

This is the Law



By ROBERT E. LEE
(For the N. C. Bar Association)

Invitations To Do Business

A merchant advertises in a newspaper that he will sell certain described models of televisions at a stipulated price. A customer visits the merchant's place of business on the date the newspaper is published and discovers that the merchant has several of these televisions in stock. The merchant is asking a price far in excess of the advertised price. May the customer force the merchant to sell at the advertised price or answer in damages for breach of contract?

No. Although the merchant in refusing to sell at the advertised price may not be following a policy that builds good will for his business, he is acting within his legal rights.

Advertisements and trade circulars are not normally treated as offers. No contract is formed by the statement of an intending purchaser that he will take a specified

quantity of the merchandise at the advertised price. The advertisements are simply invitations to all persons who may read them that the advertiser is ready to receive offers for the merchandise at the advertised price. The dealer may accept or refuse the offers.

The advertisement is a means of bringing the dealer's merchandise to the notice of the public, and the natural construction is that further dealings must be had before legal relations result. Future rather than present contractual intent is manifested; an offer is invited, not made.

Is a contract made when one orders merchandise from the catalogue of a mail order house?

No. Catalogues containing descriptions of articles for sale at the prices quoted are not offers. Instead, the customer's order is the offer, for which the further act of acceptance by the merchant is necessary.

There is no necessary implication that by the sending out of the catalogue the mail order house intends presently to be bound to anyone who sends in an order together with the price. Here, as in the case of advertisements, there is merely an invitation to offer.

Goods displayed in show windows with attached prices are also invitations to do business. They ask for offers which the proposer has a right to accept or reject as he pleases.

May an advertisement in a newspaper ever be considered as an offer?

Yes. They are, however, the exceptions and not the general rule. Examples in which this situation is most often found are advertisements of rewards for the capture of a criminal, for the winning of prize contests, for the return of a lost article, or the like.

lina State College, says apples in North Carolina are good this year. Kolbe says approximately 75 per cent of the crop has already been harvested, and it is now on the way to the consumers. He says an estimated 1.5 million bushels will be harvested in North Carolina this year. The major varieties of Golden Delicious, Red Delicious, Stayman and Rome Beauty, plus other good varieties, are moving to market, according to Kolbe.

The estimated apple crop for the entire nation as of October 1 was 95 million bushels. Kolbe says this is 11 per cent less than in 1955 and 10 per cent below the ten year average. On the other hand, he adds, the North Carolina crop average for the same 10 year period is 1.24 million bushels, compared to 1.7 million in 1954 and the 40 thousand bushel short crop in 1955.

"Even though the crop in the United States is below average," says Kolbe, "we in North Carolina are fortunate in having good apples available for eating, pies, sauce, and cider."

"Enjoy them now," advises Kolbe.

U. S. Farm Income Leading Last Year

Farmers received about 17.1 billion dollars from marketings in the first 8 months of 1956, 2 per cent more than in the corresponding period of 1955. An increase in the volume of marketings so far this year has more than offset a 2-per cent decline in average prices.

Receipts from livestock and products were approximately 10.4 billion dollars, slightly above last year as larger receipts from milk and eggs more than offset smaller receipts from cattle and hogs.

Crop receipts of 6.7 billion dollars were up 3 per cent from 1955. Receipts from cotton, fruits and vegetables were larger than last year, but receipts from soybeans and tobacco were down.

Cash receipts from farm marketings in August are tentatively estimated at 2.6 billion dollars, up only slightly from August 1955. Receipts from livestock and products were about 1.4 billion dollars and crop receipts were 1.2 billion.

Enjoy Apples Now Is Advice Of Specialist

Calling attention to the observance of National Apple Week, November 28 through November 3, Melvin H. Kolbe, Extension horticultural specialist at North Caro-

linia State College, says apples in North Carolina are good this year. Kolbe says approximately 75 per cent of the crop has already been harvested, and it is now on the way to the consumers. He says an estimated 1.5 million bushels will be harvested in North Carolina this year. The major varieties of Golden Delicious, Red Delicious, Stayman and Rome Beauty, plus other good varieties, are moving to market, according to Kolbe.

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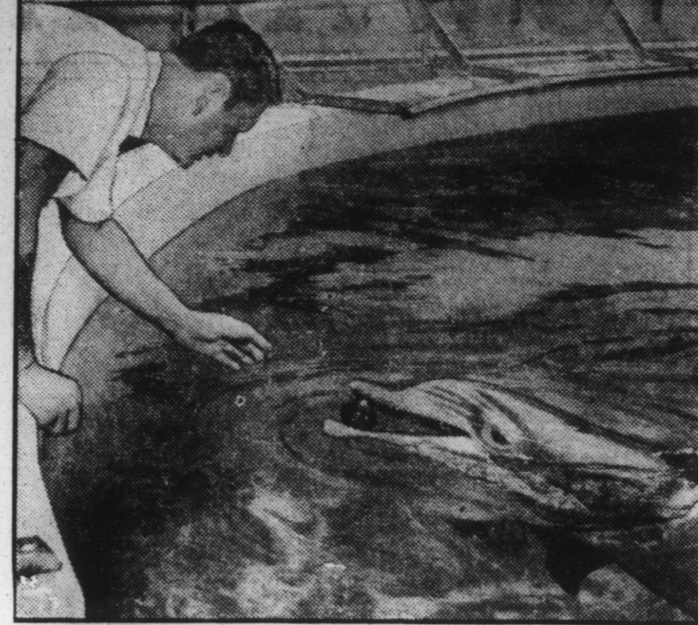
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APPLE A DAY, ETC.—Here's a porpoise with purpose—he's bringing an apple for the teacher. The "classroom" is at Marineland, in Florida.

60 - SECOND SERMONS

— By —
FRED DODGE

TEXT: "When liberty becomes license, dictatorship is near."
—Will Durant

The kind lady asked the little boy how his brother was.

"He's sick abed," the boy replied, "he hurt himself."

"That's too bad," said the lady. "How did he do it?"

"Well, we were playing who could lean farthest out the window—and he won!"

—

Much has been said about freedom. Little is understood. Some feel that freedom is the right to do anything that pleases them. They fall from the window and hurt themselves. Some feel that freedom gives them the right to censure the actions of others. They get punched on the nose.

John Randolph said that "the principle of freedom combined with mere selfishness will make men only devils, each trying to be independent so that he may fight only for his own interest".

Freedom is difficult to under-

stand. Perhaps that is because freedom is not pure. It is mixed with something. True freedom must be mixed with restraint. Freedom restrained by love, kind consideration and genuine understanding for our fellowman, never receives a bad fall. It never earns a punch on the nose. This is the freedom about which the Apostle Paul wrote. This freedom can be enjoyed by all.

Small Business Loans Boosted To \$100,000

Clarence P. Moore, Regional Director of the Small Business Administration for this area has announced that he has been authorized to approve small business loans up to \$100,000, on his own authority, provided a bank is taking at least a 25 per cent participation and provided further that such participation shall represent not less than 50 per cent in new money.

Previously SBA Regional Directors had authority to approve such bank participation loans only up to \$50,000 and direct loans, those made directly by the Government without bank participation, up to \$20,000.

Applications for loans in excess of \$100,000 will continue to be forwarded to SBA's Washington Office for final action.

Mr. Moore said this extended authority has been granted in order to expedite the processing of loan

applications and help reduce the backlog of loan applications resulting from a recent increase in loan requests. During September 512 loan applications were received for a total of \$27,713,000 as compared with the August total of 439 applications for \$26,135,000. During the three years of its operation, the Small Business Administration has approved approximately 9,000 individual business and disaster loans for over \$240,000,000.

BACK ON RADIO

The Truenoters, an Edenton group, will present a program of popular music over radio station WCDJ each Sunday afternoon at 4:15 o'clock. In the group are Francis Slade, Clyde Slade, Tom Bemby and Terry Bennett. Listeners are invited to write in requests which will be broadcasted.

Carols of gladness ring from every tree. —Frances Anne Kemble

Is not that the truest gratitude which strives to widen the horizon of human happiness which has gladdened us?
—Henry Codman Potter.

Work, Sleep, Play In Comfort

Without Nagging Backache

Nagging backache, headache, or muscular aches and pains may come on with over-exertion, emotional upsets or day to day stress and strain. And folks who eat and drink unwisely sometimes suffer mild bladder irritation... with that restless, uncomfortable feeling. If you are miserable and worn out because of these discomforts, Doan's Pills often help by their mild diuretic action through the kidneys—tending to increase the output of the 15 miles of kidney tubes. So if nagging backache makes you feel dragged-out, miserable... with restless, sleepless nights... don't wait... try Doan's Pills... get the same happy relief millions have enjoyed for over 60 years. Get Doan's Pills today!

DOAN'S PILLS

Ad No. 118-41 lines

TAYLOR THEATRE

EDENTON, N. C.
Saturday Continuous From 1:30
Sunday, 2:15, 4:15 and 8:45
Thursday and Friday,
November 1-2—
John Wayne and Susan Hayward in "THE CONQUEROR"
CinemaScope With Stereophonic Sound
MRS. GEORGE D. WARD

Saturday, November 3—
Double Feature
Dane Clark in "MASSACRE"
—also—
Roy Rogers in "YELLOW ROSE OF TEXAS"
Late Show 11:15
Linda Christian in "THUNDERSTORM"
(Tempest Of Passion)
E. L. WHITE

Sunday and Monday,
November 4-5—
Gordon McRae and Sheree North in "THE BEST THINGS IN LIFE ARE FREE"
CinemaScope With Stereophonic Sound
DAVID G. WILLIAMS

Tuesday and Wednesday,
November 6-7—
Double Feature Horror Show
Hugh Marlowe and Nancy Gates in "WORLD WITHOUT END"
CinemaScope
—also—
Gene Nelson in "THE ATOMIC MAN"
B. C. WILLIS

HI-WAY 17
Drive-In Theatre
EDENTON, N. C.
Edenton-Hertford Road
CinemaScope Screen

Friday and Saturday,
November 2-3—
Double Feature
Robert Ryan in "HOUSE OF BAMBOO"
CinemaScope
—also—
William Campbell in "CELL 2455 DEATH ROW"
MRS. W. J. WHITE

Sunday, November 4—
Sterling Hayden in "TOP GUN"
SONNY WRIGHT

Monday and Tuesday,
November 5-6—
Donald O'Connor in "FRANCIS IN THE NAVY"

Wednesday and Thursday,
November 7-8—
Alan Ladd and June Allyson in "THE McCONNELL STORY"
CinemaScope

NOTE: If your name appears in this ad, bring it to the Taylor Theatre box office and receive a free pass to see one of the pictures.

'Straight Kentucky Bourbon'



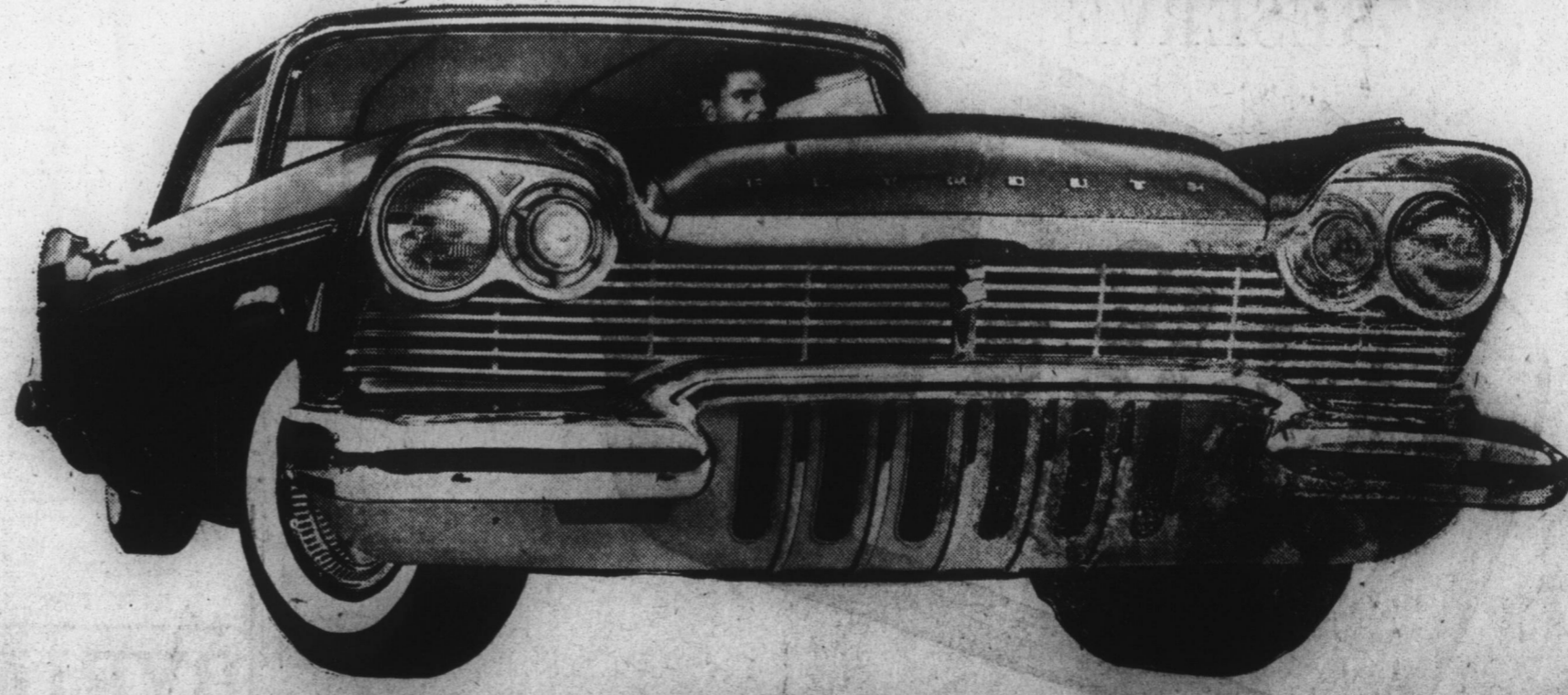
STRAIGHT KENTUCKY BOURBON WHISKEY, 86 PROOF
ANCIENT AGE DISTILLING CO., FRANKFORT, KY.



SUDDENLY, IT'S 1960...

In one flaming moment, Plymouth leaps 3 full years ahead! Plymouth's traditionally great engineering brings you the fabulous new Fury "301" V-8... revolutionary new Torsion-Aire ride... exciting sports-car handling... new super-safe Total Contact Brakes... dramatic Flight-Sweep Styling. The car you might have expected in 1960 is at your Plymouth dealer's now! See it! Drive it! Own it!

PLYMOUTH!



CHOWAN MOTOR COMPANY, Inc.

Water & Commerce Sts. Dealer's License No. 829 Edenton, N. C.