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**THOUGHT FOR THE WEEK:**  
All true work is sacred; for in all true work, were it but true hand-labor, there is something of divineness. Labor, wide as the earth, has its summit in heaven. True labor is divine. —Carlyle.

Like tacks, we can only progress as far as our heads will permit.

Better to fail in doing something than to succeed in doing nothing.

A season ticket to the Chataqua costs less than half the price of total single admissions. We are all in for economy, of course, so the slogan becomes—"A season ticket for yours truly."

Business is good, the Herald gives all the news and its subscription list continues to grow. If you are not a subscriber, we believe you should subscribe. In another part of the paper you will find a handy coupon—cut it out and send in today. If you are not already on our list, join the Herald family of readers—you can't afford not to.

The most agreeable of all companions is a simple, frank man, without any high pretensions to an aggressive greatness; one who loves life and understands the use of it, obliging, alike, at all hours; above all, of a golden temper; and steadfast as an anchor. For such a man we gladly exchange the greatest genius, the most brilliant wit, the profoundest thinker.

A little study of the situation would seem to indicate that the worst period of business depression in Ahoskie and Hertford County is over. No one can deny the fact that the general trend of things look more on an upward scale than they did at this time last year. Slowly, but surely, money is coming back into normal circulation, and business gradually picks up. The optimistic viewpoint of everything, assumed by everyone, is what is needed. Sure, everything will be alright soon. Be cheerful—you can't afford to be otherwise—life's too short.

Be it understood that the Herald has never, does not at the present, and never will, allow its editorial policy to in any wise become contaminated by "dibbling" into politics. Political advertisements appearing in this paper are paid for at the regular advertising rates, and in no instance is any particular office-seeker given a preference in the columns of the Herald, except through the medium of their paid advertising. The Herald has always been independent in thought, fearless in expression, and progressive in spirit — always working for the best interests of the county as a whole. It is the organ of no party, nor the mouthpiece of any man or set of men.

A foremost thinker on social problems says the following are some things you will always regret—Trying to have the last word. Getting the best of an argument which may cost you a friend. Squandering your time foolishly. Resenting fancied insults. Doing the lower when the higher is possible. Passing the buck, putting the blame, the burden, on the other fellow. Trying to get pleasure out of that which lessens your self-respect, makes you feel mean the next day. No recreation, no play, no fun is for you which does not leave you a little more fit for life's duties. Whatever makes you feel demoralized, ashamed, lessens your self-respect, is vicious, no matter how exciting or exhilarating it may be for the moment. Steer clear of these things.

THE OUTLET

The watch on the Rhine has stopped.

Hot air finds quick lodgement in empty heads.

Head-swelling is an indication that the owner of the head has reached his limit.

Little minds worry over little things, while the big ones seldom worry at all.

It may be true he never told a lie; but George didn't have to make out an income tax blank.

Procrastination is the sin of the human race. "Do it now" is the slogan of the successful man.

It seems unfair to use the bull as a synonym for that kind of talk. He never blows his own horn.

We doubt, however, if the illicit stills occasion as much trouble in this world as the tongues that are not still.

Which are there more of in Ahoskie, the "Is Ams," or the "Has Beens"? A close run, either way you put it.

"A season ticket," quoth the guarantors. Meet me at the Chataqua, is the good word. Yes, we all want a season ticket.

Don't let the fear of making a mistake impede your progress. Many people make mistakes, but wise ones never make the same mistake twice.

It is said that hats worn by the women of today are very similar to those worn 4000 B. C. And the skirts are about the same length as those worn in the Garden of Eden.

"It used to be," says the Old Danish Sailor, "that when a beau of 40 or 50 courted a maiden lady past her prime, he referred to her as 'my girl.' The other day we heard a 15-year-old boy talking about his 'woman.'"

Where does a man get the idea that "hard times" is the time for him to go to sleep? Where does he get the idea that it is time for him to decrease his effort? When you are driving and come to a hill do you take your foot off the accelerator, decrease your power and wait for the hill to be removed? Of course you don't. You double and triple your effort until you make the grade. Then where do we get the idea that when business strikes a hill we should decrease our efforts and lie low? Merchants in this county should wake up, put on a little live advertising, and get the business they ought to have.

It may be that we are not publishing a perfect newspaper; it is not recorded that since printing was invented anybody ever published a country newspaper that quite came up to the community's composite idea of what a newspaper ought to be. However, we are publishing a newspaper that is a thousand times better than no newspaper, and worth the price asked for it. We are not chasing non-subscribers all over the universe in trying to coax them to subscribe, but we believe they should take the home paper, if no other. **SUBSCRIBE TO THE HERALD,** you can't afford to be without your county paper.

She snuggled closer,  
My arm  
Encircled her  
"Do you love me?"  
She murmured.  
A kiss was my reply.  
The door slammed.  
Her father!!  
Ye Gods,  
My ear was caught  
In her hair net.

**Exide BATTERIES**

If your present battery can be repaired at a cost that is economical to you, we will not try to sell you a new one. When you must buy—buy an Exide.

J. S. Deans  
Distributor  
Ahoskie, N. C.

WHY THEY FIGHT  
FORD'S SCHEME

The opposition to the development of Muscle Shoals by Henry Ford has never let up for an instant; but it has gradually been forced to abandon one argument after another, until now the only one remaining is a blanket denial of Ford's claims. Ford's opponents now content themselves with the simple assertion that the Detroit man cannot do what he says he will do, and therefore, ought not to be permitted to try.

This is almost a reduction to absurdity. Where would this country be today if its men of genius had been forbidden to try to perform the apparently impossible? A few years ago practically all of the engineers in the country would have agreed that it is impossible to manufacture an automobile to retail for less than \$400; but nobody prevented Ford from trying, and he has done it. The man has become perhaps the richest individual in the world through that very capacity to accomplish things that everybody else said couldn't be done.

Certainly it is a matter of the most "tremendous importance to the entire country for fertilizer bills to be reduced, if any reduction is possible. All the business of the country rests in the final analysis on agriculture. Any thing that tends to make the business of farming more profitable, helps every other line of business; for if the farmers have plenty of money they can and will buy other people's goods. It is more important to the country to have cheap fertilizer than to have cheap touring cars; therefore the government can afford to risk more to bring that to pass.

But as a matter of fact it is risking nothing in turning Muscle Shoals over to Ford. The plant is certainly doing nobody any good as it stands. Henry certainly can't steal, destroy, or damage the Tennessee river. Why, then, since he thinks he can make cheap fertilizer there, not let him try? The main reason back of all the opposition is the fact that it is Ford who is to try, and Ford's enemies fear that he might succeed. He is already too big and too powerful for their comfort, and it fairly drives them into spasms to see him doing any thing that may possibly make him even bigger and more powerful. The Ford proposal is being fought, not because it might fail, but because Ford's enemies have a powerful hunch that it might succeed.—Greensboro News.

HE KNEW HOW

There was an old geezer  
And he had a lot of sense,  
He started up a business  
On a dollar eighty cents.

The dollar for stock  
And the eighty for an ad.  
Brought him three lovely dollars  
In a day, by dad.

Well, he bought more goods  
And a little more space,  
And he played that system  
With a smile on his face.

The customers flocked  
To his two-by-four  
And soon he had to hustle  
For a regular store

Up on the square  
Where the people pass.  
He gobbled up a corner  
That was all plate glass.

He fixed up the windows  
And he told them about it  
In a half page ad.  
He soon had 'em coming  
And he never quit,  
And he wouldn't cut down  
On his ads, one jit.

And he's kept things humping  
In the town ever since,  
And everybody calls him  
The Merchant Prince.  
Some say it's luck  
But that's all bunk—  
Why, he was doing business  
When times were punk.

People have to purchase  
And the geezer was wise—  
For he knew the way to get 'em  
Was to advertise.

—Exchange.

Weights 6 1/2 lbs.  
Folds and fits  
in a neat carrying case.

**\$50**

**CORONA**  
The Perfect Writing Machine

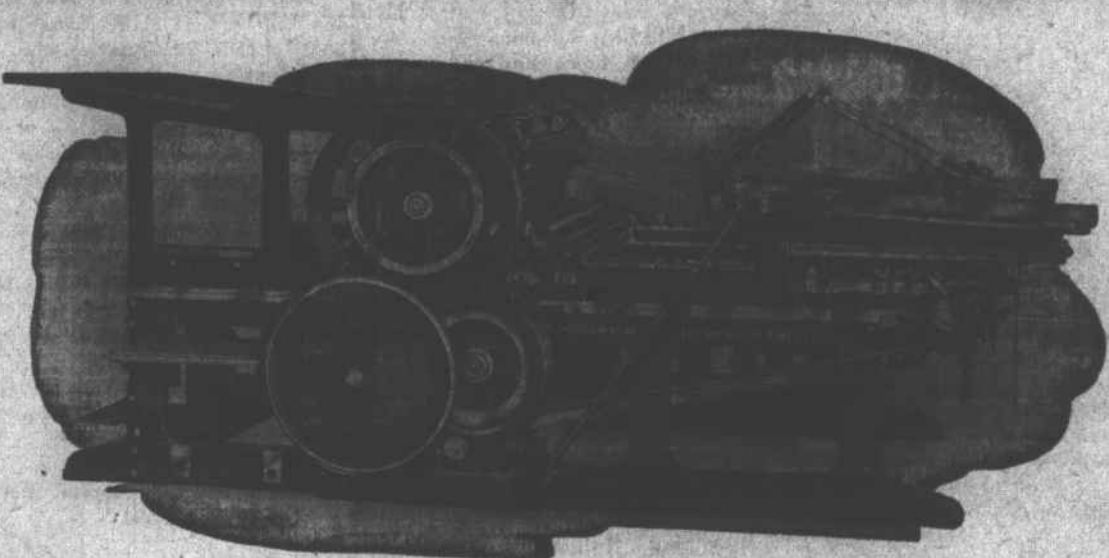
We have an opening in this locality for someone to represent us and sell CORONA Typewriters.

**OFFICE SALES AND SERVICE CO.**  
Norfolk—Virginia  
"Distributors"

# MASS MEETING For Everybody Especially Tobacco Growers AHOSKIE, N. C

## Moving Picture Hall JUNE 2nd, 3 P. M.

How they sold Tobacco in Kentucky under Co-operative Marketing will be told by a Kentuckian who knows.



### THERE IS A REASON

for everything, and this Two Revolution, Four Roller Miehle Book Press and experienced printers are the reason why the Hertford County Herald is one of the best printed newspapers in the state of North Carolina.

With our equipment and the full co-operation of the people of Hertford County we can make the HERALD the best weekly in the State. *All together, lets have the best.*

A years subscription to the HERALD only costs \$1.50, and it is one of the cheapest things you ever bought at this price.

If You Are Not A Subscriber---WHY?

# Hertford County Herald

Printers and Publishers

Ahoskie, - - - - - North Carolina