

# Hertford County Herald

HERTFORD COUNTY'S ONLY NEWSPAPER

A PAPER WORTH WHILE

BEST ADVERTISING MEDIUM IN EAST CAROLINA

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One Section

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## STATE NEWS IN DIGEST COMPILED FOR READERS OF THE HERALD

The commissioners of Johnston county have decided to issue \$400,000 worth of bonds for the construction of a new courthouse at Smithfield.

1,000,000 pounds of mica was mined in North Carolina during the past twelve months.

The spring registration at Wake Forest College showed a decline over the fall registration, although it is over the 400 mark.

North Carolina stands sixth in the United States in total value of all the crops, for year 1920.

Eoscoo Hill was appointed as postmaster at Eure, on Jan. 12, to succeed Marmaduke D. Harrell, removed. The reason for removal was not disclosed. Joseph R. Wilder was also appointed postmaster at Tunis, N. C., a new office. The Tunis postoffice has been closed for the past several months.

Mr. Russell C. Walton of Raleigh was held up in his store and his cash register robbed of \$85 last Thursday afternoon. The bandit has not been apprehended.

Durham, Greensboro, and Raleigh citizens are agitating the City Manager plan for municipal administration.

J. T. Ryan, Secretary of the Southern Furniture Manufacturers' Association, announced, after a trip to northern and western furniture factories last week, that the furniture business was recovering from the slump and that the worst had already passed.

Dr. Chas. E. Low, a public health expert of Wilmington, says that the cattle tick should be run out of the eastern section of the State. In his comments on his travels through this section of the State, he says, "The Eastern Carolina country through which I have traveled is well adapted to the establishment of permanent pastures and a live stock industry that would be a wonderfully fine object with which to supplement cotton and tobacco as well as to return some fertilizer to the ground."

A. Wilson, N. C. bank last week advertised \$1,000,000 to loan on city and county real estate.

In Cumberland County an agricultural board, consisting of one member from each of the seven townships of the county, has recently been organized.

Walter Murphy and Sam L. Rogers both North Carolina political leaders are being prominently mentioned for North Carolina's two Congressional seats, should the present Congress increase the size of the House, and thus give North Carolina two additional congressmen.

Among some of the proposed new projects of public improvements in the town of Dunn and the county of Harnett are: \$500,000 for highways in the county; \$100,000 for the building of power, light and water plant for the town of Dunn, and \$50,000 to increase the educational facilities at Dunn.

The town of Belhaven has just issued \$120,000 for the construction of a water and sewer system in that city, work to begin on the two projects at once.

Two short courses in agriculture began at the North Carolina State College at Raleigh today, Thursday. The expenses of these courses are very small and are open to all farmers or prospective farmers in the state. A large enrolment is hoped for by the authorities.

Dr. Charles E. Maddrey, recently elected as corresponding secretary of the Baptist State Convention, has arrived in the State, and is ready to take up his work. He preached at Chapel Hill last Sunday, where he was formerly a pastor.

Normalcy is returning, in fact, he already returned in Orange county. Cotton mills have reopened and working on full time. The grain crop is expected to be good.

## WEEKLY, THE BEST TO DO ADVERTISING

ADVERTISING IN THE WEEKLY

New York Publisher Points out the Value Accruing by Advertising in the Country Paper, Which is Greater Than Results in Other Publications.

Advertising in the country weekly is the most valuable advertising in the world. Expert advertisers say it is not only the most valuable but the most scientific advertising in the entire world. Advertising in the magazine has to be general, for the reason that the average magazine that you receive today was set in type several weeks ago and the advertising copy was probably prepared several weeks before that. This means that advertisers in the magazines have to anticipate conditions several weeks in advance of the time that the copy is prepared.

This is not so with advertising in the country weekly, for the country weekly has the advantage over the magazine in that the weekly circulates in a comparatively small territory and the name of the merchant or the business man who is selling the goods can be placed in the advertisement. This is impossible in the magazine advertising, which covers sometimes the whole nation.

The weekly newspaper is also considered the best advertising medium in the world by expert advertisers because that it has a more intimate association with the family than a magazine or a daily newspaper.

No local merchant can afford not to advertise in weekly newspapers of the better class. It is a sad commentary upon the small town business men that they don't see the advantage of them carrying an advertisement in the small town paper every single week. The money spent in advertising in the better class of weekly newspapers is an investment and not an expense; and it is the best-paying investment that the merchant can make but not one in a thousand publishers of the weekly papers is compensated anywhere near what he is worth to the merchant or business man, and to the community in which he lives and to whose interests he dedicates his life. Every editor of a weekly newspaper is constantly working in the behalf of every merchant in the community, whether that merchant patronizes the local paper or not; but every merchant of every community unfortunately does not have the business common sense and the business foresight to see that it is to his own personal advantage to help support the country editor by advertising—telling the people in the newspaper what he has, how it can be used and what it costs.—Newark, N. Y. Union Gazette.

## CARTOS—DOUGHTY

Suffolk, Va., Jan. 16.—On Saturday, January 15, at 7:30 o'clock, at the home of the officiating minister, Dr. I. W. Johnson, 321 Saratoga St., Nick Cartos, son of Mr. and Mrs. Gus Cartos, of Greece, claimed as his wife Miss Mamie Causey Doughty of Chuc-stuck, Va., daughter of Mr. and Mrs. S. E. Doughty of Hertford County, North Carolina. The bride was becomingly attired in a blue tulle gown, traveling suit, with hat and gloves to harmonize. The ceremony was witnessed by Charlie Slavin, Mrs. F. R. Ellenor, and Mrs. I. W. Johnson. Immediately after the marriage, Mr. and Mrs. Cartos left for New York and other Northern cities on their bridal trip. After February 1, they will be at home in Suffolk, the bridegroom being the proprietor of one of Suffolk's restaurants. Va.—Phot.

Association, the chief executive wanting the counties to bear part of the expenses of the State Highway.

Senator Stanley Winborne, of this County, introduced a bill in Legislature Tuesday which provides for the retirement of Superior and Supreme court judges, who have served as much as 15 years after they have been on the bench until 70 years of age. His bill also provides emergency judges. Representative Barnes, Hertford County, has been appointed a member of the Roads Committee of the House.

## TIME TO PROVIDE FOR STOCK LAW

SUGGESTIONS BY CO. AGENT

County Agent Miller Suggests That Farmers Have Their Hogs Vaccinated at Once—Also Urges the Building of Permanent Pastures at This Time.

Vaccinate your fall and winter pigs right away. Don't wait until the spring epidemic of cholera breaks out. The old saying that "an ounce of prevention is worth a pound of cure" is doubly true in this case. Hog cholera vaccination is a very economical way of insuring against the worst disease that hogs are susceptible to. Vaccinate and have meat in your smoke house next fall.

Resolve to plant nothing but good purebred seed this year in all your farm crops. Time was when any old kind of seed that would germinate were considered good seed but think that this idea has long since been proven false. It has been proven over and over again in your own county that good pure bred seed increase the value of the crop from one third to one half in amount produced per acre and in quality grown. What right thinking farmer wouldn't spend two or three dollars per acre to increase his yield one third? It's simply a business proposition, men; it isn't an unproven theory. Plant the best seed obtainable regardless of cost. You will find it pays.

Prune your orchard this month and apply a dormant spray of lime sulphur solution. Mix one gallon of the lime sulphur mixture to eight gallons of water and spray on the trees before the buds appear in the spring. For any assistance along any of these lines call on your county agent.

## Start a Permanent Pasture Now

With the stock law coming into effect in February its no longer a question as to whether we want to go to the trouble to fix up a pasture for our stock; it is an absolute necessity, if we want to continue to grow stock for the present high price of wire it would be altogether impracticable to fence up woods land as a pasture. 5 acres of land properly seeded down to grasses and clovers will easily be worth two hundred acres of woods grazing. Of course, the time to have planted a pasture to have been ready for the stock law would have been a year or two ago but it is not too late to mend. Get busy the next few weeks and prepare to get your pastures seed in the soils as soon as the weather begins to moderate, say about in a month.

A good pasture mixture for this section is as follows: 10 pounds Alsike clover, 4 pounds white corn, 4 pounds bur clover, 4 pounds of Red clover and eight pounds each of Italian, Rye Grass, Sudan Grass and Red Top Grass. This mixture will cost about \$10 per acre and will easily be worth \$75 per acre each year.

The County Agent will be glad to assist you in securing the best seed and method of planting. Write him or call him.

—H. L. MILLER, County Agent

## MENOLA NEWS

Herbert Britton has moved to his new home near St. Johns.

J. W. Barrett of Menola was in the town of Woodland Thursday.

R. B. Britton of Menola was in Woodland Thursday.

H. R. Britton of St. Johns was a visitor in Woodland Thursday.

B. F. Chitty and C. A. Vinson were in Woodland Thursday on business.

F. B. Parker of Menola was the guest of E. L. Chetty at Murrefreesboro Thursday.

H. R. Britton and his wife were the guests of Mr. and Mrs. R. L. Britton last Wednesday night.

Henry Brown spent last Wednesday in Winton on business.

C. A. Vinson went to Murrefreesboro on business Saturday.

F. B. Parker of this place spent Thursday in Ahoskie.

Sam Liverman and Jimmie Brantley of Union were the guests of Mr. and Mrs. R. L. Britton.

See that your subscription is kept in advance. We will be compelled to drop some of our subscribers unless they settle by January 1.

## GOOD ROADS FOR THE FARM FOLKS

STATE SHOULD BUILD ROADS

Justice to Farmers in Road Building Demands That State Should Construct and Maintain the State Highway—Governor Morrison Would Let County Aid.

Chapel Hill, Jan. 19.—Up to the present time, the counties have been compelled to spend the major portion of their road funds on the main highways connecting the principal cities and towns, which are used largely for commercial purposes. Even with the maximum expenditure of funds and energy on these main roads, they are kept in very poor condition. The great majority of our farming class do not receive any direct benefit from these main highways, although they are helping to pay for their construction and upkeep. The average farmer is very vitally interested in the county or it has not funds for both the main highways and the secondary roads. If the county roads were improved the farmers could reach the main highways with maximum loads and thus derive the fullest benefit from both county and main highways.

By the State's taking over these main highways for construction and maintenance, the counties will be relieved of this burden and can use the own road funds for building and maintaining the county roads leading out into the various farming sections and thus give the average farmer a good chance at a better transportation system. There are about 47,000 miles of these county or secondary roads and the task of keeping these in good passable condition will require all the funds the counties can raise.

The plan offered by Governor Morrison in his inaugural address to force the counties to pay a portion of the cost of construction of the main highways and all the cost of maintenance, with divided authority as to expenditure, would result in unbusinesslike methods, dissatisfaction, and even more chaotic state of road building than we have now. Even if the plan were feasible it would only serve to further discriminate against the farmer for the funds demanded by the State under this plan for construction and maintenance would not only take all funds that might otherwise be used on county roads but would be overburdensome to the rural counties, and any other which may happen to be heavily in debt.

It is therefore up to every farmer in North Carolina to see that the bill for a State system of highways, that provides for State control, State financial responsibility, and State protection, is enacted into law by the present General Assembly.

## HE'S SATISFIED WITH 725 POUND BRIDE

Venice, Cal., Jan. 8.—John H. Hamilton, of this city, is ready to tell the world that fat women make the very best sort of wives. John recently married Alma Selms, a comely maiden of 725 pounds, and believes he ought to know. He weighs only 150 pounds but to him the disparity in their weight didn't make a bit of difference. He had loved Alma a long time, and what gave him particular delight was her sweet disposition.

"We were kids in Bunker Hill, Ill, when we first met," said Hamilton in telling of the romance. "The parents of Alma and myself were neighbors. We attended school together, shared lunches and walked to and from the school house.

"Alma grew rapidly—when she was thirteen she weighed 300 pounds—but our love grew in proportion. I took her to the dances for the other fellows were afraid to dance with her. However, as a matter of fact she danced beautifully and does yet."

Mrs. Hamilton is 5 feet and ten inches tall and measures seven feet around the waist. One of her sisters who was bridesmaid at the wedding weighs 420 pounds. She has five other sisters and brothers, but they are all of normal size.—Exchange.

Does your label bear the numerals "1921"? If not, we suggest that you send remittance.

To prevent a cold take 666.—adv.

## WEEKLY PAPERS OFTEN TOO CHEAP

HOME NEWSPAPER TROUBLES

Survey Shows Typical Well-Known New York Weekly Run at Loss—Ad Rate Too Low—Publisher in a Labor of Love in Many Instances.

Until recently country publishers and printers, like farmers, have had no accurate knowledge of what it cost them to produce advertising and also printing. Comparatively few have even now, but they are gradually coming to realize that the business which is supposed to give them their livelihood, and at the same time to net them a respectable reserve, had been conducted on a guess-work basis that was far from correct.

T. H. Alvord, of Livonia, recently made a survey of a well known weekly in Western New York. In this typical country plant, with two men besides the owner, the paper has been produced at a marked loss every week this year. This office is equipped with efficiency and conducted efficiently. Yet the weekly cost of producing the paper of eight pages, 6 columns to the page, is \$138.78.

During the first nine months of the year '20, per cent of the total space was devoted to advertising, which also made the actual cost of producing the advertising itself \$144 a column inch. Advertisements and circulation, of course, are the only sources of income for a newspaper, and in as much as the circulation income of the average country weekly never covers proportionate cost of producing the paper, that deficit must be met by the other and only source of income, from advertising.

Last July this paper increased its subscription rate from \$1.50 to \$2.00 a year, though little return will come from this increased rate until next year. But even by computing, for a year 1050 subscriptions, at \$2.00 for each one (\$1,200), and 56 per cent of the paper devoted to advertising (\$5,035.56), it is necessary for this paper to get, on an average \$1.182 a column-inch on all of its advertising in order to meet expenses alone. As a matter of fact the average selling price of advertising in this paper for the first nine months of this year was \$1.79. So in addition to making no profit, which should have amounted to \$34.69 each week, the paper lost at the rate of .3 of a cent an inch on all the advertising that was printed.—N. Y. Extension Service News.

## VANN—NORWOOD

Goldsboro, Jan. 15.—One of the most important social events of the season was the marriage on Tuesday evening at the First Baptist Church of Miss Mary Norwood, and Graves Vann, of Greenville, S. C. The Baptist Church was beautifully decorated in palms, evergreens and white roses, "My Eyes," before the bride and the Miss Crabtree rendered the solo "Beau groom entered. Mrs. George Bynum presided at the organ. The bride was attended by Miss Lillian Shaw of Winton, as maid of honor. While the groom was attended by John H. Payne of Charlotte. The ceremony was performed by Rev. Dr. W. Key, of Atlanta, an uncle of the bride, assisted by Rev. George T. Watkins, the pastor. After the marriage a reception was given at the home of the bride. The out of town guests present were: Rev. Dr. Key, of Atlanta; Mrs. Jno. E. Vann and Miss Louise Vann of Winton, N. C., Mr. and Mrs. Norwood of Columbia; Misses Minnie Mills and Julia Lannon of Wake Forest; Bert Graves of Charlotte and Mrs. W. F. Watson of Athens, Ga.—Greensboro Daily News.

Mr. Vann is widely known in Hertford County and the entire eastern section of the State. He is the only son of Attorney and Mrs. Jno. E. Vann of Winton. He received his education at Wake Forest College and the State College at Raleigh.

Mrs. Vann is also known favorably in Winton and Ahoskie, having visited in the former town.

Rob-M-Tiem relieves Rheumatism, Neuralgia, Sprains.—adv.

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