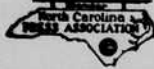


THE HERALD

Of The Twin Cities
ROANOKE RAPIDS—ROSEMARY



CARROLL WILSON, Publisher and Editor

Entered as Second Class matter April 8th, 1914, at the Postoffice at Roanoke Rapids, North Carolina, under Act of March 3rd, 1879.

PRINTERS, LITHOGRAPHERS, ENGRAVERS

WHY A CIRCULATION DRIVE

Many of our friends and readers want to know why it is necessary to go to the expense and trouble of an intensive campaign for new subscriptions and they also wonder how in the world a newspaper can afford to offer such inducements.

In answering these questions as to why such procedure is necessary, we wish to state that few newspapers hope to make any money on their subscriptions. The one dollar and a half per year hardly pays for the blank papers and 52 mailings.

The revenue from a newspaper comes from the advertising and the success of that advertising is in proportion to the number of readers and the reader-interest a newspaper has. The rate which can be charged for that advertising is likewise based on the number of readers. Therefore, in order to get and hold advertising and in order to be able to charge a fair amount for same it is necessary to have subscribers, paid in advance for the year or a period of years.

Other methods have been tried to build up circulation on weekly newspapers, but they are all drawn-out, spasmodic and never as successful as the plan now being used by practically every weekly paper in the country along the lines of the one being held by this paper. In six weeks, the stress and strain of getting the bulk of your subscribers in has happened and is over. You then have the necessary figures to impress your local and foreign advertisers and upon which to base future rates. Instead of always messing with the mailing lists, they are compiled and completed after the campaign and remain practically untouched for a year. You concentrate in those six weeks all the work that might drag along for twelve months, and the results are far more satisfactory.

You have a live, interested group of readers who are paid up and who are never bothered with pesky collectors thruout the year.

Now, as to the cost of such campaigns: it is true they are expensive. But it is the same story as that of the pair of shoes. Pay more and you get a pair of shoes that fit better, feel better, last longer. While these campaigns are apparently costly, with an even break, it is possible to come out with a good list of subscribers, prizes and expenses paid for and a few dollars in the bank to buy paper and ink for several months. Of course, there is no guarantee. The paper takes a risk; but when we newspapermen feel that most every business venture and everything else

in life has its risks and uncertainties—so here goes.

You can help us—we are giving you a readable, newsy, interesting, helpful newspaper. You may not always agree with our editorials or policies. We know it is impossible to please everybody—we do not try to do the impossible. But you must admit, whether you agree with everything we do or say, that we are giving you your money's worth. It's your home town and county paper. You need not be ashamed of it. Every home should have it. You can help us and help some hard worker by subscribing now during this campaign.

We could have waited and waited for times to pick up—but we feel that we are helping good times to come back by taking the bull by the horns and starting something like this right now with better times and happy days just around the corner.

The merchants and business men can help us—it is to their benefit to see that a copy of this paper goes into every home in their trading territory in order to carry their messages of values and bargains thruout the year. They can help by boosting the workers, by talking to prospects, by cooperating in every way.

A good newspaper is the sign of a good community, just as are good churches, schools, business houses and public improvements.

THE FIGHTING GOVERNOR

Governor O. Max Gardner made a speech the other day before the 1931 General Assembly. It is not so important whether we agree with some of the drastic measures he recommended. All were prompted with the best interests of the State foremost in the Governor's mind.

The outstanding feature of the address was that North Carolina can point with a great deal of pride to a Chief Executive who was not afraid to speak his mind and who met and wrestled with touchy problems in a fearless and unassailable manner. There was no beating around the brush or the taking of long and devious rhetorical lanes in the Governor's handling of the paramount issues of the day.

Among those who like a strong, fearless, honest man to speak his convictions, regardless of the consequences, Governor Gardner made more friends last Friday.

IS \$70.78 TOO MUCH?

The average annual salary of teachers in the white schools of North Carolina during the past year was \$849.41. This did not include the supplements paid to the teachers in seven or eight of the larger city school systems, where the cost of living is considerably higher than in the rural districts. The salary figure given above is the state salary schedule which is now in force. When this figure is divided by twelve, which represents the twelve months of the year, it will be found that the average monthly salaries of white teachers in the schools of North Carolina was \$70.78. The question that the Legislature must decide when it proposes to cut the state salary schedule on a horizontal basis is this: Is \$70.78 too high a salary to pay our teachers? There have been proposals emanating from

various quarters of the state where the economic pressure has been the greatest that there be a cut in the salary schedule from 10 to 25 per cent. If we cut 10 per cent from the salaries of teachers, it will mean that during the coming year they would work for an average monthly salary of less than \$65. If we cut 20 per cent it would mean they would have to work for an average monthly salary of \$56.54.

The thing that the public needs to keep in mind is that the teacher has to live twelve months in the year, although she does not actually draw her salary more than six, eight, or ten months. The average annual salary for rural teachers last year was \$772.12. The average for teachers in the special chartered schools was \$1,045.35. The increase in the salaries of the special chartered school teachers was due to two facts: first, on the whole they had more training and their certificates therefore commanded a little higher salary; and second, in most instances, they taught longer than did the teachers in the rural schools, because all teachers working on a six-months basis are in the rural schools of the state. As a matter of fact, all of the teachers in special chartered schools work from eight to ten months. These are the actual salaries in which the state participates. These are the salaries the state would cut if it adopts a horizontal reduction. Another point that the public needs to keep in mind in considering salary cuts is that the supplements, or so-called bonuses, are in the seven or eight larger school systems of the state. These are in the cities where the cost of living is higher and the vast majority of these bonuses or supplements are paid by those cities and counties which do not participate in the equalizing fund.

This the 22nd day of Dec. 1930.
E. L. TRAVIS, JR.,
Clerk of The Superior Court.
GEO. C. GREEN,
A. W. ANDELTON,
Attorneys for Plaintiff.
4-1-15-31

Notice of Election

TO THE CHAIRMAN OF THE COUNTY BOARD OF ELECTIONS HALIFAX COUNTY:

GREETING:

WHEREAS, there is a vacancy in the House of Representatives caused by the death of Clement C. Kitchin, elected to represent the County of Halifax;

I, O. MAX GARDNER, Governor of North Carolina, therefore, pursuant to Article II, Section 13, of the Constitution of the State of North Carolina, declare that an election shall be held in the County of Halifax, on Thursday, January the twenty-second, nineteen hundred and thirty-one, to fill the vacancy, and empower and direct you to take the necessary steps for the holding of an election for that purpose and at the time stated, in such manner as prescribed by law.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State to be affixed on this, the twenty-third day of December, in the Year of Our Lord, one thousand nine hundred and thirty-one, and in the one hundred and fifty-fifth year of our American Independence.

O. MAX GARDNER,
Governor.

By The Governor:
Tyre C. Taylor, Private Secretary.
4-1-22

Mr. and Mrs. E. C. Camp visited Mr. and Mrs. W. H. Camp in Garysburg Sunday.

Mr. and Mrs. J. B. Archer visited in Brink, Va., Sunday.

R. P. and Lonney Williams visited near Rich Square Saturday.

Mr. and Mrs. W. R. Creamer, Mrs. L. M. Spivey and sons Jack and Hubert, spent Sunday in Rich Square.

Mr. and Mrs. H. M. Fowler, Mr. and Mrs. W. A. James and Rodney Spivey visited the tornado stricken area Sunday afternoon.

Mrs. Claudia Perkinson spent Sunday in Warrenton.

Mr. and Mrs. H. C. Draper spent Sunday in Jackson.

Mr. and Mrs. J. H. Wrenn spent the week-end in Norfolk.

Miss Elizabeth Bagley spent the week-end in Jackson with relatives.

trust made by J. R. Collins and Caroline Collins, his wife, to me as Trustee, dated the 28th day of November, A. D., 1928, and recorded in the office of the Register of Deeds for Halifax County, North Carolina, in Book No. 389, at Page No. 413, on the 30th day of November, 1928, default having been made in the payment of the indebtedness thereby secured, and at the request of the holder of the note evidencing the said indebtedness, I will, on Saturday, January 31st, at the hour of 12:00 o'clock Noon, in front of the Banking House of the Citizens Bank and Trust Company, in Rosemary, North Carolina, offer for sale at public auction to the highest bidder for cash, the following described real estate, to-wit:

Those two (2) certain tracts or parcels of land lying and being situate in Faucetts Township, Halifax County, North Carolina, adjoining the lands of Albert Ivey and others, known as the Hardy Hines land and containing thirty (30) acres, more or less and more particularly described and defined by courses and distances as follows: Beginning at a stone near the path at the school-house, Albert Ivey's and B. F. Powell's line; thence with Powell's line North 5 degrees East 940 25-100 feet to a stake West of path, Powell's and Laura Jenkins' line; thence with Laura Jenkins' North 86 West 1204 5-10 feet to a stake, Laura Jenkins' and J. A. Walker's line; thence with Walker's line South 5 West 940 25-100 feet to a stone in Walker's and Albert Ivey's line; thence with Ivey's line South 86 East 1204 5-10 feet to the beginning, containing twenty-six (26) acres, more or less; also that certain tract or parcel of land lying and being in said township, county and state aforesaid, and being that part of Hardy Hines' land inherited by Laura Jenkins from her father, Hardy Hines, containing four (4) acres, more or less, and adjoining the Walker land on the West, Albert Ivey on the South, B. F. Powell on the East and Laura Jenkins on the North. See

Deed Books 74A, Pages 114, and 51 Page 547, for description of same in the Register of Deed's office for Halifax County, North Carolina. All of the said tracts of land being known as the Hardy Hines land.
This 31st day of December, A. D., 1930.
A. L. CLARK, Trustee.
4-Jan 22

Service of Summons By Publication

NORTH CAROLINA, HALIFAX COUNTY,
IN THE SUPERIOR COURT,
HALIFAX COUNTY, Plaintiff
vs.
MRS. ELVA RICE and her husband ———— —RICE.

The defendants, MRS. ELVA RICE and her husband, are required to take notice that an action, entitled as above, has been commenced in the Superior Court of Halifax County, for the purpose of foreclosing the lien of a certain certificate of tax sale, which was executed and delivered to the plaintiff, HALIFAX COUNTY, by G. H. Johnson, Sheriff of Halifax County, N. C., on June 3rd, 1929, against certain land in Roanoke Rapids Township, Halifax County, North Carolina, listed in the name of the defendant, MRS. ELVA RICE.

as of May 1st, 1928 and described as 1 Lot Roanoke Rapids Township, and the said defendants, MRS. ELVA RICE and her husband, will further take notice that they are required to appear at the office of the Clerk of the Superior Court for the County of Halifax, at the Court House in Halifax, N. C., not later than thirty days after the 15th day of January, 1931, and answer or demur to the complaint, filed in said action, or plaintiff will apply to the Court for the relief demanded in the complaint.

Deed Books 74A, Pages 114, and 51 Page 547, for description of same in the Register of Deed's office for Halifax County, North Carolina. All of the said tracts of land being known as the Hardy Hines land.
This 31st day of December, A. D., 1930.
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Dr. J. C. Wigal, D.O.
OSTEOPATH
GENERAL PRACTICE
Dial R-461-1
Over Oak Store
ROSEMARY, N. C.
3-25-31

BUSINESS CARDS

W. Lunsford Long
J. Winfield Crew, Jr.
LONG & CREW
Attorneys-at-Law
ROANOKE RAPIDS,
North Carolina

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

Dr. W. E. Murphrey
DENTIST
Office Over Oak Store
Rosemary, N. C.

Dr. E. P. Brenner
CHIROPRACTOR
Rosemary, N. C.

Bladder Weakness

If Getting Up Nights, Backache, frequent day calls, Leg Pains, Nervousness, or Burning, due to functional Bladder Irritation, in acid conditions, makes you feel tired, depressed and discouraged, try the Cystex Test. Works fast, starts circulating thru the system in 15 minutes. Praised by thousands for rapid and positive action. Don't give up. Try Cystex (pronounced Siss-tek) today, under the Iron-Clad Guarantee. Must quickly allay these conditions, improve restful sleep and energy, or money back. Only 60¢ at

TAYLOR-MATTHEWS DRUG CO.
Roanoke Rapids, North Carolina

PILES CHINESE HERB QUICKLY ALLAYS PAIN AND ITCHING

If you suffer from itching, blind, protruding or bleeding Piles you are likely to be amazed at the soothing, healing power of the rare, imported Chinese Herb, which fortifies Dr. Nixon's Chinoid. It's the newest and fastest acting treatment out. Brings ease and comfort in a few minutes. Don't give up. Try Dr. Nixon's Chinoid today. It's a dangerous and costly operation. Try Dr. Nixon's Chinoid under our guarantee to satisfy completely and be worth 100 times the small cost or your money back.

Taylor-Matthews Drug Co.
Roanoke Rapids, N. C.

Bladder Weakness

If Getting Up Nights, Backache, frequent day calls, Leg Pains, Nervousness, or Burning, due to functional Bladder Irritation, in acid conditions, makes you feel tired, depressed and discouraged, try the Cystex Test. Works fast, starts circulating thru the system in 15 minutes. Praised by thousands for rapid and positive action. Don't give up. Try Cystex (pronounced Siss-tek) today, under the Iron-Clad Guarantee. Must quickly allay these conditions, improve restful sleep and energy, or money back. Only 60¢ at

ROSEMARY DRUG CO.
Rosemary, North Carolina

666

is a doctor's Prescription for COLDS and HEADACHES
It is the most speedy remedy known
666 also in Tablets



In Office Every Second Tuesday and Wednesday Only of Each Month.

Tuesday 8 to 8 ———— We' 8 to 2
Dr. E. D. Harbour
Reg. Optometrist
Rosemary, North Carolina

DONT FORGET!

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

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Stedman Stores Co.
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 farther.

Phone 165
GEO. C. STEELE
Trading as City Ice & Fuel 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. HEDGEPEETH
Manager
Rosemary North Carolina

GET RID OF DISEASE GERMS in nose mouth and throat
Let Zonite cleanse away the accumulated secretions, kill the germs, prevent disease. Highly germicidal. Soothing to membranes.

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

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Mr. Joe Pearce of Hopewell, Va. visited here over the week-end.

PROBAK
BLADES make your
DOUBLE-EDGE RAZOR
(old or new model)
BETTER RAZOR
-or your money back
FOR TEN 50¢ FOR FIVE
Guaranteed by
PROBAK CORPORATION
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Hospital Tested
Recommended by doctors and nurses.
Cleansing, refreshing antiseptic for women.
As a deodorant, it prevents embarrassment.
Sold by druggists
Lydia E. Pinkham's Sanative Wash
Lydia E. Pinkham Medicine Co.
Lynn, Mass.

Service of Summons By Publication
NORTH CAROLINA, HALIFAX COUNTY,
IN THE SUPERIOR COURT,
HALIFAX COUNTY, Plaintiff
vs.
MRS. E. J. GAFFEY and her husband, —GAFFEY,
The defendants, MRS. E. J. GAFFEY and her husband
are required to take notice that an action, entitled as above, has been commenced in the Superior Court of Halifax County, for the purpose of foreclosing the lien of a certain certificate of tax sale, which was executed and delivered to the plaintiff, HALIFAX COUNTY, by G. H. Johnson, Sheriff of Halifax County, N. C., on June 3rd, 1929, against certain land in Roanoke Rapids Township, Halifax County, North Carolina, listed in the name of the defendant, MRS. E. J. GAFFEY,
as of May 1st, 1928 and described as 1 Lot Roanoke Rapids Township, and the said defendants, MRS. E. J. GAFFEY and her husband,
will further take notice that they are required to appear at the office of the Clerk of the Superior Court for the County of Halifax, at the Court House in Halifax, N. C., not later than thirty days after the 15th day of January, 1931, and answer or demur to the complaint, filed in said action, or plaintiff will apply to the Court for the relief demanded in the complaint.

This the 22nd day of Dec. 1930.
E. L. TRAVIS, JR.,
Clerk of The Superior Court.
GEO. C. GREEN,
A. W. ANDELTON,
Attorneys for Plaintiff.
4-1-15-31

This the 22nd day of Dec. 1930.
E. L. TRAVIS, JR.,
Clerk of The Superior Court.
GEO. C. GREEN,
A. W. ANDELTON,
Attorneys for Plaintiff.
4-1-15-31

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IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State to be affixed on this, the twenty-third day of December, in the Year of Our Lord, one thousand nine hundred and thirty-one, and in the one hundred and fifty-fifth year of our American Independence.

O. MAX GARDNER,
Governor.

By The Governor:
Tyre C. Taylor, Private Secretary.
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We Are
Featuring
This Week
Del Monte
FOOD PRODUCTS

Yellow Cling **Peaches** Sliced or Halves **19c** Large Can

Royal Anne **Cherries** No. 1 Can **23c** Large Can **35c**

Apricots Large Can **29c**

PINEAPPLE

SLICED No. 1 Can **23c** CRUSHED No. 1 Can **12½c**

SPINACH Large Can **19c**

FRUIT SALAD No. 1 Can **23c**

3 o'Clock Coffee 3 lbs. 69c
At a special price in order to make new friends for the largest selling high grade coffee in the world.

EAGLE MILK can 18c

N. B. C. Puritan Cookies pkgs. 19c

Discore—Ready to Serve
SPAGHETTI 3 cans 20c

COMET RICE White 3 pkgs. 25c

ROYAL BAKING POWDER 12oz Can 48c

CAMAY SOAP, 3 Cakes 25c

OCTAGON SOAP Large Cake 5c

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