

THE HERALD
Of The Twin Cities
ROANOKE RAPIDS—ROSEMARY
"The Home-Printed Paper"
Formerly The Roanoke Rapids Herald

CARROLL WILSON, Publisher and Editor

Entered as Second Class matter April 3rd, 1914, at the Postoffice at Roanoke Rapids, North Carolina, under Act of March 3rd, 1879.

PRINTERS, LITHOGRAPHERS, ENGRAVERS

A community is only so strong as its financial strength. When the financial structure totters and falls, it means that every portion of the community suffers irrevocably.

Witness the wholesale bank failures in Florida, leaving those communities prostrate and with bitter battles on their hands if there is to be any worthwhile future. Only the most heroic efforts saved one of the towns in our own county when the bank there failed recently. That town is still feeling the stigma of that failure and will continue to do so for years to come.

Worse than the money lost, the business and homes ruined, is the loss of faith on the part of the citizens. Faith in those who have trusted, faith in the ability of its leading citizens, faith in the town, faith in the future. Despair and hopelessness hold sway.

It is with the greatest of pleasure, we call attention to the bank merger which took place here last week. Not only were the resources of the First National and the Rosemary Banking and Trust Company pooled, but added strength and resources were added. New money is always welcome in a community and there is new money, more money, behind this new and larger bank.

Even more than the money is the type of men which will control the destinies of the new bank. Two of them are new to the banking life of this community and these two valuable additions mean much to our future. Mr. Sam T. Peace, president of the new Roanoke Bank and Trust Company, is also president of the Roanoke Mills Company. He was at one time, president of one of the large Henderson banks and has had much experience in the banking field. Another new name which appears on the board of directors is that of Mr. Z. G. Simmons, president of the Simmons Company, largest manufacturers of beds and mattresses in the world.

Several months ago, the Simmons Company bought the controlling interest in two of the large mills here. Today, these two mills furnish all the damask mattress covers for that company.

But the mills here are only a drop in the bucket compared with the Simmons mills in other parts of the country.

However, for some unknown reason to us, Mr. Simmons, despite his many and varied interests here and abroad, has seen fit to take a marked interest in our community. From what we can hear, he enjoys coming here, and he is vitally interested, not only in the mills, but also in the town itself.

There is no stronger proof of this fact than that he is willing to become a citizen of the community and has become a member of the board of directors of one of our banks. We welcome him most heartily.

With the new Roanoke Bank and Trust Company and the Citizens Bank and Trust Company of Rosemary attending our financial needs, this community is most fortunate. The financial structure of our community is sound and firm and the future is most promising.

None realizes that the South was swayed by passion and prejudice in the last Presidential election more than President Hoover. He is making no effort to hold those states in line which cast their vote for him. His selections for the Farm Board were from the East and West. The South, largely agricultural, was ignored. Southern Republicans and Hoover-Democrats were given the cold shoulder.

The present administration, like many others, is making its play for the West. It is a pity there is not some way for the South and West to get together. Their problems are so similar. But that combination is exactly what the Republicans are fighting against, by giving the West anything they ask for, in the way of representation.

Here's the latest from Washington: Before the election it was Al Smith and de Pope; Now it is President Hoover and de Priest.

The new State Patrol is to be congratulated on the work it is doing. For once, we seem to have a law enforcement group which is not trying to ride anyone, or make the law obnoxious, nor show their authority, nor show preference. The best thing about them is that they seem to be trying to teach the people safety in driving. Not drive them, but teach them. They are calling attention to defects in lights, brakes and horns. Of course, if people ignore their warnings, they must suffer. But the majority of the people will fix up their cars according to suggestions of the Patrol. We hope the work will continue as it has started. We trust that in some mysterious way, the Patrol will also be kept out of politics.

1930 "A D"

By OLD OBSERVER

Forty years ago was 1889; it was the wettest year since 1867. Both years, 1867 and 1889 were the poorest crop years known to the old man of today.

He says, "that 1868 and 1890 were very fruitful." 1890 was the best crop year he ever saw. He says he looks for 1930 to be the best crop year in 40 years, he has noticed the pendulum of luck that swings from adversity to prosperity for more than 75 years and that these good and bad crop years come in almost regular order. He looks for next year to be the best of all.

He further states that land is estimated at twice its value, being due to the flood of money in war time and that land will continue to go down until it hits the normal floor of about \$33 per acre, while some will drop to \$10. "And others may stop at \$50 in the most desirable location of clean morals and favorable conditions from every angle."

"Don't be in too big hurry to leave the farm—wait and try out 1930. Farming is a thing that must go on it will go and land will be purchased a great deal cheaper next year than this year. People have learned to make more on one acre than they made on 10 acres 40 years ago. The effects of the World War soared the price of dirt far above the plane of reason, but it is now rapidly falling. Lots of land in big quantities in 1920 sold for \$400 per acre that today will not bring \$25," he concluded.

Rev. C. T. Thrift's Weekly Column

IN LIGHTER VEIN

A good laugh is sunshine in the house.—Thackeray.
Then let us laugh. It is the cheapest luxury man enjoys, and as Charles Lamb says, "is worth a hundred groans in any state of the market." It stirs up the blood, expands the chest, electrifies the nerves, clears away the cobwebs from the brain, and gives the whole system a shock to which the voltaic pile is as nothing. Nay, its delicious alchemy into the quintessence of merriment and makes wrinkles themselves expressive of youth and frolic.—Wm. Matthews.

Man is the only creature endowed with the power of laughter.
—Greville.

Men show their character in nothing more clearly than by what they think laughable.—Goethe.

Nothing is more silly than silly laughter.—Cicero.

The loud laugh that spoke the vacant mind.—Goldsmith.

Laughter is a most healthful exercise; it is one of the greatest helps to digestion with which I am acquainted.—Dr. Hufeland.

The man who cannot laugh is not only fit for treasons, stratagems, and spoils, but his whole life is already a treason and a stratagem.—Thomas Carlyle.

A little fun now and then is relished by the best of men.
A Ludicrous Explanation

A clergyman, anxious to introduce some new hymn books, directed the clerk to give out notice in church in regard to them immediately after the sermon. The clerk, however, had a notice of his own to give with reference to the baptism of infants. Accordingly, at the close of the sermon, he announced: "All those who have children they wished baptised, please send in their names to once." The clergyman, who was deaf, supposing that the clerk was giving out the hymn book notice, immediately arose and said: "And I want to say for the benefit of those who haven't any, that they may be obtained at the rectory any day between three and four o'clock; a fresh supply just received; the ordinary little ones at 15c, and special ones with red backs at 25c each.

Man of Science Did Not Bite
Two English boys who were friends of Charles Darwin, thought one day that they would play a joke on him. They caught a butterfly, a grasshopper, a beetle and a centipede, and out of these creatures they made a strange composite insect. They took the centipede's body, the butterfly's wings, the grasshopper's legs and the beetle's head and they glued them together carefully. Then with their new bug in a box, they knocked at Darwin's door.
"We caught this bug in a field," they said. "Can you tell us what kind of a bug it is, sir?"
Darwin looked at the bug and then

CLASSIFIED ADS, LEGALS, NOTICES, BUSINESS AND PROFESSIONAL CARDS

READ BY THOUSANDS—SHORT INTERESTING—RATES ON REQUEST

FOR SALE—Several good Victrolas and some second hand Radios traded in on Atwater-Kents. Walker Electric Co. Rosemary, N. C.

FOR RENT—Electric Waxer. Twenty cents per hour.—Roanoke Hardware Co.

WHY BUY—Rent our Electric Vacuum Cleaner—20c per hour.—Roanoke Hardware Co.

\$10 REWARD—Lost, one black and tan hound with collar. R. K. Marbury and address with name and address on tag. Black ring on collar. \$10 reward to person who returns dog to W. B. Bryant, Rosemary, N. C.—2t.

FOR SALE—Four room house, fourteen acres of land. For quick sale. \$1,000.—Phone 346-J, S. M. Thompson, Rosemary, N. C.

FOR SALE—33 acre farm, two room tenant house, a good buy for \$1,000. S. M. Thompson, Phone 346-J, Rosemary, N. C.

WANTED—Four second hand wardrobes cheap.—Supt. Hospital.

looked at the boys. He smiled slightly. "Did it hum when you caught it?" he asked. "Yes," they answered, nudging one another.

"Then," said Darwin, "it is a humbug."—New York Tribune.

Nothing to Do But Work
Nothing to do but work,
Nothing to eat but food,
Nothing to wear but clothes,
To keep one from being nude.

Nothing to breathe but air,
Quick as a flash 'tis gone;
Nowhere to fall but off,
Nowhere to stand but on.

Nothing to sing but songs,
Ah, well! Alas! Alack!
Nowhere to go but out
Nowhere to come but back.

Nothing to dread but words,
Nothing to cast but votes,
Nothing to hear but sounds,
Nothing to sail but boats.

Nothing to comb but hair,
Nowhere to sleep but in bed,
Nothing to weep but tears,
Nothing to bury but dead.

Nothing to see but sights,
Nothing to quench but thirst,
Nothing to have but what we've got,
Thus, thru life we're cursed.

Nothing to strike but a gait,
Everything moves that goes,
Nothing at all but common sense
Can ever withstand those woes.
—Ben Kong.

Higher Education
Pat

A few days ago I asked a school teacher if she knew anything about the "Lost Chord." She said she didn't know anybody had lost one, and that she really had no sympathy for a person careless enough to lose a cord of wood and not miss it at the time, so I explained to her that a man's wagon body was just an old body with the end gate missing.

A high school girl told my aunt's daughter that her cousin had swum the English Channel between Great Britain and England, and that she expected to go to Europe for 3 weeks after she got through seeing the sights of Paris.

It's mighty hard to keep our geography now-a-days, but I can hardly excuse a college girl for saying that "I saw M. Limberger in New York the other day. You know, he's the man that flew around the world and lit in the Spirit of St. Louis and it taken him only 40 hours, and now he's planning a trip to the South Pole, and this will take him right through his home town." (And her father is paying his good money to educate her with what you'd call "higher education." Well, "higher" is right in the case a-for-said.)

I find another very scarce item in the intellectual store house at present. A sweet little man sent me her application for a job a few days ago, and this is what she said. "Dear Sir: I recently taken a business

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coarse in steno graphy and book-keeping, and I seen in the paper where you all wanted an office girl, so please consider this my application for the position. I can furnish good references if you desire them, and am raising to go to work. Write soon. (I have not yet write).

My grocer is an educated man too. He showed us some blackberries a few days ago that were imported (so he said) from West Virginia. He handles foreign prunes from California, (so he said), and he sells Western steak from Georgia, and refuses positively to handle local beef as it always has cuckle burrs in its tail, (so he said). He buys turnip greens by the pound and sells them by the gallon and never packs them, (so they say), and lets about half the folks who trade with him beat him out of nearly everything he makes, (so he says).

Our cook says she finished "de hiskool wid grammar and riffermick and tuck on a little Latin and also some domestic signs." She laid out on us a day or two last week and she explained it as follows: "Yassum, I would of come if I could of went to see my grammaw last Saddy, but I had to went to see her yistiddy, or not went a-tall, si I seen her dis morning and now I wont hafter gone no more."

Mr. Abe Norinsky has left for New York on a buying trip for the New B. Marks Co.

Mrs. Margaret Hudson and Benjamin Tudor spent Sunday in Richmond, Va., visiting Mrs. Hudson's daughter, Miss Elsie Hudson.

Mr. John Santon of Franklin, Va., was the guest of Miss Gertrude Bray Sunday.

Miss Eula Collier spent the past two weeks in Warrenton, N. C., as the guest of Mrs. Jim Limer.

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In Next Week's Paper

CROWDER'S BIRTHDAY ANNOUNCEMENT
WEEK. W-A-I-T!

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