

National Advertiser Convinced Newspaper Advertising Effective

That large corporations are firm believers in newspaper advertising is evident by a letter received this week from H. T. Ewald, president of Campbell-Ewald Company, which agency handles the huge advertising contract for the Chevrolet Motor Company, and has seen fit to carry consistent schedules in The Perquimans Weekly.

Mr. Ewald's letter follows: "The Perquimans Weekly, Hertford, N. C.

"Dear Editor: "I was thumbing through a copy of Ralph Waldo Emerson the other day and I saw a phrase which started me thinking about my many years of friendly association with advertisers and publishers and which prompts me to write you this letter of greeting.

"The phrase was as follows: 'The silence that accepts merit as the most natural thing in the world is the highest applause.'

"Now, that sentence may be perfectly true. It certainly expresses the attitude which almost all of us have taken in the past toward many people and many institutions that we admire and appreciate the most. But I believe that the troublesome years which we have now happily put behind us have altered that attitude and made all of us a bit more ready to think of the other fellow and to applaud the job that he is doing, not just silently, but out loud so that he can hear and know.

"And so I am writing to you and to a number of other publishers throughout the country today to congratulate you on the splendid job which you have been doing and to thank you for the fine contributions which you have made to the growth and prosperity of the Campbell-Ewald Company and its clients.

"All advertising media are important, of course, but the Campbell-Ewald Company has always considered the newspaper the most vital factor in influencing the local market for a national producer, and we and our clients continue to hold this same conviction today.

"Our largest individual client, the Chevrolet Motor Company, has just completed the most successful year in its history. It has sold 1,125,000

1936 Chevrolets, taking first place in both passenger car and truck sales for the seventh time in the past ten years. It has also sold more than 2,000,000 used cars, breaking all previous sales records in that important field as well. All of which, you will agree, is a magnificent selling achievement.

"In that achievement, the newspapers of America—your newspaper—have played an important part, and I want to thank you most sincerely on behalf of the Chevrolet Motor Company and my own organization.

"All of our other clients, in many other lines of business, have likewise enjoyed a highly successful and profitable year, as has the Campbell-Ewald Company itself.

"In the achievements of these organizations also the newspapers of America—your newspaper—have played a leading role and I want to thank you on behalf of these clients, too, for the fine support and co-operation which you have always given to them and to us.

"This has become a rather long letter, but that line of Emerson's did start me thinking and did cause me to decide to make my appreciation evident.

"My thanks to you again and my very best wishes for a Happy, Prosperous New Year in 1937."

Says Pecan Trees Are Good Farm Investment

Although pecan-growing is not a get-rich-quick scheme, a few pecan trees or a small orchard is a sound investment for North Carolina farmers, particularly those in the central and eastern counties.

A few pecan trees in the farm yard will furnish pleasant shade in summer and make an attractive background for the home, and the nuts may be marketed at a good price.

Robert Schmidt, associate horticulturist at the N. C. Agricultural Experiment Station, says that pecans thrive on a variety of soils; heavy clays, light sandy soils, and river bottoms that are well drained.

The trees will not do well on soils underlain with quicksand or hardpan, or on lands that is too wet.

Before setting out pecans, the land should be well cultivated. The young trees may be set out in the late fall or early winter. Where winters are severe, they should be set out in early spring.

Detective Nick Solves a New Mystery



Sam Levene, William Powell and Myrna Loy in "After the Thin Man" feature picture to be shown on the opening day, Friday, at The State, Hertford's handsome new theatre.

Trees three to four years old and four to six feet in height are, best for transplanting. Older and larger trees are harder to set out, more expensive to buy, and less likely to live. In this State budded trees are better than root-grafted trees.

On the coastal plain a number of standard varieties may be grown successfully. Schmidt recommends Schley, Stuart, Success, Pabst, Alley, and Moneymaker. Mahan and Brake's Seedling are also promising new varieties, he said.

For the lower Piedmont area the Stuart variety is probably the most reliable. In the upper Piedmont and the mountain counties Schmidt recommends the northern varieties such as Indiana and Busseron.

Trees should be planted 60 feet apart, each way, when setting out small orchards. They may also be placed in yards, fence corners, and other convenient places around the farm.

MRS. EVERETT RECOVERS

Mrs. J. E. Everett is recovering from injuries she received last week when she slipped and fell on the bathroom floor at her home in Hertford. Mrs. Everett was confined to her bed for a couple of days as a result of her injuries, but is now able to be back at her duties at the store of H. C. Stokes.

Says Radical Changes Necessary To Reduce Motor Car Killings

Only radical revision of highway accident prevention methods will effect any substantial reduction in the 37,000 annual motor car killings in the United States, Labert St. Clair, of Washington, D. C., Director of the Accident Prevention Conference, declares. He based his assertion on information gathered by him in interviews on an 8,000 mile transcontinental trip, just completed, on which he discussed the accident situation with state and city officials, safety workers, transportation men, drivers and pedestrians, and also on written reports from all states which he did not visit.

"The chief difficulty with most present national accident prevention campaigns is that they ignore many major causes of the ghastly situation," he said. "They cast blame for killings on the driver and criticize him largely to the exclusion of other causes. Whether the situation justifies this method or not, it is decreasing total deaths. During 1936 the driver has been the chief objective of a drive supported by the automotive industry, and highway deaths have been more numerous than during any other year in history.

"The argument advanced that while deaths have increased during 1936, they are fewer in proportion to the miles driven does not impress the general public. It is demanding fewer total deaths, regardless of miles driven.

"Deaths can be decreased if the nation will face the facts about all major accident causes and adopt and enforce remedial measures regardless of selfish protests.

"One of the most important death causes generally ignored publicly, but recognized by all informed persons, is the temptation to speed, under dangerous conditions, held out to drivers. They are supplied with cars capable of making 100 miles an hour, given lights unsafe at more than 40 miles, permitted in many states to run vehicles that have not been inspected, and then urged to drive safely. Of course smash-ups and deaths follow. They will continue to increase until more protection is given the careless driver against himself. The temptation to press the accelerator down to the floor regardless of inadequate lights, bad roads, and strong laws, or anything else is too great for most drivers to resist, especially in rural sections after dark. And it is there and then that the most horrible accidents are occurring."

The Conference, formed by Secretary Roper at the request of President Roosevelt, now has set up contacts in all states, and will work for improved legislation with safety groups in all legislatures which will meet during 1937.

LEGAL NOTICES

North Carolina In the Perquimans County Superior Court Before the Clerk

Arabella Morgan and husband, E. U. Morgan, Elizabeth Britt and husband, J. T. Britt, Adelaide Gregory and husband, J. A. Gregory, heirs at law of Henry Elliott, deceased, and Eddie Harrell and wife, Selam Harrell

vs. Viola Mae Britte, daughter of Mary Jane Bright, heir at law of Henry Elliott, deceased, and Ralph Odell Britte, son of Viola Mae Britte.

Notice of Special Proceedings For Sale of Land For Division of Henry Elliott, Deceased

SUMMONS The above named defendants and each of them will take notice that a Special Proceeding has been instituted in the Superior Court of Perquimans County, N. C., before the Clerk, for the purpose of selling the lands of Henry Elliott deceased, for partition, said lands containing one hundred one acres, more or less, and that they the said defendants are proper parties as the heirs at law of their mother and grandmother res-

pectively who was a daughter of the said Henry Elliott, deceased.

This the 6th day of January, 1937.

W. H. PITT, Clerk Superior Court.

C. R. Holmes, Atty.

STOCKHOLDERS NOTICE The annual meeting of the holders of the Perquimans County Bank, Hertford, N. C., for the election of directors and the action of any other business may properly come before the meeting, will be held at the office of the said Bank on Tuesday, the 10th day of January, 1937, between the hours of 3 and 4 o'clock P. M.

Congratulations To W. T. CULPEPPER On the Opening of the STATE And Selecting Hertford In Which to Locate DARDEN BROS. HERTFORD, N. C.

Congratulations W. T. CULPEPPER We are proud to have wired the new STATE THEATRE In Hertford

City Electric Co. ELIZABETH CITY, N. C.

We Congratulate W. T. CULPEPPER On the Opening of the New STATE THEATRE And Wish Him Much Success

Quality Merchandise Right Prices J. C. Blanchard & Co., Inc. "BLANCHARD'S" SINCE 1832 HERTFORD, N. C.

The SNAPSHOT GUILD WHEEL PICTURES



The motion of the ferris wheel was stopped at 1/100 second at f.8. The exposure of the still locomotive wheel was 1/10 second at f.16. The wheel of the barrow was taken at f.8, exposure 1/25 second, after a long study of lights and shadows and much changing of camera position.

"The world is a wheel."

WHEELS—man's first invention—make photographic subjects of absorbing interest. There is a lot of fun in making a hobby of wheel pictures.

There are so many kinds of wheels—wagon wheels, spinning wheels, automobile wheels, locomotive wheels, water wheels, atsering wheels, cog wheels and the thousand and one other sorts and sizes used in machinery. And every one of them, when pictured in a photograph, tells some kind of story of human interest.

Wheels tell you tales of speed and power; they are witnesses to man's inventiveness and ingenuity; from the wheels of the ox-cart to the landing wheels of an airplane, they symbolize the history of man's progress; new wheels tell of life and activity; old wheels, broken and abandoned, spell obsolescence, decay and the end of things. What a stimulus to philosophic reflection are pictures of wheels!

Wheels to photograph may be found everywhere—in junk heaps and farmyards, in streets, in factories, in your own home. Photo-

graphically, their many patterns and the shadows of their patterns offer a variety of fascinating studies. Wheels are easy to photograph. You can be leisurely in your preparations, unless, of course, they are wheels on a moving vehicle. As still subjects, you have an opportunity to use time exposures on them if needed, not forgetting a small stop opening for sharp detail, particularly for shadows. Wheels provide subjects for striking angle shots, especially when they form a part of masses of machinery in factory or engine room.

Pictures of wheels call for close-ups. They should fill the view finder. Often when the impression of size and strength is desirable, the print may be trimmed so that the wheel crowds the picture space to the limit.

When wheels are in revolution, don't think you should always use a fast shutter speed. Blurred spokes in the photograph will give the sense of motion just as they do to the eye.

Try some pictures of this intriguing subject, and may the wheel of fortune favor you.

JOHN VAN GUILDER.

Congratulations . . . The New STATE THEATRE BUILT BY William H. Bartlett For W. T. CULPEPPER "A Typical Bartlett Constructed Building"