

ROSEMARY THEATRE VITAPHONE SOUND -- SOUNDS RIGHT

SATURDAY
TOM TYLER

.....In.....

THE PHANTOM RIDER

Also SELECTED SHORT SUBJECTS

ADMISSION — 10-25c

Mon. - Tues. - Wed. - April 21-22-23

Soldiers, Plainsmen, Dance Hall Girls, Singers, Dancers, Frontier Musicians mingle in this great musical operetta of the West. Superb Entertainment interpreted by a cast of singing, dancing stars.

100% NATURAL COLOR



THE ROMANCE OF THE WEST IN SONG AND TALK!

WARNER BROS. Present

"SONG OF THE WEST"

with JOHN BOLES, VIVIENNE SEGAL, JOE E. BROWN

Music! Drama! Comedy! Singing! Talking! Dancing!

Directed by RAY ENRIGHT

ALL NATURAL COLOR. TECHNICOLOR PROCESS

OTHER ENJOYMENTS

Vitaphone Varieties and Universal TALKING News

ADMISSION

Matinee—15-35c — Night—25-50c

Thursday and Friday — April 25-26

A first National and Vitaphone Picture with JACK MULHALL and ALICE DAY



Next Room

Baffling — Mystifying — Thrilling
You'll be scared to death and tickled back
To Life Again

OTHER ENJOYMENTS

Vitaphone Varieties and Universal TALKING News

ADMISSION

Matinee—15-35c — Night—25-50c

COMING SOON

JOHN BARRYMORE in
GENERAL CRACK

Richard Barthelmess in 'SON of the GODS'

TWIN CITY HAPPENINGS

Mr. and Mrs. Hunter Barbee and Miss Omara Daniel spent Sunday in Stevall, Va.

Miss Ruth Dean spent Sunday in Oxford.

Mrs. Tucker of Franklin, Va., sister of Mrs. Frank Williams, was the house guest of Mrs. Williams last week.

Mr. Charlie Smith of Goldsboro is spending some time here with Mr. J. E. Cox.

Mr. and Mrs. C. A. Wyche, Mrs. J. M. Grizzard, Mrs. Charlena Hart, and Mrs. Lewis motored to the tulip gardens of Eastern North Carolina Wednesday and spent the day. They also visited Bath, N. C.

The Teachers Bridge Club was entertained Saturday evening by Miss Boss Sicloff and Miss Ada Edwards as joint hostesses at Coltrane Hall. The living room was made attractive by the use of spring flowers. Four tables for players were arranged in the living room. At each player's place was a little basket made to imitate a yellow jonquil. These were filled with nuts. Miss Omara Daniel was presented a magazine stand as winner of high score. A salad course was served the following. Misses Vernie Eddins, Martha Craddock, Hart Sheridan, Elizabeth Tait, Omara Daniel, Virginia Blount, Julia Blount, Traynham Wyche, Carrie Faulkner, Mrs. Hunter Barbee and Mrs. J. W. Ross. Guests, Mrs. Charles Davis, Misses Mary C. Hughes, Irene Gordon, Lee Arnold and Winifred Beckwith.

The W. M. U. of the Roanoke Rapids Baptist Church met Tuesday afternoon and a full and interesting program was carried out. Mrs. John Martin conducted the devotional program and Mrs. H. M. Hedgepeth had charge of the regular program. The topic, 'Around the World in Eighty Five Years,' was most interesting. Those taking the tours to the different countries were Mrs. W. C. Allbrook, Mrs. C. W. Clements, Mrs. Ivey Mohorn, Mrs. O. L. Smith, Mrs. G. E. Buckner, Mrs. E. C. Padgett, Mrs. A. P. Mustian and Mrs. Womble. A duet 'Unanswered Yet,' was sung by Mrs. Hedgepeth and Mrs. J. H. Hines and was much enjoyed. The society decided to send a box of linen to the Baptist hospital at Winston-Salem for Mothers Day.

The Presbyterian Auxiliary held its regular monthly meeting on Tuesday afternoon with Mrs. Frank Nash as hostess. The meeting was conducted by the new president, Mrs. Seabrook Jones. Reports from the various circles were given. It was voted to hold the business meeting of the Auxiliary at the church hereafter instead of the different homes. The circles will continue to meet from the homes. The birthday party for May was planned. Mrs. T. R. Manning and Mrs. J. E. Dobbins gave interesting reports from the Presbyterian which met in Smithfield April 10 and 11. The hostess served sandwiches and tea. About sixteen members were present.

The Study Club was entertained on Friday afternoon by Mrs. Frank Williams at her home on Hamilton Street. Vases of flowers were used. An interesting program was carried out. The paper for the afternoon was 'Mae-terlincke and DeBussey' by Mrs. J. N. Bynum. Following this Mrs. C. A. Wyche gave a talk on the 'Thrills of Mary Garden.' At conclusion of the program the hostess, assisted by her sister, Mrs. Frank Kemp served a salad course. Those present were Mrs. A. L. Taylor, Mrs. Leon Hall, Mrs. John Martin, Mrs. F. M. Brown, Mrs. J. N. Bynum, Mrs. A. E. Akers, Mrs. Pendleton Grizzard, Mrs. C. A. Wyche and Mrs. Tucker, house guest of Mrs. Williams.



Scene from "Song of the West" A Warner Bros. Production.

TO SELECT

Winners; Judges to Meet Saturday To Pick Essay Winners

Tuesday night of this week was the end of the limit for receiving essays and letters on "Why We Should Trade With Home-Owned Stores." Many letters have been received by this newspaper from all parts of this and Northampton County. All judges, merchants and teachers, to whom essays were turned in, are asked to send them to this newspaper at once. The judges are requested to meet at County Supt. Akers' office, Kidd Building, Roanoke Rapids, Saturday morning to judge the essays.

All the dollar winners will be announced in nextweek's issue of this paper and the winner of the three dollar prize will have his or her essay printed in the paper. The next week the winner of the five dollar prize will be announced, with the publishing of the essay, and so on until the winner of the first prize will be announced last with the printing of the essay, which will appear in the issue of May 15th. Until the paper appears, no one but the judges will know the various winners.

Mill Friends Give Radio To Uncle Jim

Uncle Jim Underwood, Roanoke Mills overseer, who has been laid up for sometime with illness reports to this newspaper that his friends at the mill have presented him with a complete radio set. He asks this paper to express to each and every one of them his heartfelt thanks and appreciation and to tell them it has made him very happy and has done much toward easing the pain. Needless to say, Uncle Jim will be tuned in on Richmond Saturday noon to hear the Rosemary band strut its stuff. Come on, some of you other mill folks, send in some news like Uncle Jim did. THE HERALD is always glad to hear from you.

Historical motion pictures of the German republic are being preserved by that government.

Full Rows

Vol. II, No. 11

Virginia-Carolina Chemical Corporation

Copyright 1930

"This tendency to diffuse good management over more land is in the right direction. While corporation farming will likely prove still more efficient, supervision is far better than hit-or-miss farming."
— Wheeler McMullen.

V-C

They Earn Their Pay

Merchants have to get paid for their capital and time. Just like other people. Merchants must make their profit if they hope to stay in business. Without profit there couldn't be any business. And if



there weren't any business, any merchants, any stores, any dealers in V-C fertilizer, things would be in a bad way sure enough. The man who lays in a stock of fertilizer and keeps it ready for call is rendering a service everybody ought to be willing to pay him for. Remember the old saying—"You don't get anything for nothing in this world." The man who thinks he can is fooling himself.

V-C

The pipe-makers of London became an incorporated body in 1619.

V-C

Take Their Word!

Among 48,000 farmers interviewed by the National Fertilizer Association, 5,950 who grow tobacco say their average return in increased yield is \$6.69 on every dollar spent for tobacco fertilizer. They say that their profits on fertilizing tobacco, over and above the cost of fertilizer, range from \$37.53 per acre average for Pennsylvania to \$184.40 average for Connecticut. These profits, the 5,950 growers say, are paid by increases in pounds of tobacco per acre ranging from 283 pounds average increase per acre for Kentucky up to 740 pounds for Georgia; by increases in dollar value per acre from \$17.13 average for Pennsylvania up to \$263.47 for Connecticut.

V-C

"The price of progress today is scientific research."
— EXCHANGE.

V-C Leads the Way

Full Rows is not much given to bragging, but when the talk turns to these high-analysis concentrated fertilizers that so many authorities say are coming soon, we just can't help cutting loose and doing some tall bragging about good old V-C. Not about ourselves, mind you! About V-C.

V-C was the first fertilizer manufacturer in this country to produce a high-grade fertilizer of concentrated analysis. V-C at the time was making concentrated acid phosphate, 45% to 47%, having been the pioneer fertilizer manufacturer of this material. The Company turned easily and naturally, therefore, to the manufacture of a concentrated complete mixture, and about eight years ago V-C began producing "V-C Super 30," an 18-8-8—the pioneer among super-analyses.

Today V-C is making "V-C Super 60," a 36-12-12, just double the strength of that original 30 unit super. So far as Full Rows is aware, no other manufacturer in this country is formulating a complete fertilizer as high in analysis as this 36-12-12 of the Virginia-Carolina Chemical Corporation.

Leading farmers in the Carolinas and Virginia and Georgia are learning to use "V-C Super 60." The brand has not been introduced yet into other states because freight charges on shipments from Charleston, S. C., the only plant where V-C is making the goods, would be too considerable an item.

V-C

SURE—THAT'S RIGHT

"Dad, what word is always pronounced wrong?"
"Dunno, Sonny—you tell me."
"Wrong!"—Exchange.

V-C

AT YOUR SERVICE

In the head office of Virginia-Carolina Chemical Corporation at Richmond, Va., there is a bureau that stays mighty busy answering questions from farmers and giving advice about soil management. It is the V-C Agricultural Service Bureau. Have you ever needed it? Is any big soil management problem bothering you and your neighbors? The Bureau is there just to be of service to you or your community. Use it freely—it is at your service.

"Most of the great surprises and price declines have been brought about by acreage expansion."
— J. C. Marquis.

V-C

Through 54 Years—V-C!

"My father and I have used these brands for 54 years," said M. H. Usher recently when he paid one of his occasional visits to the Augusta, Ga., sales office of V-C.

Fifty-four years... No wonder V-C believes in old friends! Not long after the Civil War a fine farmer, then in his active middle life, used to enter the Augusta office every spring and buy all his fertilizer. A little boy was with him sometimes. The farmer was Henry Usher, one of the first customers of the Georgia Chemical Works, and the little boy was M. H. Usher—now a successful and upstanding citizen of Hazleboro, Ga.

The little boy grew up and began farming by himself, and his father stood good for his fertilizer till the boy reached 21. Then M. H. Usher began buying his own supplies—still at the old V-C office in Augusta.

"I've tried others at times," Mr. Usher admits. "But that's all. You might say I've bought practically nothing but V-C during my whole life. I don't have to guess about V-C—I know. Any time, anywhere, I can count on V-C."

V-C

Tobacco is one of the few crops that cannot be grown successfully in rotation with other crops.

V-C

50 Years with V-C Brands

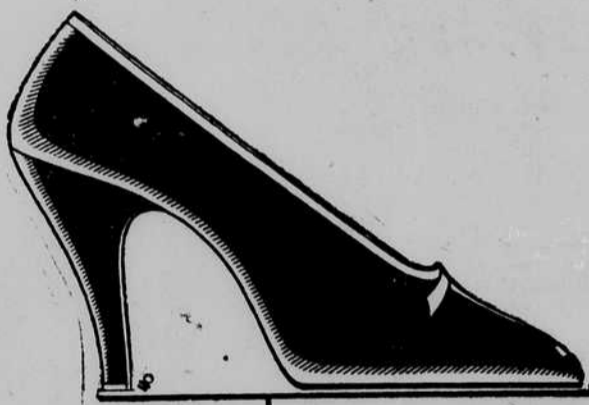
"We have been in the seed business 50 years, and since the beginning we have uninterruptedly sold Owl Brand guanos. We have on our books today the names of customers



who have used V-C brands through out for the past 40 years and are still using them. Our sales have steadily increased and we expect them to continue growing. We are pleasing our customers as well as ourselves by being 100% loyal to V-C."
— W. Grossman & Sons, Inc., Dealer, Petersburg, Va.

VIRGINIA-CAROLINA CHEMICAL CORPORATION

Easter--



And time to think of Footwear from Fligel

Chic Footwear—fresh as an Easter Lily, and as beautiful as an Easter Morn. A style and color to suit every taste—a size to suit every foot. Easter footwear from Fligel's will make you happy.

\$2.95 to \$5.95

Easter Hosiery

It is easy to select hosiery here to match your Easter costume. All styles, colors and sizes. Onyx Pointex and Gotham Goldstripe are our leading brands. You will like them

1.50 - 1.95 - 2.95

FLIGEL'S

"THE SHOPPING CENTER"
ROSEMARY, North Carolina



AS YOU WOULD LIKE IT

for EASTER LOOK YOUR B-E-S-S-I on this SPRING HOLIDAY

You may step out Easter Morn completely outfitted from head to foot in new Spring wearing apparel—yet your appearance will not be completed unless you are neatly barbered. A neat hair trim, a shave, facial massage and shampoo will add to your appearance one hundred per cent.

OUR SANITARY SERVICE WILL PLEASE YOU!

CITY BARBER SHOP

Roanoke Rapids, N. C.