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NATIONAL ADVERTISING REPRESENTATIVE American Press Association, New York City

TUESDAY MORNING, JANUARY 3, 1928

If Hickman keeps confessing to murders that he has committed, he will need as many lives as the proverbial cat, in order to receive justice.

Johnston county girls will have to do some wooing during Leap Year, if they beat the opposite sex at getting matrimonial knots tied. Fifty marriage licenses during the week of Dec. 22-29, was the record of the Johnston county register of deeds.

HELP US TO MAKE A NEWSY SHEET—

The Herald is always anxious to print news. Accounts of marriages, births, deaths will be given ample space when they are news. However, after space has been given for a good account of a thing, second write ups, unless they contain information not told in the first account, will, in future, be charged for. Anniversary obituaries will also be charged for.

If a happening in your community has not been reported, send it in. In fact, do not wait to see if it is going to be reported, but send it in anyway. We have a fine lot of correspondents, one in almost every community, but they cannot always get everything that happens. They will appreciate it if you will report to them, or send it direct to the Herald. We have to depend upon the public to make our paper interesting, and as we begin the new year, we bespeak the cooperation of our friends in making the Herald what we would have it be—Your paper. Many an interesting news item in the county fails to get in the paper, because we do not hear of it. Help us to make a newsy sheet in 1928.

Christmas around Smithfield was observed very quietly. Officials had practically nothing to do in the way of keeping order. There may have been some drinking but those who imbibed were careful to respect the rights of others and made no trouble. There are folks who try to believe that prohibition is worse than the licensed sale of intoxicants. But we are of the opinion that Christmas would have been much less quiet if open barrooms or dispensaries had been in operation. One reason we believe this is because the effect of prohibition was felt almost everywhere. A quiet Christmas was the rule.

Even economy has its disadvantages. We hear on all sides about extravagance of government, and certainly there is ground for

comment, but there is nothing as being too economical. Curtis D. Wilbur, secretary of the navy, has been called upon by Representative Black to hand in his resignation, because he failed to maintain the navy at its proper standard of efficiency and indirectly was responsible for the submarine wreck that cost six lives. The sunken submarine lies in a hundred feet of water off the coast of Provincetown, Mass. The men were trapped in the torpedo room. Work still goes forward to raise the sunken craft even though hope for the imprisoned men has been long abandoned. It was an awful disaster, and one that Representative Black thinks is inexcusable.

PICKED UP HERE AND THERE

Travelers over the old Smithfield and Princeton Highway last Sunday were wondering what is going to happen to Capt Jack's Railway. A large freight locomotive pulling more than one hundred A. C. L. box cars was seen on the track and when the travelers returned several hours later, they found that the locomotive had disappeared and that the box cars in groups of ten and twelve were strung along the steel rails for more than two miles. At the Holt Mill Crossing, one traveler noticed that there seemed to be an interminable string of cars extending toward the Goldsboro terminal of the retired railway.

"What does it mean?" asked one who was endowed with feminine curiosity.

"It may mean several things dear," was the answer. "It may mean that the cars are there to keep any one from stealing the track. It may mean that some bootlegger has ordered them placed there so he can ship a little Johnston County Corn. It may mean that the A. C. L. is hiding the cars from the tax collector. It may mean that the A. C. L. wants to furnish some light wood for the poor farmers down this way. It may mean all of these or none of these. If you want to know exactly what it means, why don't you ask Jimmie Campbell."—A.

Some young flapper has been corrupting the language of "Uncle Richmond," one of the colored janitors at the court house. Saturday night, "Uncle Richmond" was passing up Market Street when he looked across the street and saw the brilliant lights of N. B. Grantham's new store. "That's a dear little place," commented the well-known old darkey. Then he added: "It sure do look sweet."

A farmer came into our office one day last week and gave an advertisement concerning some farms that he has for rent. We were struck with his sense of humor and also impressed that he knew a certain class of renters when he said, after giving us the information about the kind of renter he would like for his farms: "I have a good mind to add this: No one need apply who does not possess at least two good Fords and some fishing tackle!"

"Perfumed baths will be next in order" declared an outraged citizen of Johnston county in our office recently. What had so riled this citizen was the amount of tax that he has to pay, one reason for it he thinks, is an extravagant government. He wanted to know what was the idea in spending several thousand dollars to put up stronger guards on the jail windows, when the jail birds can be kept from getting out by locking them in a cell. Then he remarked emphatically "Perfumed baths will be next in order."

The Letter Box

MR. ALFORD WRITES FROM CLEVELAND, OHIO.

To the Editor: I have been intending to write you a few items for some time. As Christmas has just passed, I will tell you something of what Christmas and "Santa Claus" means in a great city, and "Uncle Sam's" facilities for handling it. During Christmas week stamp sales for parcel post, and insurance, alone, amounted to more than half a million dollars. This does not include the regular mail and Christmas cards of the two-cent variety. Cleveland has 128 sub-postal stations and 14 division postoffices the carriers work out from; two parcel post offices (one dispatches the outgoing, the other distributes the incoming parcels), and the general postoffice. Our sub-station is number 11, being across the street, it has been interesting to watch it is not the largest, nor the smallest, but an average. All the week they have been taking three truck loads (regular moving vans) daily of parcels. This would mean about 400 truck loads leaving the city daily. When all this is rushed on the trains one can see why the mails and Christmas parcels are delayed and carried by I can now understand Uncle Sam's slogan, posted in all postoffices about December 1: "Shop and Mail Early."

I saw in today's paper that the Christmas week sales in the retail stores amounted to more than fifteen million dollars. Still they say it is "hard times" with 96,000 unemployed men in the city. That is a lot of idle men, but I understand the steel mills and many other industrial plants are to start up soon.

We are beginning to have real winter. About ten days ago we had a 6-inch snow that is still with us and it continues to snow a little every day. It is very fine and dry and will drift back and forth over night. On the street under traffic it works out to the curb in ridges and looks very much like Johnston county sand.

I hope you, and all the folks at home had a merry Christmas. With best New Year wishes to all. R. H. ALFORD, Cleveland, Ohio, Dec. 26.

Chevrolet Company Presents New Car

STARTS ON PAGE ONE

The new line achieves to a degree hitherto unexampled in the low priced field a standard of smartness, advanced performance, striking color combinations, completeness of equipment and minute attention to style, comfort and luxury.

The new car has a distinctive big-car appearance entirely foreign to its price class. This is achieved by adding four inches to the wheelbase, bringing the present total to 107 inches.

The four inches that have been added to the frame materially increase the beauty, and the effect of bigness, of the finished product.

Stressing the beauty of line are new honeycomb Harrison radiators of deep, lender, graceful design. Their added depth has so raised the front of the car that from the cowl to the base of the new low radiator cap the line is unbroken and nearly level.

Radiator shells are of non-rusting airplane metal; while thermostat control of the cooling system is an additional feature.

Complementing the extra four inches in wheelbase is increased length in several of the body types. The coach body is five inches longer than a year ago. The sedan body likewise has been increased two and three-quarter inches.

Among the many new body refinements is a fully inclosed and directly lighted instrument panel, oval in shape, with the speedometer, ammeter and oil gauge in full view for day or night driving. All passenger models have larger 30 by 4.50 balloon tires and steel disc wheels as standard equipment. Other standard equipment includes stoplight, rear vision mirror, gasoline gauge, complete tool set, and theft proof steering and ignition lock. Additional equipment is standard with individual models.

All closed bodies are by Fisher, styled and designed with the smartness and beauty for which the Fisher name is famous. All are of composite steel and hardwood construction of the type found on the highest priced cars. And all are finished in genuine Duco colors—five beautiful combinations on the seven models.

The Imperial Landau is finished in Cossack brown Duco with Mountain brown body beading and gold

striping; the coupe and sedan in Faunce green Duco with black body beading and striping in golden yellow; the sport cabriolet in Dundee gray Duco with Brocattelle green Duco beading and gold stripe; the coach in Avenue green Duco, Tartan tan wheels, black beading and striping in gold; and the open touring and roadster in Falmouth gray Duco with body beading in black and striping in French gray.

Mechanically the car has been improved to parallel in performance, speed and roadability its new beauty and advanced body design. It is powered by an improved valve in head engine that in road tests developed 34.6 per cent more power and approximately five more miles per hour than the previous Chevrolet engine.

New features developed in the engine include a new motor enclosure which completely covers the valve lifts and makes for a quieter and cleaner engine. New crankcase breathing system which eliminates the leakage of engine fumes thru the body of the car; new two-port exhaust; new alloy constant contact "invar strut" pistons, new hydro-laminated camshaft gears, improved mushroom valve tappets, and larger camshaft.

An oil pump provides efficient lubrication to all bearing surfaces; while an AC oil filter and an AC air cleaner protect all moving parts of the engine from dirt and other foreign matter, thus adding materially to the life of the motor.

The new four-wheel brakes represent an outstanding achievement of General Motors and Chevrolet engineers. They are the non-locking type, with positive brake linings.

Front brakes are internal expanding and rear brakes external contracting. Front and rear brakes have been proportioned to prevent side drag or pull. Their total braking service amounts to 189 square inches.

Each brake has an individual, easily assessable adjustment, while "stops" are provided at the wheel to simplify the adjustment operation. So accurately has the leverage on the foot pedal been worked out between the front and rear brakes that maximum application of the brakes is obtained with a very slight pedal pressure.

In addition to the four wheel brakes the new cars have an emergency brake, with an additional braking surface of 70 square inches. It operates entirely independent of the four wheel service brakes, thus assuring adequate braking facilities at all times.

Another important achievement in the 1928 line of the cars is the new shock absorber semi-elliptic springs which run parallel to the frame and equal 84 per cent of the increased wheelbase of the car. The springs represent still another innovation pioneered by Chevrolet engineers.

They provide 50 per cent better riding qualities than the old type of springs, according to observers. In developing the new springs, Chevrolet engineers strove not only for smooth boulevard driving but also for maximum comfort at high speeds over rough roads.

This end could be attained, they discovered after exhaustive testing and experimenting, through increasing spring friction by putting reverse "checks"—two to each spring—midway between the center shackle and the spring end. These "checks" resemble inverted steel bows with the center section pressed down against the top spring leaf under 600 pounds of pressure.

The new models have a slender 17 inch walnut finished steering wheel, while increased steering ease has been attained by the inclusion of several new features. Ball bearing thrusts have been added to the steering mechanism, and the steering ratio has been increased from eight to nine and one half to one. Transmission, universal joint and rear axle are of the dependable construction that gave such satisfactory service in the "Most Beautiful Chevrolet," as is the electrical system. An index of the safety of the electrical equipment and the approved vacuum feed type of system with safety tank in the rear, is the fact that underwriter's approval gives the lowest fire insurance rates.

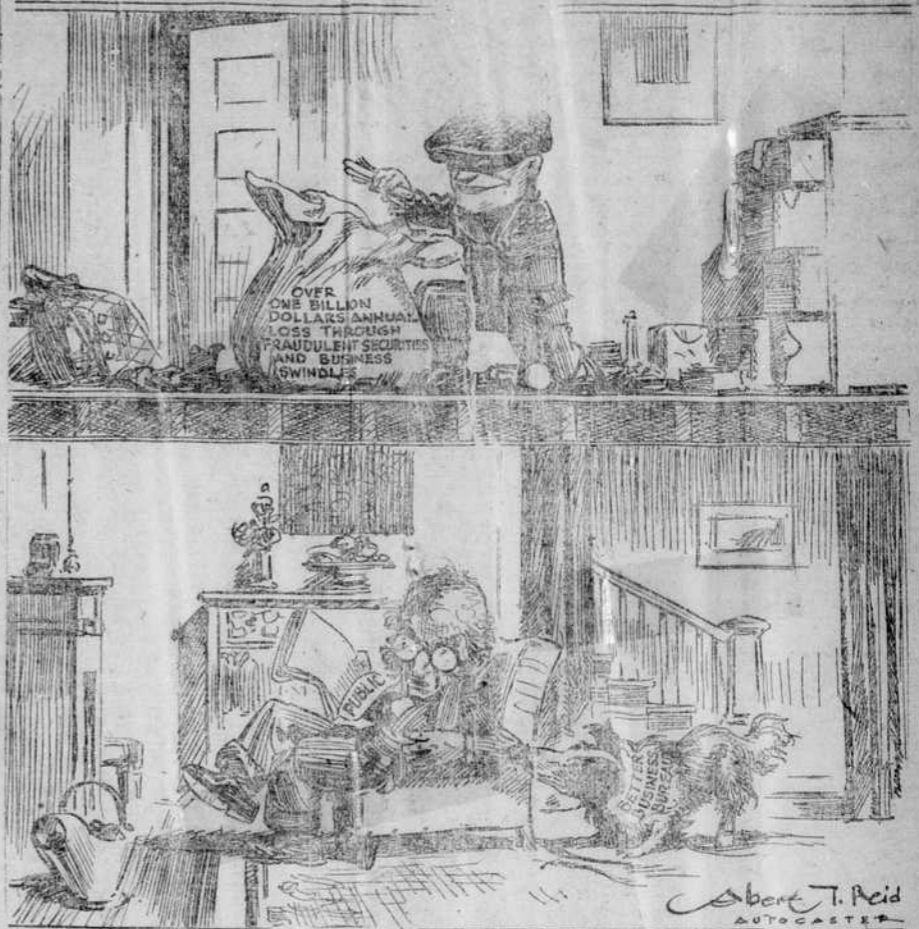
The chassis, in addition to its 4-inch increase in length, has a new extra strong front axle. The frame is of channel steel 4 3/4 inches deep, with five rigid steel cross members. Stewart vacuum fuel feed has been retained, and also the safety ten-gallon gasoline tank with a gas gauge in the rear where a wide steel rear cross member protects it.

The lubrication of the chassis is by the Alemite pressure gun system.

All models have one-piece, deep fender crowned fenders of heavy

Better Pay Some Attention To Him

By Albert T. Reid



BETWEEN YOU AND ME : By N. E. H.

AND ITS human nature. TO THIRST after that. WHICH ONE is deprived of. AND SHE'S nearly two. AND NOT quite capable. OF UNDERSTANDING all. THAT GOES on about her. BUT THERE'S one thing. SHE'S WELL aware of. AND THAT is. SOUR PICKLES are pleasing. TO HER. AND THAT'S the very thing. HER MOTHER is unwilling. FOR HER to partake of. AND THAT'S the very thing. SHE WANTS most. AND THE other day. AT DINNER. THERE WERE pickles. ON THE table. AND THE baby pointed. AND BABBLER in her. BABY WAY for them. AND HER mother. FIRMLY INFORMED her. THERE WAS nothing doing. AND BEING myself. VERY TENDERHEARTED. REMONSTRATED WITH the mother. AND PLEAD baby's case. AND I was coolly told. THAT SHE was raising. THAT BABY. AND IF I expected her. TO FEED the baby pickles. AND GIVE her colics. AND MAYBE spasmodic croup. I WAS sadly lacking. IN THE upper dome. AND THE baby cried pitiful. AND WHEN her mother. WENT INTO the kitchen. I HANDED her. HALF A pickle. AND SHE was eating away. WHEN HER mother came back. AND BOY, when she saw it. SHE WAS some mad. AND ASKED how she got it. AND DOLOREZ being. LIKE ALL other women. COULDN'T KEEP a secret. AND STARTED pointing. AND BABBLING da-da-da. AND AS my punishment. I WAS made to walk the floor. WITH HER that night. WHEN SHE had the colic. I THANK you.

Announcement:

We Are Now In Our New Store

We thank our customers and friends for their liberal patronage last year and we will strive to merit the same in 1928.

WE WISH YOU ALL A HAPPY AND PROSPEROUS NEW YEAR



Calendar for January 1928 showing days of the week and dates.

Under The Sign Of Aquarius

-- (water carrier) -- comes January. A good time for you, Mr. Merchant, to "pour" a few dollars into Advertising in the

The Smithfield Herald

-- and satisfy the "thirst for Bargains" of the local populace!