

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

OUR ANNIVERSARY

February is an eventful month in American history. It is the birth anniversary of two of our great national leaders, some think, our two greatest: Washington and Lincoln.

Surely, each lived and led in the two most critical periods of our nation's history. In many ways their public careers were analogous. Both passed through trying experiences of seeing their beloved country torn with internal strife; both made bitter political enemies; both were aged and tried by selfishness, bickering, jealousy and intolerance of little people long since forgotten; both left their imprint, clear and irrevocable, on the pages of history, the hearts of their countrymen, the tablets of our memory.

February is also an eventful month for us. One year ago this month, THE HERALD, newspaper and printing plant, came under a new management. We cannot speak for the years before with authority. Sufficient that this has been a most difficult year as will be the years that lie immediately ahead. How much of that can be blamed to the past is questionable and now of small concern.

We called on the local business people for support, moral and financial. We called on the citizens for their support. And it is with a great deal of pride and pleasure, now one year later, we can record here the fact that the Twin Cities have given us unstinted support and cooperation. The mills, the Virginia Electric and Power Co., merchants, business men, professional men, the schools and churches, all have rallied to our cause, and it is with heartfelt thanks to you all that we face the beginning of the second year with the firm determination to give this community a newspaper it will be proud of and a successful printing business that will serve the needs of the community and furnish employment to many persons.

One year ago this month, THE HERALD force consisted of the editor, one Johnny Jeanette, now missing, and Roosevelt Boyd, colored handy man and "printers' devil."

Today, THE HERALD has one of the largest forces employed by any local concern outside of the mills and Power Co., the laundry, bakery and possibly one other. The editor and Roosevelt are still with us. In addition there are the following: B. C. Allen, printer-foreman; J. O. DeVane,

printer-sample dept. foreman; W. J. Bussey, linotype machinist-operator; C. W. Casper, pressman-compositor; Robert Bendall, pressman; Earl Gaddy, advertising solicitor; and in the sample department, Misses Ozie Hughes, Mary Dixon, Ina Mae Williams and Janet Wright.

The present annual payroll of THE HERALD is over fifteen thousand dollars, and we can safely say that 98 per cent of that payroll is spent right here at home, for our employees preach and practice trading at home.

We want to keep on growing. At least five families from the outside have been brought to the Twin Cities by THE HERALD to work here during the past year. Every new family represents another new set of customers for Twin City business men.

You can help us by continuing your splendid business support and cooperation. For the patronage, the assistance, the friendships of 1929, we are most thankful. You have made a difficult task lighter. Even in this brief hour of business depression, we face 1930 with fearless hearts and the grim desire to do our share in building a better, healthier, happier, more prosperous community.

SELLING THEM IN 1930

We wish to call to the attention of our advertisers the article in next week's issue by Roger Babson, world famous statistician, on the subject of advertising in 1930. Mr. Babson brings home the truth of the theory that the real time to advertise is when business is slow; when every known legitimate process of stimulation should be resorted to by the business man to increase his sales, to overcome sales resistance, to create desire for his merchandise, to make good business where poor business might prevail.

Mr. Babson further impresses the importance of truthful advertising. Many a failure might be traced to the cause of shady, exaggerated or plain untruthful advertising, showing the power and force of advertising per se. As the proper kind of advertising will bring good wholesome results, so will improper advertising work in the opposite direction.

It is with pleasure, The Herald announces several good advertising contracts from local concerns during 1930 which we hope will prove a blessing to them, as it will surely mean a bigger and better home town paper for their customers.

W. J. NORWOOD ANNOUNCES

W. J. Norwood of this city has announced his candidacy for nomination for Representative to the State Legislature. Halifax County sends two Representatives and one Senator to the Legislature. Mr. Norwood is completing his second term as Representative, during which time he has faithfully represented his constituency. He is a young man of splendid character and pleasing personality. With his past experience at Raleigh he is in a position to represent Halifax County with successful acumen, especially as the next two years will be fraught with political and legislative problems. At this writing, no other official announcements have been made.

Whipple Wins Contest

(Continued from page 3)

ditional revenue for state purposes. Great improvements have been realized. Our state school system compares favorably with the school systems of other progressive states. During the last 30 years the population of our state has increased 33 per cent, while the money spent for school purposes has increased nearly 50 times or 3000 per cent. The general increase of prosperity and culture has placed our state among progressive ones of the nation.

In the early eighties the electric utility was in its infancy, and ranked among the most insignificant enterprises. Few people had enough faith in its future to invest in its securities, and scarcely any one could realize the important place that the industry would occupy in future years. Our nation was inferior to other nations in industrial and commercial excellence. Means of travel and transportation were slow and crude.

Now the electric light and power industry has grown to a point where it occupies fourth place in our nation's industries, pays millions in taxes each year, which revenue adds materially in the nation's budget. The securities of the industry are sought by banker and worker alike, and are noted for their stability and constant earnings.

Our industries have grown so that our nation occupies a place second to none industrially in the family of nations. One reason for our national industrial supremacy is the fact that each American industrial worker has more than four times the horsepower to aid him as have the workers of our nearest competitor, England. This four horsepower or more makes each worker the equal of forty workers in unit production.

The unprecedented growth of the electric utility and their constant demand for more adequate equipment has caused the electrical manufacturers to produce more efficient generating and transmission equipment, the use of which has saved much cost thereby reducing the cost of electricity. These same manufacturers of electrical equipment maintain research laboratories well equipped and manned by the best brains of the world to solve present scientific problems and delve into the mysteries of the unknown scientific world.

The development up to the present state of perfection of the incandescent lamp, telephone, telegraph, radio and other apparatus has been some of the outstanding national achievements of this research. The use of the radio has reduced the hazards of life at sea. Radio broadcasting in cooperation with the telephone and our industry bids fair to revolutionize existing customs in the social and business world. In aiding in the development and universal application of these inventions, the electric utility has contributed to the comfort, pleasure and efficiency of all our people throughout the nation.

Transportation has been revolutionized. The growth of traffic in cities and congested areas has necessitated radical changes—the electrical railroad and terminal is the solution of this problem of speed and snore.

Still more speedy transportation is now being developed in the air and our industry is keeping pace with this new factor by furnishing adequate lighting for airports and for lighted beacons along the air route. The electric utility is constantly engaged in research in all the branches of its activities. The research is carried on in coordination with the various bureaus of the National Electric Light Association, which organization has as one of its objects the correlation of all of the activities of member utilities, and which is ever striving to point out methods of perfecting the electric utility so as to extend as rapidly as possible to all people far and near, rich and poor. CHEAP, EFFICIENT and COM- PLETE electric service.

The close cooperation between our different electric utilities and the need for more flexible supply of electric power has resulted in the interconnection of different power systems through long distance transmission lines. The means of such interconnections of systems mass production of power is possible, service is made more constant and available over larger areas day and night. Steam and hydro plants are operated at high efficiencies, coal is saved, water flow in streams is better controlled, and the results of these operations contribute to improve service and reduce cost to the customer.

In summarizing I am convinced that the electric utility has materially contributed to our social and economic progress by supplying a constantly improving quality of electric service at a fair price, which service has:

Increased our conveniences in home and place of business. Aided in safeguarding our health. Diminished fire hazard. Speeded up transportation. Been the means of developing our industries to a high degree.

And besides aiding in our comfort, convenience and pleasure, has contributed to the mental equipment which produces the social and cultural progress of humanity.

CLASSIFIED ADS—BUSINESS CARDS READ BY THOUSANDS—SHORT INTERESTING—RATES ON REQUEST

WANTED—The public to know that I have good dry wood for sale— GEO. C. STEELE, Phone 165.

OLD FASHIONED HOME MADE CANDY—For sale by George Hayes, III, 50c pound, phone 189, Rosemary, N. C.—4f.

ROOMS—With Bath and rooms for light house-keeping. Mrs. J. R. Carter, 931 Jackson St.—4f.

FOR RENT—Three furnished rooms for light house-keeping. Phone 294-J. Mrs. J. H. Kennamer—2mp.

FOR RENT—Two large bed rooms in my house. Phone 109, Wells D. Tillery.—6tpd.

FOR RENT—Electric Wager and Vacuum Cleaner, 20c per hour. 50c minimum charge. Roanoke Hardware Co.

VIRGINIA FARMS For Sale in the Shenandoah Valley

Level, smooth, blue grass, stock dairy, orchard, poultry farms, filling stations and flour mills—good home markets and near large cities.

157 acres, splendid 7 room residence, large new barn, new tenant house and barn, all needed farm buildings—40 acre bearing orchard.—fruit net \$4,750 past two years—well fenced, watered and timbered— one mile R. R. town, \$16,000.

200 acre dairy farm, level and smooth, two houses, one 6 other 5 rooms, new dairy barn, silo and milk house—cost \$3,500. An abundance of fruit, water and timber, 3 miles this city, \$8,000.

153 acres, new 6 room stone residence, barn and usual buildings, 12 acres timber, 30 acres creek bottom blue grass with running water, 2 springs on farm, 400 bearing fruit trees—40 acres wheat included if sold at once school and church near, one mile highway, 5 miles this city, \$5,000.

100 Acres, fertile, smooth and level, new 6 room residence, large barn, large family orchard, 8 acres timber, well fenced and watered, half mile large school, 3 miles city over good road, \$4,000.

50 acre poultry and truck farm, good 7 room house, barn, poultry and hog houses, school churches, store over solid road, \$2,500.

Our taxes are low, our highways built and paid for. If you want to live where farming DOES pay, investigate these farms. Write for details—tell me your wants—come and see for yourself.

W. T. BIRMINGHAM, 35 W. Water St Winchester, Va. 4f-feb 27

TRUSTEE'S NOTICE OF LAND SALE NORTH CAROLINA, HALIFAX COUNTY.

Pursuant to the power and authority conferred by the certain deed of trust executed by William E. Mayo and wife, Alice Mayo, to John H. Taylor, Trustee, dated January 15th, 1928, and recorded in Book 385, page 13, office of the Register of Deeds of Halifax County, State aforesaid, and default having been made in the payment of the indebtedness thereby secured at maturity, and having been requested so to do by the holder of said indebtedness, the undersigned Trustee will, on FRIDAY, MARCH THE 21st, 1930, at twelve o'clock, M., in front of the Farmers and Merchants Bank in the Town of Litleton, N. C., sell at public auction to the highest bidder for cash, subject to raised bids, a certain tract of land lying and being in Halifax County, State of North Carolina, and bounded and described as follows, to-wit:

A certain lot or parcel of land situate, lying and being in the Town of Thelma, County of Halifax, State of North Carolina, and lying and being on the County Road from Thelma to Roanoke Rapids, which is bounded and described as follows: Bounded on the North by the lands of John Daniel; on the East by the lands of Jobe Taylor; on the South by the lands of Ashley Wilkins, and on the West by the lands of the Seaboard Air Line Railway Company; it being that identical lot or parcel of land which was conveyed to said William E. Mayo by deed of S. G. Daniel, commissioner, dated December 12th, 1913, which is of record in the office of the Register of Deeds of Halifax County, State aforesaid, in Book 258, page 7, to which reference is hereby made for more minute description as a part of this conveyance.

Dated this 17th day of February, 1930.

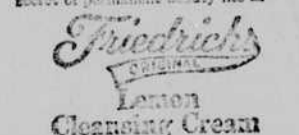
JOHN H. TAYLOR, Trustee. 2-20 to mch 20

Notice of Publication

Under and by virtue of those two (2) certain deeds of trust made by Jasper Wilkins and Ella Lee Wilkins, his wife, to me as Trustee, dated the 28th day of July, A. D. 1927, and the 1st day of January, 1929, respectively and recorded in the office of the Register of Deeds for Halifax County, North Carolina, in Book No. 381, at Page No. 204 on the 2nd day of Au-

THE SHADOW OF FADING BEAUTY

Don't you be afraid of advancing age. For nature endowed each baby with a delicate, velvety skin. Properly cared for, its freshness remains long after hairs are white. Soap and water will not do, for the secret of permanent beauty lies in



CROWDER'S DEPT STORE—Where thousands save money. Phone 252-W, Rosemary, N. C.

666 Tablets Relieves a Headache or Neuralgia in 30 minutes, checks a Cold the first day, and checks Malaria in three days. 666 also in Liquid.

THE SHADOW OF FADING BEAUTY

Don't you be afraid of advancing age. For nature endowed each baby with a delicate, velvety skin. Properly cared for, its freshness remains long after hairs are white. Soap and water will not do, for the secret of permanent beauty lies in



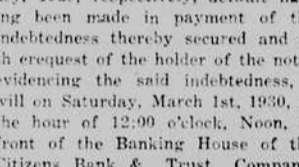
Sold By MRS. K. JENKINS ROANOKE RAPIDS, N. C.

SOME COAL!

Is mined to sell, some to furnish heat. The latter is our kind. It is the real thing, not an apology. It is carefully screened from all dirt, dust, screened to free it from all dirt, dust or slag and is by all odds the most economical fuel for heating and cooking purposes, because it lasts longer and goes farthest.

Phone 165 GEO. C. STEELE Trading as City Ice & Fuel Co. Roanoke Rapids, N. C.

Best Purgative for Colds



Relieves the congestion, reduces complications, hastens recovery.

W. C. WILLIAMS

Funeral Director FUNERAL PARLOR UP-TO-DATE EQUIPMENT AMBULANCE SERVICE TACTFUL ATTENTION Day Phone 140 Night Phone 89 Rosemary, N. C.

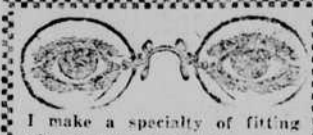
We Wash Everything But the Baby

Your laundry is insured while in our care—

JOHNSON'S LAUNDRY

SOUTH ROSEMARY Phone 365-J PROMPT DELIVERY

Dr. W. M. Ward DENTIST Rosemary, N. C.



I make a specialty of fitting glasses with up-to-date equipment. Charges reasonable. In office every day except Mondays. Hours 9-12 a. m.; 1-5 and 7-8 p. m.

Dr. E. D. Harbour Reg. Optometrist OFFICE NEAR P. O. Rosemary, North Carolina All Kinds of Optical Repairs Made

DONT FORGET! We carry a complete line of Dairy and Poultry Feeds Sunshine Hog Fattener—Red Dog Fish Meal and Tankage.

Come To See Us! Stedman Stores Co. Roanoke Rapids, N. C.

The New AMERICAN CAFE NEXT TO ROSEMARY BANK BUILDING SPECIAL DINNERS and REAL BARBECUE Hours 5:00 a. m. to 1:00 a. m. B. F. HEDGEPETH Manager Rosemary North Carolina

Trustee Sale of Land

Undre and by virtue of the power conferred on the undersigned Trustee in a certain Deed of Trust from C. D. Williams to George C. Green, Trustee, dated the 15th day of December, 1928, and recorded in Book 389, page 484, Registers office of Halifax County, default having been made in the payment therein secured, and at the request of the holder of said indebtedness, the undersigned Trustee will on the 24th day of February, 1930, in front of the Roanoke Bank & Trust Company building, Roanoke Rapids, North Carolina, at 12:00 o'clock, M., sell at public auction, to the highest bidder, for cash, the following described real estate to-wit:

Those four certain lots or parcels of land lying, situate and being near the Town of Roanoke Rapids, Halifax County, N. C., and located on the East side of Roanoke Avenue, and known and designated as Lots Nos. Six Hundred Eighteen (618), Six Hundred and Twenty (620), Six Hundred Twenty-two (622), and Six Hundred Twenty-four (624), each lot fronting Twenty Five feet on said Avenue and running back the same width between parallel lines at right angles to said Avenue, One hundred and Forty (140) feet to an alley, as shown on the map or plats of the property of the Roanoke Rapids Power Company, made by C. F. Gore and Company, Engineers, of Weldon, North Carolina, December 18, 1915, and of record in the office of the Register of Deeds for Halifax County, North Carolina, in Plat Book No. 1, pages Nos. 11, 12, 13 and 14, reference to which map is hereby expressly made for a greater certainty of description.

This 23rd day of January, 1930. GEO. C. GREEN, Trustee. 4f-feb 20

TRUSTEE'S NOTICE OF LAND SALE

Pursuant to the power and authority conferred by the certain deed of trust executed by J. A. Meeder to B.

B. Williams, trustee, dated October 27th, 1919, and recorded in Book 317, page 161, of the Register of Deeds of Halifax County, State aforesaid, and default having been made in the payment of the indebtedness thereby secured at maturity, and having been requested so to do by the holder of said indebtedness, the undersigned trustee will on MONDAY, MARCH THE 17th, 1930, at 12 o'clock, M., in front of the court house door in the Town of Halifax, North Carolina, sell at public auction to the highest bidder for cash, subject to raised bids all the interest of the said J. A. Meeder in and to a certain tract or parcel of land in Roanoke Rapids, Halifax County, North Carolina, and described as follows:

Those two certain lots of land in the Town of Roanoke Rapids, Halifax County, North Carolina, situated on the West side of Hamilton Street at its intersection with Second Street, fronting each thirty (30) feet on the West side of Hamilton Street, and running back each the same width between parallel lines at right angles to said Hamilton Street one hundred and forty (140) feet to an alley, and known and designated as Lots Nos. 137 (one hundred thirty seven) and 139 (one hundred thirty nine), as shown on the maps or plats of the property of the Roanoke Rapids Power Company, in and near the Town of Roanoke Rapids, North Carolina, of record in the office of the Register of Deeds of Halifax County, North Carolina, reference to which is hereby expressly made for greater certainty of description, and being the same lots of land conveyed to J. P. Robinson by deed of J. B. O'Brian, of record in the aforesaid office, reference to which is also made for greater certainty of description.

Dated this 10th day of February, 1930. B. E. WILLIAMS, Trustee. J. H. Taylor, Attorney. 2-13 out 3-13

Notice of Sale

By virtue of the authority contained in a certain deed of trust exe-

cuted on the 29th day of June, 1929, by W. B. Zabriskie to J. R. Allsbrook, Trustee, recorded in the office of the Register of Deeds for Halifax County, North Carolina, in Book 401 at page 290, default having been made in the payment of the indebtedness thereby secured, the undersigned Trustee, will on the 28th day of February, 1930, at 12:30 o'clock, P. M., in front of the postoffice door in the Town of Roanoke Rapids, Halifax County, North Carolina, offer for sale at public auction to the highest bidder for cash, the following described real property, to-wit:

Those three (3) lots of land situated near the Town of Roanoke Rapids, in Halifax County, North Carolina, fronting thirty (30) feet on the East side of Hamilton Street and shown and designated as Lots Nos. Nine Hundred Twenty-Eight (928), Nine Hundred Thirty (930) and Nine Hundred Thirty Two (932) on map made by W. W. La Prade & Bros., of record in the office of the Register of Deeds of Halifax County, North Carolina in map Book 3 at page 109, reference to which is here made.

The sale of the above property will be made subject to one prior deed of trust of W. B. Zabriskie to J. R. Allsbrook, Trustee, dated June 29th, 1929, recorded in the office of the Register of Deeds in Book 401 at page 290, securing the payment of the sum of \$960.00 to the Roanoke Rapids Properties, Incorporated.

This notice dated and posted the 27th day of January, 1930. JULIAN R. ALLSBOOK, Trustee. 4f-feb 20

Bladder Irritation

If functional Bladder Irritation disturbs your sleep, or causes Burning or Itching Sensation, Backache, Leg Pains, or muscular aches, making you feel tired, depressed and discouraged, why not try the Cystex 48 Hour Test? Don't give up. Get Cystex today. Put it to the test. See for yourself how quickly it works and what it does. Money back if it doesn't bring quick improvement, and satisfy you completely. Try Cystex today. Only 60c. Taylor-Matthews Drug Co., Inc., Roanoke Rapids, N. C.