

Hertford County Herald

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The First District may reasonably look forward to a lively battle for Congressional honors in 1924. E. F. Aydlette, of Elizabeth City, and Hallet S. Ward, of Washington, are both able men, strong speakers, and each one is usually imbued with plenty of enthusiasm in whatever undertaking they assume.

"Old Farmer" is something besides a farmer; he is a pretty good citizen. He is certainly keeping tab on what his commissioners are doing in Winton. There are many other good citizens of Hertford who are watching every step taken, and it has all along lain within the province of the HERALD to inform them exactly what is and has been transpiring in the councils of the county administration.

Construction of good highways in this county is already beginning to show its good effects on business. The Murfreesboro-Winton road is daily being traveled by motorists who probably would never have come into the county but for the better mode of travel. The business person along the route gets a share of the passerby's trade, and in proportion to the travel his income is just so much greater. The Aulander-Winton highway, although not completed and far from being what the State expects to make it, is also beginning to feel the effects of increased travel. Filling stations and hotels along the route are helping to bring the outsider's cash into circulation and the section affected is just that much more wealthy. Good highways are paying for their initial cost in big returns already.

This newspaper cannot remember when there were enough homes in Ahooskie to house the persons who live here permanently; and when new families turn their faces this way Ahooskie's answer to the home question is "I don't know where you can get one." And, during all these years there has not been here any organization whose purpose is to relieve this situation, until a building and loan association was organized a few months ago. Other financial institutions have aided in home building, but by the very nature of their business they can go only so far in that direction. Housing conditions here have long ago demanded an organization or corporation whose sole business is to advance the building and loan association and will do it.

AHOSSKIE PEOPLE NOT UNLIKE OTHERS

Although Ahooskie is not now facing a bond election for any purpose whatsoever, talk can be heard about property owners having the sole right to determine whether any obligation shall be assumed that would increase taxation. It is not new here, either, for every time a bond election is held or one is proposed along comes a few persons who advance such a theory. Usually they are those who can be found opposing any and all expenditure for public improvements.

In Charlotte just at this time a bond issue for school improvement is being proposed, and, the Charlotte Observer noting the same argument there, makes the following observation:

We have heard the remark, of course, in connection with the proposed school bond issue, as in connection with all proposed bond issues, that if the people who own property did all the voting no bonds would be approved by the electorate, the inference being that bonds are voted by

people who do not have to pay taxes. Some good people may believe that, but it is never borne out by the election record. Many a proposed bond issue advocated by property owners has been defeated by the vote of those who own little or no real property and pay comparatively small taxes. Moreover, it must not be overlooked that those whose taxes are heaviest are those most able to pay, and vice versa.

Many a man who pay \$10 or \$20 annual tax finds it as much of a burden as many of those who pay \$100 or \$200 or more.

Property owners and those who own no real estate favor school bond issues and both classes oppose them. There is not and never has been a division on such a proposition that ran between the property owners on one side and those without real estate on the other.

YOUR HOME MERCHANT SHOULD GET IT—

"Man cannot live alone" saith the Holy Script; neither can a town or a county live alone in the strictest sense. That scriptural saying is, however, often interpreted by some of the buying public to mean that the local merchant, the local bank, or the home town printer is not entitled to their business; and, if given a portion of it, certainly these home town fellows should be content to take the small end of it.

So many are possessed with the idea that the trader at home cannot supply the demand for merchandise. They have come to consider the annual "shopping tour" to the nearby city or town as a necessity. They have even reached the point where the local merchant and business house is not consulted at all; their failure to have in stock some rare article at a remote time probably cause the prospective buyer to form a hasty conclusion. And, off he or she goes to another trading center to do the heavy buying. That practice is all too common in Ahooskie and other sections of the county.

It is true not only in the stores, but in other lines of business as well. The printing trade has the same situation to face. Often the excuse "I didn't know you had it," or "I didn't know you did that kind of work" is given, when it would have required only a block's walk or a telephone call to secure the identical article that same person spent a half hour writing to an outside office and then either he settled for it C. O. D. or sent his foreign printer the price of postage, express, or other transportation charges, in addition to the usual profit. And, that profit didn't come back here, either.

Again, Franklin Simon, Sears Roebuck, The National, Larkin, and a dozen other foreign department stores draw heavily upon the resources of Hertford County every year. The postoffice records will show it, or the banker can tell you something of the volume of cashier's checks they write annually to outside departmenthouses. Many times articles are ordered, cash in advance, or C. O. D. and the buyer knows nothing about the article save what he or she has seen in a catalog. Because it comes from New York, Baltimore, Philadelphia, or some other far away city, they take it for granted that it is a bargain. It may be a bargain, and it may not be.

The purpose of these observations is not to knock any person's business, but to call attention to a situation that does not smack of the live at home, buy at home, and sell at home idea. It is to say many buyers are not discriminate in their methods. They utterly fail to recognize the principle of co-operation between buyer and seller in the home territory; they do not "render unto Caesar" the things that are Caesar's."

Your local merchant, your home town banker, and your local printer is entitled to your business when they meet the conditions of competitive quality and prices. In every case, the local house may not do that; but it is a safe guess that fifty per cent of the mail order and out-of-town buying business would stay home if the buyers had the right conception of the trade at home idea.

We suggest to the out-of-town buyers that they learn more about the things at home; investigate a little before sending money away from the community for merchandise. Try your local merchant; he will usually accommodate you.



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It seems to me some folks just can't stand this here prosperity wave. Instead of taking some of the advice about laying aside a nest egg for the rainy day, the first thing a fellow or a woman, for that matter, does when they get paws on some cash is to go hunting for some sort of agent who's forever standing with open palms and watery mouth. The country's getting so full of these here agents that the fellow with his year's profits stored away in his jeans don't have to go far out of the way before he runs right square into one.

K-A-T

They are certainly grabbing it off, all right. I know of two or three of these traveling fellows who have already pulled up stakes, with pockets a-bulging with the money of Hertford county folks. They've already done enough business to run them for another year.

K-A-T

Folks, stop to think seriously for a moment. Are these fellows going to come to you in the time of need? Can they be counted upon to "run" you when times are lean? Are they identified with your community, your business, and your life, save to get what they can out of you when you have some money of your own? You need to ask and answer these questions satisfactorily before you are justified in handing them over your hard earned shekels.

K-A-T

"They say" this fellow Adams who sells these caterpillar tractors, and their accoutrements (for working roads) is just the slickest salesman that ever came along the pike. "You can't beat that fellow," one local man says. "But," said this fellow, "he's going to give you the straight stuff; he ain't going to put something off on you that you don't need and can't use."

K-A-T

The other day a certain Mr. Average Farmer sought out this man Adams, and talked to him seriously about purchasing one of them crawling tractors, for farm purposes. The tractor man listened attentively, his face shining brightly as he saw visions of another sale in sight. Then, when the farmer had finished, Adams says "how big is your farm?" The fellow told him, "Man, what do you want with one of these tractors of mine; you'd have to sell your farm to pay for it, and then you won't be able to meet the whole thing," was the rejoinder.

K-A-T

Since Barrister Edgar Thomas Snipes came to town from his adopted home in Philadelphia, the fellows around here who have been fertilizing and attending those little up-per lip patches strut around like as if they are safe in the belief of completely "knowing their stuff." E. T. S. has come to town with the cutest, darlinest little black mustache you ever laid eyes upon.

K-A-T

The ultimate consumer, says Sam Vaughan is convinced that the sugar refiners aren't as refined as they might be.

When the fishing season is over and there is no golf weather, how does a good liar keep in practice?

In many a rented dress suit the rent is in the wrong place.

A teacher of Mah Jong advertises that she is now ready to open classes, having just returned from a course of study in the orient. Which moves a certain ex-private to offer himself as tutor to prospective crashshooters, having recently completed a course of study in the A. E. F.

Woman has hair
And wants to wave it;
Man has little
And wants to save it.

Women do a lot of crazy things, but they don't stay up all night playing pool.

The Volstead act gets less applause than any on the circuit.

The locomotive whistle makes the most noise but it does not pull the train.

The way to a man's heart may be through his stomach; but John Gatling says the operation requires some tool more efficient than a can opener.

A New York undertaker announces that he has perfected a new kind of embalming fluid. While experimenting with homemade whiskey.

But Not Admitted to the Union

The most popular state
In all this great nation
Is the grand old state
Of intoxication.

It now looks like Ford won't get either Muscle Shoals or the presidency and will have to continue making flivver for a living.

"My!" exclaims Dewey Cherry, blissfully, "doesn't bacon smell good when it is frying several doors down the street and you are hungry?"

Humans really are superior. The leopard can't change his spots, but any determined girl can make the freckles peel off.

"Home—the place where our stomachs get three square meals daily and our hearts a thousand."

Eric Garrett says he don't believe four wheel brakes will prove popular with automobile drivers. What most of them want is something to make the car run faster, not to stop it.

It will certainly be an ideal age when we can keep up appearances and keep down expenses.

Correct this sentence: "The cake-eater sank among the cushions and asked permission to smoke."

The Entente Cordiale
"Who followed you about and picked up your clothes before we were married?" she asked.
"No one, my dear," he replied. "I bought new ones."

Sixteen counties are holding planting bees at some rural school this fall. In Alamance County recently the folks set out 75 trees, 450 shrubs and about 600 flowering plants on the grounds of the Whitney school. Plans for landscaping the grounds were made by F. E. McCall, landscape specialists for the State College and Department of Agriculture.

This is the time of the year to remember that nothing can take the place of fresh air and good food. Think health, talk health, live health.

Seventy-nine Couples were married in OUR COUNTY last year. They should all see "BRASS," a story of marriage and divorce. Now at the RICHARD THEATRE.

FINE PRINTING FOR CHRISTMAS

Along about Christmas, and when the New Year approaches, many are the men, women and children who scamper around the house or go hunting about town for some small reminders to send to their host of relatives and friends—just a little something to keep up the Christmas spirit. Few can or do afford to give costly presents, but all like to be remembered, whether it be a plain greeting card, or a nicely embossed holiday card, with all of the holly trimmings.

The HERALD has anticipated the demands for those looking for nicely embossed Christmas or New Year Greeting cards, with envelopes to match. They come in boxes of 25 cards and envelopes. There are a large number from which to choose, and prices range from \$1.50 to \$6.00 per box, plain. We then either print or emboss whatever greeting you want, and add your name, or family's name, to make them complete. Small charge for printing or embossing. These cards not only will serve a useful purpose for the individual, but are also good business pullers, for the merchant, banker, lawyer, or other business person. Get into the habit of thanking your customers and they'll pay you handsomely in return purchases. It costs but little.

The HERALD is also equipped to supply engraved society visiting cards. The one warning to all is Don't wait, come to the office and select what you want, or call for us and we will display our samples.

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The HERALD one year for \$1.50. It is worth the money.

GO TO CHAPEL HILL
Several persons from Ahooskie left Wednesday and others on Thursday morning for Chapel Hill, where they will see the annual Thanksgiving football game between the University of North Carolina and the University of Virginia.

BRASS
Are you thinking of divorce? In other words, is your wedding ring "BRASS"?
Go to the RICHARD THEATRE, Today.

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Our lines in every Department are most complete with up-to-the-moment merchandise

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Fall Frocks of Exquisite Charm of Line that will catch Wonderful Fall and Winter Stocks the eye of those who know, are being shown by us

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