

THE PERQUIMANS WEEKLY

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FRIDAY, FEBRUARY 4, 1938

THIS WEEK'S BIBLE THOUGHT

A HOMELY SIMILE: He shall cover thee with his feathers, and under his wings shalt thou trust; his truth shall be thy shield and buckler.—Psalm 91:4.

EVERY REASON TO TRADE WITH HOME MERCHANTS

There is a continuous effort to centralise merchandising in the cities. Merchants and mail order houses are seeking the trade of the country people, those of the small towns and the farms. That they are succeeding to too great an extent in those towns where the home town merchant is not on the job is undeniable.

There is little reason why Perquimans County folks should spend their money with mail order houses and out-of-town merchants, and every reason why they should not. It is a fact that the shops and stores in Hertford are, for the most part, far better than those in the average small town. The matter is a source of frequent comment by visitors who express surprise that there are such shops in a town of the size of Hertford.

There is a reason for this. It is not just an accident that Hertford merchants have been able to maintain this reputation. The stores of Hertford could not have been stocked with the quality of merchandise that they carry if the merchants had not had the support of the people of the surrounding country. Hertford merchants do a surprising volume of business, which gives them advantages.

In supporting the home town merchant, Perquimans folks are serving their own best interests, because just so long as, and in exactly the same measure that, the local people give their patronage to the home town merchant just so long and just so well can he continue to serve them as well as, or better than, the merchant of the larger towns at a distance, which is one of the contributing factors to the progress of the community.

For there is more to this question than simply maintaining good shops and stores for the convenience of the home folks, or than contributing to the success of the home merchant. The rural community is a merchandising, social and cultural center. The country town serves the people of the town and of the farm homes surrounding the town. It creates real estate values for both town and farm property. All Perquimans is affected by the success or failure of the home town merchant.

Of these three functions of the rural community the first essential is the merchandising facilities. Without the places in which to buy and sell, without merchandising facilities, the town would not long exist, and with the passing would go property values, both in the town and on the farms.

When we spend our money with the home town merchant we are not only helping the merchant to give us better service now, we are strengthening the foundation on which rests our prosperity in the future.

CONGRATULATIONS

Congratulations to A. Linwood Skinner and his corps of assistants who were responsible for the success of the President's Birthday Ball.

The young people enjoyed the ball and the proceeds make a worthy contribution to the funds for use in the fight against infantile paralysis. This is a good beginning.

FAREWELL PARTY

Miss Betty Lordley, who has recently moved to Richmond, Va., was honored at a farewell party given at the home of Miss Helen Mae White, on Friday evening.

The honoree received a shower of parting gifts and the young people enjoyed games. Dainty refreshments were served.

Those present included Betty Lordley, Pat Edwards, Frances Newby, Geneva White, Anne Tucker, Jean Newbold, Dot Perry, of New Hope, and Leigh Winslow, Billy Blanchard, Francis Nixon, Billy Umphlett, Billy White and Joe Nowell.

DR. ZACHERY MOVES

Dr. John W. Zachery, Hertford dentist, is now located on the ground floor. Formerly located on the second floor of the Shannonhouse Building, above the postoffice, Dr. Zachery has moved into the former offices of Dr. T. P. Brinn, in the Johnson Building, on Market Street.

CUMBERLAND

Mr. and Mrs. J. E. Perry visited Mr. and Mrs. J. H. Miller Saturday evening. Rev. J. H. Miller, of Hookerton, Mr. and Mrs. H. T. West, of Ayden, spent the week-end with Mr. and Mrs. J. H. Miller. Mrs. Effie Miller spent Sunday as the guest of her sister, Mrs. T. E. Madra.

Mr. and Mrs. Charlie Umphlett and children, of Winfall, visited Mr. and Mrs. T. E. Morgan Sunday.

Mr. and Mrs. J. V. Roache and daughter, Amy Vans, of Winfall, spent Sunday with Mr. and Mrs. Ernest Stallings.

Mr. and Mrs. D. L. Barber and children and Johnny Simpson, of Winfall, spent Sunday with Mr. and Mrs. George Roach. Those calling in the afternoon were Mr. and Mrs. C. L. Godwin and Mrs. Susan Etheridge.

Miss Esther Perry spent the week-end with Miss Marjorie Perry, at Belvidere.

Mr. and Mrs. J. E. Perry spent Sunday afternoon with Mr. and Mrs. E. C. Hollowell.

Miss Ruth Hurdle spent the week-end near Wallaceon visiting relatives.

Mr. and Mrs. Kenneth Miller visited in Rocky Hock Sunday.

BELVIDERE NEWS

Miss Esther Perry, of Cumberland, spent the week-end as the guest of Miss Marjorie Perry.

Miss Catherine White, a student at Norfolk Business College, was the week-end guest of her mother, Mrs. H. P. White.

Mr. and Mrs. Lloyd Winslow and family, of Whiteston, were guests of Mr. and Mrs. I. S. Winslow Sunday.

Jack Anderson spent the week-end in Raleigh as the guest of relatives.

Mr. and Mrs. R. M. White and son, Jay, of Norfolk, Va., left Thursday, after a few days' visit with Mr. and Mrs. L. J. Winslow.

Miss Attie Chappell, Miss Elizabeth Elliott, Miss Mary Elizabeth Winslow, Miss Marie Anderson, Hamby Chappell and Fentress Winslow attended the Young Friends Conference at Guilford College Saturday and Sunday.

Miss Burnette Winslow, of Whiteston, was the week-end guest of Miss Sara Mae Chappell.

Mrs. E. L. Chappell returned home Sunday after spending sometime with her aunt, Mrs. Emily Copeland, at Woodland. She was accompanied home by Mrs. Copeland, who will spend sometime here.

Mr. and Mrs. L. J. Winslow and Mrs. H. P. White were guests of the Rev. and Mrs. G. W. Lowe, at Winfall, Sunday.

SNOW HILL NEWS

Mr. and Mrs. Moody Harrell, accompanied by Mr. and Mrs. Joe Harrell, of White Hat, spent Friday in Norfolk, Va.

Mr. and Mrs. Jesse Harrell spent Friday afternoon in Elizabeth City.

George W. Wood and Evelyn Harrell are on the sick list with measles. Both are now improving.

Mrs. Martha Cartwright is ill at the home of her son, Ernest Cartwright.

Mr. and Mrs. Marvin Benton, of Old Neck, spent Sunday with Mr. and Mrs. Ralph Harrell.

Mr. and Mrs. Willie Saunders, of Weeksville, visited Mr. and Mrs. George Benton Sunday afternoon.

Mr. and Mrs. Mason Sawyer and daughter, of Old Neck, were week-end guests of Mr. and Mrs. D. M. Cartwright.

Mr. and Mrs. Odell Cartwright, of Hertford Highway, visited Mr. and Mrs. Moody Harrell Friday evening.

Ralph, James and Jesse Harrell were in Hertford Saturday afternoon.

John, Meador and Ben Harrell and Junior Miller spent Friday in Suffolk.

Miss Novella Harrell, of Norfolk, Va., was the week-end guest of her sister, Mrs. William Whedbee.

Mr. and Mrs. J. L. Harrell, of Norfolk, Va., visited Mr. and Mrs. William Whedbee Sunday.

Mr. and Mrs. Ben Harrell and family spent Sunday with Mr. and Mrs. Junior Miller, at Cumberland.

Mrs. William Whedbee is improving, after a short illness.

Mr. and Mrs. Johnnie Harrell and Floyd Harrell were in Hertford on Saturday afternoon.

Mr. and Mrs. Jesse Harrell, Miss Eunice Harrell and Vernon Harrell visited Mrs. Nellie Sumner, at Hurdietown, Sunday afternoon.

MULES We have some very fine Mules for sale at reasonable prices. THEY WERE TRADED IN FOR OLIVER TRACTORS Farm Equipment Company HERTFORD, N. C.

FILM FORECAST AT STATE THEATRE STATE THEATRE, HERTFORD, N. C.



Nelson Eddy and Eleanor Powell in "Rosalie" Monday and Tuesday

What unforgettable thrills await you in M. G. M.'s mightiest entertainment as a lovely princess dances her way into the heart of a handsome West Point cadet—Nelson Eddy and Eleanor Powell in Zeigfeld's famed musical romance... Now the screen's now miracle show; "Rosalie."

LOCAL NEWS

Holt Scott in Hillsboro Holt Scott is spending sometime at Hillsboro, with relatives.

Visitors Here Dr. H. M. Schiebel, of Duke Hospital, and C. W. Morgan, Jr., of Chicago, who is a student at Duke University, were guests in the home of Mr. and Mrs. J. C. Blanchard this week.

Week-end Here Miss Frances Evans, of Manteo, spent the week-end with her sister, Miss Esther Evans, at the home of Mrs. W. L. F. Babb.

Miss Pitt Here Miss Mary Baker Pitt, of New York City, is the guest of her brother and sister-in-law, Mr. and Mrs. W. H. Pitt.

Visited Mr. Stallings Mrs. A. R. Stallings and Mr. and Mrs. Perry Rogerson visited Mr. Stallings, who is a patient at the Albemarle Hospital in Elizabeth City, on Sunday.

Visited Brother W. H. Elliott, of Ahoakie, and M. S. Elliott, of Edenton, visited their brother, R. D. Elliott, Sr., on Sunday.

Miss Elliott at Home Miss Ruth Elliott, who is a student at the Woman's College of the University of North Carolina, visited her parents, Mr. and Mrs. J. F. Elliott, for a few days recently.

SPECIAL TRACTOR GRIP TIRE MAKES EVERY ROAD AN OPEN ROAD! NO STOPS! Goodrich... Silvertowns... Gulf Service Station HERTFORD, N. C.

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666 SALVE for COLDS price 10c & 25c Notice to Auto Owners We are now prepared to do first class Body and Fender Work, also Electric and Acetylene work. HOLLOWELL CHEVROLET CO. HERTFORD, N. C.

STATE THEATRE HERTFORD, N. C. CAROLINA'S FINEST THEATRE Friday, February 4 - JACK HOLT TRAPPED BY GIBSON WYNNE GIBSON Saturday, February 5 - CHARLES STARRETT "Old Wyoming Trail" Monday and Tuesday, February 7-8 - TOPS "ZIEGFELD" EDDY POWELL Wednesday, February 9 - Thursday, February 10 -