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Foreign Advertising Representative
THE AMERICAN PRESS ASSOCIATION

Friday, June 30, 1922

BETTER TIMES

We have been hearing for some time that "better times" were just around the corner and from reading the advertisements of the Bank of Ahoskie and the Farmers-Atlantic Bank which appear in this issue of the Herald, we are sure that better times are here now. In fact when we see the headings of bank advertisements and read "Money to Loan," "The Farmer's Best Friend," etc., we are assured that better times must be close to us.

This is no time to be arguing hard times. This is a time when we all should get so busy that we haven't got time to think about hard times.

The man who sits around hollering "hard times" is the man who never sees anything but the worst of things. The depression through which we have just emerged, is only a good experience for us if we will only think about it in the right way, it will be a great help to us in the future.

With bank resources of nearly a million dollars in Ahoskie, we say things are bound to be in fairly good condition.

THE DISGRACE OF ILLINOIS

It is difficult to believe that we are supposed to be living in a civilized country with law, justice and order as abiding principles and equal rights to all in the pursuit of happiness. Too often we are forcibly and rudely reminded how very thin the veneer of civilization really is, how often the innocent are oppressed, not given a show and even murdered in cold blood just as was done in the darkest ages of history.

In the Commonwealth of Illinois the other day, several thousand striking coal miners attacked a mine being operated by non-union men to the number of about seventy-five. The non-union miners surrendered to the besiegers, were tied together in bands of six, ordered to run and then were shot down in cold blood as they did so. What manner of doing is this and where are we when affairs like this are permitted? As usual there will probably be more or less of a prefatory investigation. When it ends, nothing will really be done, nobody will be punished for this heinous crime, the public will pay the bill for the "investigation," and the men who were exercising the prerogatives guaranteed them in the Constitution of the United States, paid with their lives. Truly this blow shakes the very foundation of our government.

There is one side lesson to be gathered from this debacle though. In affairs of this kind—squabbles between employers and their employees; it is the third party who gets it in the neck, whether it be the public generally who are inconvenienced, or are deprived of the necessities of life, incidental to the quarrel; or the men who are employed to take the places vacated by the strikers. The last named catch it from both sides. While they are working, the strikers would destroy them and when the quarrel is over, the first, many times the only concession, to the strikers is that the men who kept the works going when no one else would, are thrown over, in complete disregard of any representations made to them before by the employers. In contemplating one of these situations, it is well for the layman to bear this in mind; thus it has always worked and exceptions only prove the rule.

Let not your sympathies be swayed with the operators of these coal mines for stern condemnation is due both the operators and these savage miners, but consider the rights and justice of the matter; why is it that innocent men are massed and the public robbed and made to suffer on account of such a state of affairs.

DOES NEWSPAPER ADVERTISING PAY

Does newspaper advertising pay? This has come to be a superfluous question among men of business. There was a time when to have declared boldly and out loud in a public place that it paid to advertise in the newspapers would probably have stirred up a chorus of dissenters, but today advertising is better understood. All advertising is good—some advertising is better—but the very best advertising on the face of this earth is that which slips into the home alongside of the news, in the newspaper!

To be sure—the best bit of soil that ever lay out of doors requires something more than merely dropping the seed into the ground—give your newspaper advertising the same of rationed share, every time.

The newspaper is the best advertising medium because the newspaper is closer to the people than any other advertising medium.

Every week a new record of the doings of mankind is gathered from the ends of the earth, the happenings in the next street and the next house, are also there.

To hundreds of homes the Herald will carry world news, editorials, comics, and store news. Every page is read, and next to the news in the reading will come the store news—why? Because the Herald goes into thrifty homes, always on the watch for ways to save!

N. C. STATE COLLEGE

The Textile Department of the North Carolina State College, which is the North Carolina Textile School, has had a very successful year's work. More students have been registered this year than in any previous year, and also a larger class has been graduated. The graduating class, which numbers twenty-four, have all been located and will work in the different mills and allied industries.

At the Commencement exercises Mr. L. W. Clark, general manager of the Carolina Cotton and Woolen Mills, Spray, N. C., presented to Mr. Wesley Irwin Pickens, of Charlotte, N. C., the student's medal which is given annually by the National Association of Cotton Manufacturers to the student having the highest proficiency in his work. In order to obtain this medal the school must fill the following requirements: There must be a good equipment for instruction in cotton manufacturing. The instruction must be of recognized standard. There must be at least fifty students taking the textile course, and at least four competitors for the medal. The Textile Department fills all these requirements, as there were registered one hundred and seventy-five students, and a graduating class of twenty-four. This is the only textile school in the South that has been awarded the medal.

GOVERNMENT SAVINGS SECURITIES

Postmaster A. T. Willoughby of the Ahoskie postoffice says that the sustained popularity of Government Savings Securities in the Fifth Reserve District is indicated by a report just received from Howard T. Cree, government director of savings for the district. According to the director, the people of this district invested in nearly three-fourths of a million dollars worth of Treasury Savings Certificates during the month of May. The exact figures compiled from two hundred and sixteen post offices and in the Federal Reserve Bank of Richmond are \$718,683. This is a highly favorable contrast with the receipts from the sale of savings securities in May, 1921, which were only \$101,293.

The amount of these certificates sold in May, 1922, for each state is as follows: Virginia \$159,275; West Virginia \$153,625; North Carolina \$122,625; District of Columbia \$112,225; Maryland \$38,983; South Carolina \$27,425. In addition there were sold through the Federal Reserve Bank of Richmond \$104,525, making a grand total of \$718,683.

"This sum of nearly three-fourths of a million dollars," said the postmaster, "will mature and may be collected in May, 1927, and the original investment will increase 25 per cent in the five years. This is an exhibition of financial wisdom, which should be imitated by thousands of others who, in vain hope of getting rich quick, put their savings in schemes of questionable character, when there is no certainty of return of either principal or interest. It is better to be safe than sorry."

Up in Davenport, Iowa, one weary taxpayer declares society is divided into two classes, viz., those who still have a little and those who have a little still. There is another class made up of those who "ain't got nothin'," and ain't had noe."—Houston Post.

MUST NEVER BE OFF GUARD

Men Who Train or Care for Wild Animals in Circuses Cannot Afford to Relax Vigilance.

There's a saying in the circus zoo when a new attendant, disregarding the warnings of old-timers, becomes careless while working about the cages. "Here's a new animal trainer," the veterans will remark, as they watch the fresh helper petting a tiger or a leopard. They know that it is only a matter of a few days until the "cat" will lash out with its claws unheated and rip the arm of the newcomer. They also know that nothing will teach this type of attendant the alert carefulness necessary in handling wild beasts but an ugly scratching. They can only hope that the man's hurts will be slight. He must have a lesson. He must realize that all animals are dangerous at all times, even if some are more so than others.

As a contemptuously remarked, writes Frank Braden in Popular Mechanics Magazine, that such and such a beast in an act is "just a mangy, toothless old lion," but often that mangy, toothless old lion, because of its rage, is more dangerous than its mates in their prime. The old lion is testy, and no matter what its years, it carries a wallop backed by rippling claws. Some of the world's foremost trainers, working with the same beasts in acts year after year, have paid for the slight carelessness that familiarity with and affection for their jungle pets have insidiously brought about. At an unexpected diversion—the overturning of a pedestal, for instance—the animals have leaped upon their mentor, but with the element of complete surprise absent, no real wild-animal expert is caught completely unawares by a beast's leap.

KNEW ALL ABOUT "LA GRIPPE"

People of the Eighteenth Century Suffered From Its Attacks as Do Those of Today.

Amid all our sufferings from the "grip," "Russian influenza," "blitz katarrh," "Spanish influenza," "flu," et id omne genus, the name and writings of Sebastian Mercier are too much forgotten. In his picturesque "Tableau de Paris" is to be found the following passage on the "grippe," written in 1787, which might have been written today:

"Almost every year toward the middle of November occur catarrhal indispositions caused by the presence of a humid and cold atmosphere and fogs which suppress transpiration. Many die of it, but the Parisians, who laugh at everything, call these colds the 'grippe,' the 'flirt,' but the laughter three days later is himself 'gripped' by it and goes down to the grave.

"Passing from old rooms and theater halls to the open air makes this suppression of the transpiration almost unavoidable. The new fashion of wearing long cloaks is excellent. It gives protection against the cold. Taking good exercise is even a surer remedy. The women who are compelled to wait some time for their carriages—those charming, delicate women I see shivering along the staircases and porticoes—should consider that their pelisses are not sufficient to protect them against mishaps."

What would he have said to the abbreviated skirts of today?

Radio in Yosemite.

Yosemite's granite cliffs rise straight into the air for 3,600, 4,000 and occasionally 5,000 feet. Yosemite valley is literally a "hole in the ground," and some wireless experts declared local conditions were entirely against successful operation of a wireless station there. Nevertheless, valley folk recently have been getting news reports, weather predictions, market quotations and lots of good music right out of the air, with no other aerial than wires strung between two of the giant trees with which the valley floor is forested.

Edwin J. Symmes, of Alameda, put in the first wireless set for his own amusement and has received messages from several score damped and undamped wave stations, including Honolulu and Catalina Island. Government authorities also have put in a station, which will be used to keep in touch with the outside world.

Changes in the Pleiades.

The question presents itself whether three stars of the constellation of the Pleiades have less brilliancy than formerly, or whether prehistoric man had a better sight than ours, or if he was wont to climb up the mountains to examine the nearest stars, or if the atmosphere of past ages was purer than ours? This problem arises from the fact that we see from below only seven of the stars of the Pleiades and that the last three stars can only be seen by ascending to the highest summits, while there have just been discovered stones dating from prehistoric times upon which the ten stars are engraved. This interesting question in astronomy and archeology has been broached to the French Academy of Sciences by M. Bigourdan.

Telephone Improvement.

Considerable progress has been made in the development of telephonic hearing aids for the partly deaf, but the limit had apparently been reached along this line until the new vacuum tube amplifier described in the Popular Mechanics Magazine was produced. This tube, the result of the efforts of many inventors, consists primarily of a small electric bulb having within it a filament, a spiral wire called a grid, and a metallic plate, all in the order named.

Pender's
Near A. C. L. Depot, - - Ahoskie N. C.
LOOK FOR THE YELLOW FRONT

When PENDER'S comes to town prices go down. Stop and think for a minute what it means to a community to have a PENDER'S STORE. Strictly high grade groceries at most reasonable prices

Flour { Save Trouble Self Rising { 12-lb Bag 49c
Palace Best Patent - - { 24-lb Bag 95c
48-lb Bag 1.89

This is the best quality of flour milled in N. C. Our guarantee goes with every bag
OBELISK FLOUR, - 12-lb Bag 60c - 24-lb bag \$1.19

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| Sugar, best granulated for
62c | Pork, Salt Plates, lb
14c | Post Toasties, Kellogg's Corn Flakes, three for
25c | BIG REDUCTION IN NATIONAL BISCUIT GOODS a package
10c |
| COFFEE D. P. BLEND pound
31c | Beans, Campbells' 10c | Lard, Best pure, pound 14c | |
| Absolutely the world's best. In buying this coffee you do not pay for fancy containers nor National Advertising. | Soup, Campbells' 10c | Beef, Corned, Wilson's No. 2 can, 24 ounce, New York 21c | Cheese Sandwiches, Social Teas, Lorna Doones, Butter Thins, Oatmeal Biscuits, Coconut Taffy Bars, 5 O'clock Teas, Large Graham, Whole Wheat Biscuits, Tokens, Unity Iced Jumbles. |
| Hash, King-an's 2 lb can 15c | Coffee, Gold-en Blend, An unusually good drink, worth 30c. 22c | Beef, Corned, Wilson's 6 lb. can 55c | Butter, D. P., cut from original tub, pound. The highest quality on the market. Why pay for fancy cartons? 41c |
| Butter, Meadow Gold, lb. prints 46c | Salmon, Tall can 10c | Peaches, Gibraltar Brand, fancy California, in heavy syrup, can 25c | |
| Pork, Salt Bellie, lb 17c | Milk, Eagle Brand, can 18c | Milk, Rogers Evaporated, large can 9c | |
| | Best quality Santos, Coffee, Green, per pound 20c | | |

These are a few of our many economy prices. All goods in Pender's Stores are plainly marked. Come in and look us over.

GET AN ITEMIZED PRINTED RECEIPT WITH PURCHASES

Fancy Breakfast Bacon, 3-pound strip, pound, 18c—12-lb. Can, \$2.00

THE FARMERS' BEST FRIEND

One of the chief concerns of this bank is to bring relief to the farmers in this section. It is going up to the limit in loyal attempts to tide them over in this time of depression.

In fact this bank is giving more thought to-day than ever before to ways of adding to the farmers' prosperity. Bring your troubles to us, and we'll plan together what is the best thing to do. Our interests are mutual.

Farmers-Atlantic Bank
Ahoskie, N. C.