B. Y. P. U. of Chowan College conducted services at the Baptist church Sunday morning. Their program was capably rendered. The evening services were conducted by Rev. Gardner of Franklin who has been a recent pastor at Pendleton.

Miss N. T. Wiggins was in Norfolk last week. While in that city she purchased her mid-summer line of millinery.

The floating theater arrived here Monday afternoon. Many enjoyed the performance as well as the comfortable seats and excellent ventilation. The floating theater has the advantage of and excels other shows which have come this way.

Mrs. Susie Evans Wilson of Morganton and Mrs. Ernest Evans of Franklin, Va., were guests of Mr. and Mrs. John Evans last week.

Mrs. Gertrude Vaughan of Norfolk and son John Vaughan of Suffolk, spent the week end in Murfreesboro.

Mr. and Mrs. C. W. Gardner went to Ahoskie Monday.

Mr. and Mrs. H. L. Evans went to Norfolk Sunday to attend the funeral of Mr. Evan's uncle. They returned Monday.

Mr. and Mrs. Homer Parker and family were visitors in town Tuesday.

Mr. and Mrs. W. C. Ferguson and family sent Sunday in Como with Mrs. Ferguson's parents. Mr. and Mrs. Blount Ferguson.

Mr. and Mrs. William Harrell and Mrs. Harrell's two sons Charles and James Louis of Windsor are residing in Murfreesboro for an indefinite period.

Miss Mattie Vinson has returned from Conway where she spent a few days with relatives.

Mrs. R. C. Benthall has returned from Norfolk where she spent ten days with her son-in-law and daughter, Mr. and Mrs. Herman Sanderlin.

The Junior B. Y. P. U. gave a delightful social affair at Wise's mineral spring Friday afternoon. The chaperons were Rev. W. Whitely and the leader, Mrs. Elmo Parker. Members of the party were; Misses Mary Whiteley, Elizabeth Sewell, Bettie Waters Jenkins, Rosalee Liverman, Alice Futrell, Mildred Watson, Brandel Boyette, Southgate Brett, Sallie Ann Putzell, Benjamin Griffin, Kathrin Chetty, Thelma Griffin, Edward Odom, Nona Warren, James Griffith, John Parker, Anna J. Warren, Rowena Barrett and Helen Payne.

Tobacco Growers

PHAUP will sell your tobacco at auction this season as usual.

Sale every day on and after August 10th

Sell With Phaup. See Your Tobacco Sold Then YOU can say if you shall take the price offered you or not.

Don't leave this to SOMEBODY who did not help to grow your tobacco or SOMEBODY you have never seen.

Get you MONEY when your tobacco is sold.

You will not have to WAIT until it is SENT you.

The Farmer always has the right to TAKE or REFUSE the price his tobacco sells for in PHAUP'S HOUSE.

Stick to PHAUP. He is Sticking to You.

The Farmers Warehouse

"THE IRON HOUSE"

C. H. Phaup, Prop. Ahoskie, N. C.

SMITH and WELTON
"Norfolk's Greatest Fashion Center"

Let Lilian Woodrow Do Your Shopping For You

Do you miss the advantage of being able to stop in Smith & Welton's whenever you desire? Then why not write to Miss Lillian Woodrow, in care of this store, and ask her to do your shopping for you. No matter what you may want you can obtain it in this manner and your purchase will be just as satisfactory as if you bought it in person. Furthermore, you will have the advantage of the low prices which this store ALWAYS offers.

In other words—you have an experienced buyer at your command. You can buy the best merchandise in Norfolk at the lowest Norfolk prices by simply writing to Miss Lillian Woodrow and telling her what you want. This store guarantees that the purchase will be satisfactory to you. If it is not satisfactory you can exchange it or have your money refunded.

This Spring season we are as usual displaying the latest ideas in woman's apparel, in dry goods and in those many and varied things which the well-groomed woman considers so important. Among many others are the following items in

THE NEW COATS AND WRAPS

Beautiful and smart Sport Coats of Tweed and Polo Cloth, clever designs in loose and season's newest shades are priced from

\$25 to \$59

Cape styles for the more dressy occasions, in all colors, \$29.50 belted models and in all the Other wraps in Dolman and to \$125.00.

NEW SWEATERS

They are prettier this season than ever shown before. Wool, silk and silk fibre, in solid colors, plaids, mixtures and fancies and in slip-over or coat styles with and without belts. These range in price from

\$4.95 to \$35

The New and Popular TWEED SUITS

Pretty, comfortable and serviceable—ideal suits for Spring and Summer. We are showing them in a really large assortment of the season's choicest styles and colors including several shades of blue, tan, rose, orchid, etc. Sizes for both ladies and misses and priced from

\$20 to \$45

SMITH & WELTON

300 to 306 Granby Street
Norfolk, Virginia