

THE HERALD

Of The Twin Cities
ROANOKE RAPIDS—ROSEMARY

CARROLL WILSON, Publisher and Editor

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PRINTERS, LITHOGRAPHERS, ENGRAVERS

VOTE AND VOTE RIGHT

Next Tuesday is election day. On that day, the voters of this community will go to the polls to decide whether or not the corporate limits will be extended to include more area.

This will be a momentous day in our city history. It will be no small day in the history of the State, for, if the vote is for city extension, North Carolina will have one more large city of 9,000 souls where today, it has two towns of half that number, one incorporated, the other unincorporated.

We have spent many hours, tapped many a typewriter key, probably made some enemies, by our constant fight since the day we landed here 28 months ago, to have one city in this community. But we have never wavered in our belief that the BIGGER CITY PLAN means bigger and better things for every man, woman and child.

Not overnight, not in a few weeks, but in the years to come we see a vision of real metropolis, not of mills and buildings alone, but of a more united, happier people. There must be a beginning to everything, and the beginning of that vision is on Tuesday of next week.

And we might say, the starting of that beginning was in the enormous registration just completed. More than 2,700 voters registered in the proposed area. Think of it. That is almost as many votes cast in the entire county in an off year. And that huge registration could never have been accomplished without the efforts of an organized group of men who had made up their minds to work together. There's your secret. There's the reason why we do not fear the outcome Tuesday nor in the years to come.

Give the proper workers the right kind of leaders and a righteous goal to work for and there is nothing in this wide world impossible.

Our last appeal. Go to the polls Tuesday and vote FOR city extension.

SOMETHING ELSE TO BE PROUD OF

We know we express the sentiments of the Associated Charities Board when we say the drive last week for 1931 funds was a pleasing surprise and a source of real joy to those who have labored that this movement be a real and permanent success in the community.

Out of the goodness of their hearts, this community gave willingly and well, in cash and by pledges, to the end that the needy may be helped and suffering may be alleviated during the months to come.

Particularly gratifying were the collections from the mill employees. We will be frank in saying there was much trepidation on the part of the workers in approaching many persons this year; persons who would gladly give, under normal conditions. The word went out that if the money was raised this year, the bulk of it must come from the business and professional men. But the mill employees, handled by a corps of splendid workers, came to bat and knocked a home run against Old Man Depression's team. A noticeable point was that, while the amount secured from mill employees, was slightly less than last year, the number giving was greater.

And it would not be fair unless we mentioned the perfect work accomplished by the Kiwanis Club members who worked the business sections and raised more funds than the total amount raised in the drive last year.

All going to show that where there's a will there's a way and that this old community of ours is on the up and going.

On behalf of Associated Charities, we wish to thank every worker and every giver. You can't help being proud of your town when you can go out and raise over \$1,500 almost overnight

for Associated Charities. Better money was never given by better people to be better spent.

AN HONOR TO OUR CITY

Two local men made the front pages of the newspapers last week because of the honors bestowed on them by the industry in which they work, which is the paramount industry of our community.

Quoting from the news dispatches, the Raleigh News and Observer commented in its editorial columns on the gratification of the State that T. W. Mullen had been elected president of the Southern Textile Association. Knowing how Mr. Mullen feels about the slight error made in describing his position, we call attention to it while publishing in full the editorial.

It is indeed a great honor which has come to the general superintendent of Rosemary Manufacturing Co. largest damask mill in the world. And a merited one. Two outstanding features come to mind in thinking of the man. They can be expressed in the simplest English. First, he knows his business. Secondly, he is beloved by his employees. If he possessed those two attributes only, his success in his field is explainable, for therein lies the secret we all seek in our endeavor to prosper. Many men have one or the other, but the successful and happy man must have both. That may be the reason we are so happy over this honor which has come to one of our citizens.

M. R. Vick of the same organization was elected to the Board of Control of the Association but Mr. Vick made the front pages in no uncertain way by not so much what he was as what he said. He opened the eyes of the members with old truths expressed in new ways and so forcibly as to catch the public fancy and have them broadcast to the world. We hope to publish Mr. Vick's address in full at a later date so the home folks can get an idea of just what kind of men we send away to represent us at the Textile Association meetings.

The News and Observer editorial was as follows:

It is gratifying to all his friends and to the textile industry that T. W. Mullen, head of the big textile mills at Rosemary and Roanoke Rapids has been elected president of the Southern Textile Association. He is capable and comes from mills which have not fallen into the rut of producing one cotton product. These mills have produced finished products and done more to make them known than most Southern mills.

At the meeting held in Charleston last week, the best speech was made by M. R. Vick, of Rosemary. "How in the world," asked Mr. Vick, as quoted by the Associated Press, "do you expect people to buy your goods unless they are told where to buy them and what quality they will get?" Some textile manufacturers are taking a leaf out of the experience of cigarette manufacturers, who find that they must advertise their brands to increase the demand or to prevent reduced demand. "How in the world do you expect people to buy your goods unless they are told where to buy them and what quality they will get?" is a question that will be seriously considered by all manufacturers who are not content to travel on the same lines of the seventies. Suppose Mr. Duke had been satisfied to continue to sell by retail Duke's tobacco from the back of a covered wagon traveling from place to place! There is food for reflection in that suggestion.

Mr. Vick made another wise observation which chambers of commerce, boards of trade and like organizations should consider. "We must said Mr. Vick, "stop our chambers of commerce and other civic organizations advertising that we have cheap labor conditions, and make them state the truth as it is; that we have, when properly trained, not cheap labor, but the best labor on earth." The South has been hurt by the advertisement of "cheap labor." When trained it is efficient and will be better paid when conditions in the textile industry improve, as they will by the adoption of the best policies. The way to the coming better day was pointed out by Frank K. Petrea, of Columbus, Ga., who said: "Machines do not have brains, they cannot generate new ideas. We have all the improved machinery and the changes it has brought about. There are still great changes to come. New ideas that work are in great demand and these ideas must come from

THINGS THAT NEVER HAPPEN

By GENZ BYRNES



men like us."

Making up-to-date products, letting their merits be advertised and putting new ideas to work is the trinity that will make the textile industry prosperous.

STRAIGHT SHOOTING

By OLD TIMER

Will any T Model Fords be in operation in the year 2031?—What has become of the old umbrella repair men?—The Shoo-fly train used to bring in mail at 8 P. M.—Will an ivy vine rot shingles?—Rev. Leon Hall took the tennis courts with him.—If nothing else will do it, golf will make you wear a smaller sized hat.—Physical malaria has been eradicated, but some people continue to have mental malaria.—When the paper mill smells they say it is making money.—Hotels may come and hotels may go, but Roanoke Rapids goes on without one. We should never get hot and bothered about anything, do you remember the discussion about the location of the new hotel; laugh that off.—I find no corn crops on Roanoke Avenue this year.—How do all the filling stations exist?—Gas used to sell for ten cents, and less, per gallon.—Do you remember who said to his wife, "go into the house now, I've got to cuss a little."—Salt pork used to be used to kill red bugs, now a little Absorbine, Jr. will do the trick.—Miniature golf courses did not last long, neither will the preachers if we don't pay them their salary.—We have no hero, not one man has dared to wear his pajamas to work.—I have felt better and had more.—How many Masons could get into a lodge where they are not known?—What is one minute in the life of an egg—fresh or boiled?—Our Halifax Senator was heard to say, "It's easier to get into the Legislature than it was to get out."—Why not exempt Charles Shields from all taxes and make one man happy?—Where did Shields get all his farm land, anyhow?—If it were not for safety razors, barbers would be classed with tobacco companies and taxed accordingly.—Have you noticed the new Red Cross postage stamps?—The Smart Set Magazine used to print a story in French every month.—Those of us who think we are smart should try our hand on a set of High School examinations.—There is no corn on the Avenue, but look at the weeds!—In the years of depression daylight saving time is a poor ar-

angement—an extra hour to think of how much you owe, that would be terrible.—Some say a little indiscretion makes depression easier.—Route Forty has been taken from us, but we still have Route Seventeen dash one, whatever that means.—When the Charity Fund needs our help the most, is the identical time we are only able to give our least; we should do that much, however.—Roanoke Rapids is on top of Henderson—see the State Highway sign across the river.—I'd like to see an automobile race.—Just to start something new, let's have a Roanoke Rapids bull fight for the benefit of—oh, well—a Y. M. C. A. We never tried to organize a Y. M. C. A. or W. C. T. U.—"Paint your house and give your neighbor a job." Who will pay for the paint?—I never liked to lick an ice cream cone until this year. I enjoy them now if they don't leak.—Fishermen should purchase their State "liar's license" before the summer has gone too far.—When my dial telephone is out of order I like it best.—We have been swatting flies for twenty-five years and still there are plenty of flies.—I stepped on a snake once, and once is too many.—Did Gov. Gardner's "Live-at-home" close our one restaurant?—I still think our one motorcycle's exhaust pipe should wear a muffler.—"And to thy own self be true"—do this even if you can't remember your home, your wife, your children and your friends until it's too late.—Why plant and grow cotton at a cost of twelve cents a pound when you can buy it for less than eight cents a pound?—Someone will say to all of this, I'll bite—why?

My wife says to me—everyone says you are "Old Timer"! Who is "Old Timer" if you are not, she continues. It has gone so far now I expect everyone knows who "Old Timer" really is—so it makes no difference to them, to others, or to "Old Timer" himself. Everything is all right, "K O," just so my wife doesn't leave me.

Here are two humorous and conflicting viewpoints.—The few citizens (I know four) who are maintaining a vicious and whispering campaign to defeat incorporation say that with a few more votes it will be defeated, and one of their arguments for its defeat is that the matter will be taken to the Supreme Court of the United States if the vote is favorable. They say they have the election defeated but still they argue, in order to defeat the election, that some one with money will fight the incorporation to the highest court in the country, and it takes a lot of money to do that, and no one in Roanoke Rapids or Rosemary—so far as I know—has a lot of money. Who is this outside party who has so much money? If he loves us so much, have

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him write his check for the Associated Charity Fund. Name the man who has all this money to fight Roanoke Rapids and Rosemary, and the identity of "Old Timer" will no longer be submerged.

Irwin Klar, a Chicago taxicab driver, told police that a smartly attired young gunwoman, posing as a passenger, rode around in his cab for a while and then robbed him of his money and pants much to his embarrassment.



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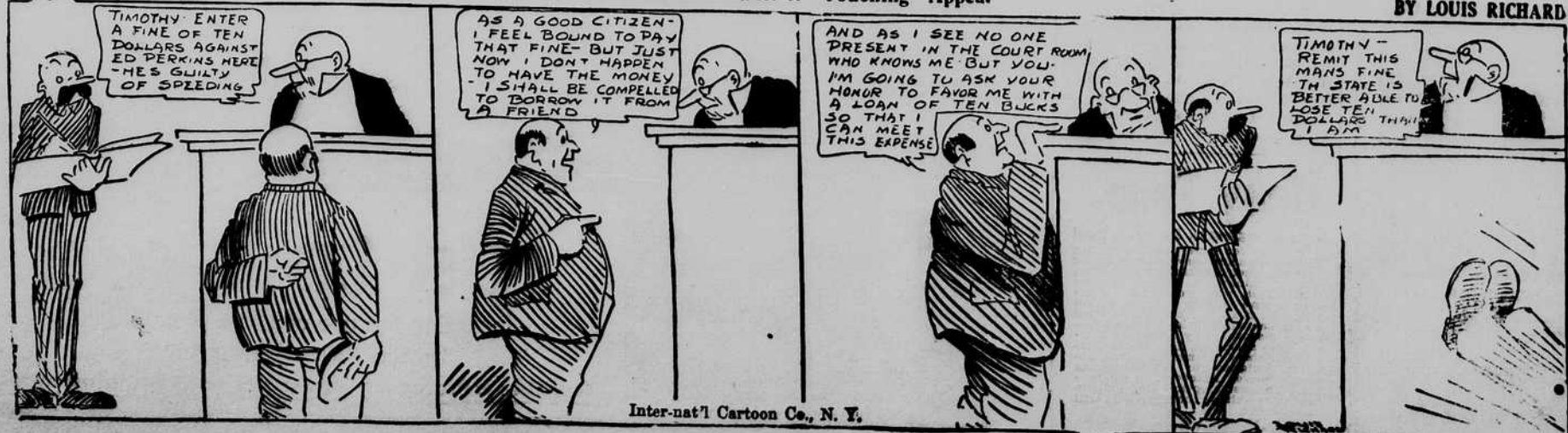
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Rosemary, N. C.

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