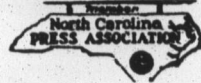


# The Chowan Herald

Published every Thursday by The Chowan Herald, a partnership consisting of J. E. Bufflap and Hector Lupton, at 423-425 South Broad Street, Edenton, N. C.



J. EDWIN BUFFLAP, Editor  
HECTOR LUPPON, Advertising Manager

**SUBSCRIPTION RATES:**  
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Cards of thanks, obituaries, resolutions of respect, etc., will be charged for at regular advertising rates.

THURSDAY, MARCH 25, 1954.

## A LIFT FOR TODAY

★ If the Son therefore shall make you free, ye shall be free indeed. — John 8:36.  
A BOND-SERVANT of Jesus Christ, bound by his matchless love, enjoys the freedom of God, which is life eternal.  
May we find strength—and freedom—in the abundance of riches of the Christ life.

## The Local Paper Leads

In the comparatively recent past, the local newspaper was about the only place where merchants could advertise their wares. Since then, other important media have come into existence—notably the radio and television. But, despite the inroads these have made on retailers' advertising budgets, the newspaper is still the dominant factor in the field by a wide margin.

That statement is substantiated by a recent survey of advertising practices of department stores in all sections of the country. It found that the typical store allocated 80 per cent of the advertising dollar to newspapers, nine per cent to television, four per cent to radio, three per cent to direct mail, and four per cent to other media.

The local newspaper offers the surest means of reaching the masses of the people—whether with a news story or an editorial opinion or an advertising message. And that's why merchants place it first when dividing up their advertising appropriations.

Incidentally, one wonders if there are still people who regard advertising as a waste which adds unnecessarily to the cost of goods. Actually advertising acts as a possible factor in holding prices down by creating the widest possible demand for merchandise, and thus making mass production and mass distribution possible.

## "Fill Up" Moscow Style

It isn't likely that you'll ever be driving your car in Moscow. The Communists do not welcome visitors from the free world, nor would most Americans want to go there even if it were possible.

But suppose that were the case—and you found yourself running low on gas and were in urgent need of finding a service station.

First of all, you might run entirely out before you could get your tank refilled. For, while Moscow is one of the great cities of the world in point of population, with some 5,000,000 inhabitants, it has only five—yes, five—so-called service stations.

But suppose you were lucky and reached one of the five stations in time. Smiling attendants wouldn't run out to check your tires, clean your windshield, attend to your battery, or any of the other things we take for granted here in America. Indeed, you'd have to fill your own tank, perhaps with gasoline of very dubious quality, and all the attendants would do would be to take your ration coupons and your rubles.

It isn't at all remarkable that this should be the case in Moscow. For, under Communism and the other totalitarian doctrines, there is no competition and no free enterprise. The state owns and bosses practically everything—and you take what is offered or do without.

The American service station, on the other hand, is the product of the most intense kind of competition. And the result is the best products, the best service, and the lowest prices that human ingenuity can achieve.

# HEARD & SEEN

By "BUFF"

One of the most delightful affairs I've attended in a long time was the firemen's annual barbecue chicken supper held Thursday night in the fire station. The food was excellent and the boys got it around to the tables just as well as girl waitresses, so that a fellow was not expected to leave a tip—or should they? At any rate, I'm inclined to believe that J. C. Parks is in the wrong business. For the benefit of visitors, J. C. explained the combination aspirator, inhalator and resuscitator machine recently acquired for the firemen, and he did the job as good or even better than a salesman for the machine could have done. He should be on the road selling the machines. Then Frank Habit injected some humor when he showed a moving picture of a recent meeting of the firemen. The nice thing about the meeting was that there were no long-winded speeches, but most of those who spoke expressed the hope that the Edenton firemen will before too long be housed in a more adequate building. Everybody apparently enjoyed the affair, but none could have enjoyed it any more than Cap'n Dick Hall, veteran fire chief. In his brief remarks Cap'n Dick said he hoped he will be with the department for many more years and wound up his remarks by saying "If I'm not in the Fire Department, you might as well bury me." My hat's off to him as well as all the members of the department.

Carlton Haskett of Rochester, Indiana, a native Edentonian, last week sent in his annual subscription to The Herald. A note on the bottom of the slip of paper read: "Haven't missed a copy since 1927." Of course, part of that time must have been another Edenton newspaper, for it was August 30, 1934, when the first issue of The Herald was published. Anyway, it speaks well for postal delivery for not being missed in all that time.

And speaking about paying subscriptions, J. Frank White, Jr., now living in Charlotte, got behind and in a letter this week had this to say:

"Buff: Enclosed, please find check for \$6.00. \$4.00 of this amount has already been spent, for what I don't know. But I feel it's an honest debt and I like to pay any honest debt. The extra \$2.00 is expectations. I am still looking for something and like most gamblers, will try again. The school the little boy goes too often has a waste paper drive, and I feel that we are somewhat helping them by saving the sheet each week. Don't use this money for any wild rides through Bertie County. I have just paid the State all the money I think they deserve for the privilege of living within its borders, and if you feel like supporting them any further, do it with somebody else's money. March 15 is a headache, don't you think? Drive carefully—the Life you Save may Be your own, but the MONEY is ours."

Bill Privott spoke at last week's Rotary meeting and had something to say about recreational facilities in Edenton. He said he hoped Edenton will be able to enjoy baseball this summer and that if it did, he suggested women umpires. His reason: Women do not believe a man is safe when he is "out." Anyway, women umpires or not, here's one who hopes the Albemarle League will be revived so that we can spend some nights out at Hicks Field watching the great national pastime.

Commercial fishermen are apparently mopping up on white perch, from what I hear, with record catches being made. The only trouble is that when fish are plentiful the price drops. Despite the large catches in nets, the dealers have the reputation for not biting a hook until after the spawning season. If the same applies to speckled perch, the bloomin' things must have been spawning all winter, for so far as I hear very few have had a desire to bite. I know I haven't been able to catch many even up to last Saturday.

Edenton Aces will open the 1954 baseball season Friday afternoon, March 26, when they play Hertford on Hicks Field. Coaches Ben Perry and Alton Brooks are optimistic about a successful season and, of course, they will welcome a lot of fans on hand to see the game, which begins at 3:30 o'clock.

## Overman Makes His Debut On Television

### Participates on Sweet Potato Program on WNCT, Greenville

"I performed my first television program on Thursday evening over WNCT, Greenville," says Chowan County Agent, Charlie Overman. The subject was "Bedding Sweet Potatoes for Best Results." Specialist Henry Covington assisted him. Overman relates his experience:

"Thorough preparation in minute detail was necessary. We wanted the demonstration to look like it was actually right out on the farm. It was necessary to prepare a program or 'Run-down' so that the announcer could follow us and the cameraman could follow us properly. The title poster was prepared in large black letters on a light gray background. 'I carried eight bags of good Chowan County soil in my car trailer and seed sweet potatoes in the car trunk. At 4:30, we moved the soil in and prepared the open bed on the studio floor. We also prepared an open row to also show the Mummy Row system of producing early vines. We placed all materials so they were readily available for use.

"At 5:00 o'clock we began the rehearsal. We had eight minutes for the show so everything had to be timed perfectly. Bob Perry, the Farm Editor for the television station, opened up by introducing us and then we went into action. We had to speak distinctly and not too fast, so the statements had to be clear and in few words. By the end of the third rehearsal we seemed to be doing about right. Then we observed a period of relaxation until Bob said, 'Ready to Go,' at 6:43.

"There wasn't much time for excitement. We just got down in that field we had prepared and went to work, talking at the same time. Our time came out right and we hope that some of the million (more or less) farmers who saw it will put those good practices into use. Henry Covington took that good Chowan County Soil to Raleigh to fertilize and condition his red clay garden."

### ENLIST IN AIR FORCE

Robert L. Parker, son of Mr. and Mrs. Thomas Parker, and G. B. Bunch, son of Mr. and Mrs. Joe Bunch, enlisted in the U. S. Air Force and will leave April 2 for their basic training. They will be sent to Samson Air Force Base in New York.

### Senior Class Will Present Play Friday

(Continued From Page One)  
forties, with definite ambitions for her elder daughter.

Dad—Clifford Overman—is a few years older than mother, generally easy going, but usually immersed in his business problems. He leaves the problem of the children to mother.

Sylvia is 19, very attractive, but rather quiet. She has always been in love with Jerry. She is not a wallflower by any means. Other boys simply don't interest her. Shirley Winslow is Sylvia.

Joy—Libby Small—is Maudie's age and pretty, but somewhat shy around boys—that is, until she starts to follow Maudie's advice.

Alix—Edna Romine, Julie—Barbara Dail and Lysbeth—Betty Smith, are in their early teens, attractive, vivacious girls—with one common in-

terest—boys.  
Mrs. White—Jane Britton, Mrs. Allen—Rachel Yount, and Mrs. Day—Jackie Wallace—are in their late thirties or early forties. They ordinarily are pleasant, sociable ladies, but in this instance their visit is not a social call.

Davy—Billy Boyce—is Maudie's age, pleasant and dependable, but a little tired of being a guinea pig for Maudie's experiments in "technique with men."

Chi is Davy's age, very handsome—and he knows it. Larry Lowe plays this part.

Jerry is a sincere, likeable fellow in his early twenties. He is so busy getting ahead in business that he fails to realize how deeply he cares for Sylvia. This part is played by Gene Saunders.

A full evening of fun and entertainment is anticipated. A small admission fee will be charged.

### CIVIC CALENDAR

(Continued From Page One)  
of the Pasquotank-Perquimans-Camden-Chowan Tuberculosis Association meet in Hertford tonight (Thursday) at 8 o'clock.

Cancer Crusade begins in Chowan County Thursday, April 1.

Edenton's BPW Club will meet tonight (Thursday) at 8 o'clock in the Penelope Barker house.

VFW Auxiliary will meet on Thursday night, April 1, at 8 o'clock in the VFW hall.

Various Circles of the Baptist Woman's Missionary Society will meet Monday afternoon, Monday night and Tuesday night.

Circulation of magazines new service inaugurated at Shepard-Pruden Memorial Library.

The Junior Choir of the Baptist Church will sing at the 10:30 Protestant Service at the Marine Base Chapel Sunday morning.

Albemarle Orthopedic Clinic will be held at the Elizabeth City Health Center Tuesday, March 23.

Mission Study Class at the Methodist Church Wednesday night, March 31, at 7:30 o'clock.

Annual Federation meeting of Home Demonstration Clubs in the 25th District in Manteo Thursday, April 1.

Community auction at American Legion hut Friday night at 8 o'clock.

Chowan County's Red Cross Fund Raising Drive now in progress.

Meeting of officers and leaders of Chowan Home Demonstration Clubs at Cross Roads Community Building at 2 o'clock.

Spring term of Chowan Superior Court will convene Monday morning, March 29, at 10 o'clock.

Chowanoke Council, No. 54, Degree of Pocahontas will stage annual Easter dance Saturday night, April 17.

VFW Post meets in VFW home Tuesday night of next week.

Edenton Lions Club meets next Monday night at 7 o'clock.

Edenton Rotary Club meets this (Thursday) afternoon at 1 o'clock in the Parish House.

Chowan Tribe, No. 12, I.O.R.M., meets Monday night at 7:30 in the Red Men hall.

Unanimity Lodge, No. 7, A. F., & A. M. will meet tonight (Thursday) at 8 o'clock in the Court House.

Chowanoke Council, No. 54, Degree of Pocahontas will meet Friday night at 8 o'clock in the Red Men hall.

## DON'T FORGET

# Bigger And Better

## Friday Night at 8:00 O'clock

### BIG COMMUNITY AUCTION

— AT THE —

## American Legion Hut

ROUTE 17 SOUTH — EDENTON, N. C.

Fishing Tackle, Outboard Motor, Rods, Reels, Hand Tools, Men's Socks, Ladies' Nylons, Battery Chargers, Power Mowers, Refrigerators, Washing Machines, Spotlights, Paint, Bedspreads, Pillow Cases, Shoes, Heaters, Towels, Luncheon Cloths, Floor Furnace, Bicycle, Electric Motors, Gas Engines, Men's Jackets, Chairs, Tables, Kitchen Ranges, Vacuum Cleaner, Straw Hats, Ladies' Dresses, Water Pumps, Water System, Purses, Ladies' Slips, Shoe Polish, Tooth Paste, Lamps, End Tables, Sewing Machine, Coat Hangers, Coffee Tables, Planes, Drills, Saws, Electric Sander, Electric Hedge Trimmer, Rope, Military Sets, Razor Blades, Panties, Radios, Television Sets, etc.

**\$1.00 Barbecue Chicken Supper**  
8:00 to 7:30 P. M.

MENU: Slaw, Potato Salad, Hot Biscuits, Coffee

Sponsored by the Ladies' Auxiliary of the American Legion

BALANCE OF STOCK BADHAM BROS. DEPARTMENT STORE

**PHONE: 795 - J - 2**

FOR PICK-UP SERVICE ON ITEMS YOU WISH TO SELL FRIDAY NIGHT

TURN YOUR OLD ITEMS INTO CASH!

**Auctioneer ROBERT SHEA**

FOR FURTHER INFORMATION CALL 795-J-2

Prizes — Fun — Special Prizes for the Ladies

# Du Pont announces NEW ODORLESS PAINTS

In Semi-Gloss, Gloss & Flat matching colors

NO ANNOYING ODOR WHILE YOU'RE PAINTING

DOZENS OF LOVELY COLORS FOR MATCHING WALLS AND WOODWORK!

EASY TO APPLY WITH BRUSH OR ROLLER

COLORS STAY BRIGHT AND LOVELY FOR YEARS!

THESE PAINTS CONTAIN AMAZING ALKYD RESIN FOR EXTRA WASHABILITY!

THEY GIVE YOU MOST FOR YOUR PAINTING DOLLAR!

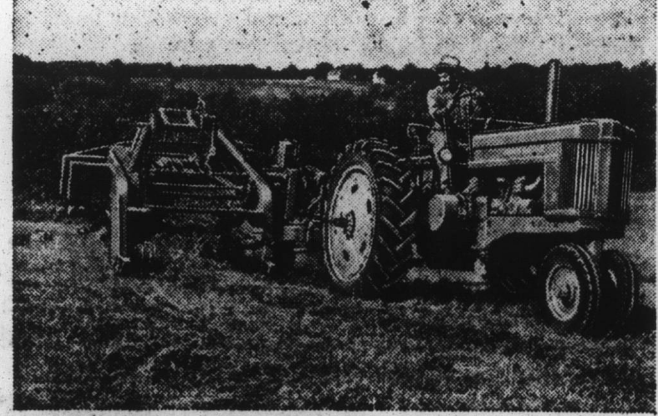
No more "moving out" during painting when you use these new odorless finishes! Matching colors in flat, semi-gloss, and gloss. Easy to use...durable...washable.

**Byrum Hardware Company**  
Edenton Suffolk



Are You Fed Up ...with clogging...with stops and slowdowns...with extra clutching and shifting?

Then choose a JOHN DEERE "50" or "60" "Live Power" TRACTOR and Keep on the Move



Today, there's a faster, easier, better way to farm—the John Deere "live power" way!

There's livelier, more flexible power in a John Deere "50" or "60," thanks to Duplex Carburetion and other unmatched engine advancements... faster, easier work on PTO jobs with a new "live" power shaft that cuts clutching and shifting, that practically eliminates clogging... and smoother, easier, ever-ready implement control with "live" hydraulic Powr-Trol. There's lot more to the "50" and "60" and we have full information at our store. Stop in tomorrow and learn all about the "50" and "60"—the "liveliest" tractors in the heavy-duty 2- and 3-plow field.

**Hobbs Implement Co., Inc.**

GUY C. HOBBS, Mgr. "YOUR JOHN DEERE DEALER" EDENTON

