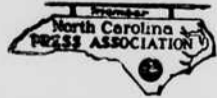


The
ROANOKE RAPIDS HERALD

Roanoke Rapids, North Carolina
HALIFAX COUNTY'S LARGEST NEWSPAPER



CARROLL L. WILSON, Publisher and Editor

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

PRINTERS - LITHOGRAPHERS - ENGRAVERS

EDITORIAL

BEER COMES SOUTH

North Carolina will be selling beer on May first. How long this will continue depends entirely on the general public, particularly that part of the public which will buy and sell beer.

If beer is bought and sold in the proper way, well regulated, in reasonable quantities and under proper circumstances and surroundings, and by the right kind of people, then we can look forward to permanent continuance of the plan and still more changes in the laws of State and Nation.

There are many citizens, who have been and still are dubious of the outcome, and who because of their doubts have been opposed to any change in Prohibition. This large group of citizens must be won over to the idea that real temperance can be obtained by the proper regulation of the liquor business.

Then there are those large groups of Drys who will never give up and many of these are going to be busy trying to find and point out the faults and failures of the new system. As quickly as they are discovered, they must be corrected.

Will Rogers says this means the end of the bootlegger and the turning over of the liquor business to the politicians. We hope he is wrong. While the politicians will have lots to do and say about liquor, the control should never be placed in their hands, directly or indirectly. When that time comes, the pendulum will swing back the other way and the next time, if ever, we get Prohibition, it will be here to stay.

Everybody seems to have the idea there is going to be plenty of money to be made in selling beer. That is not true and has never been the idea of the writer. If selling beer was going to make men rich, then everybody would quit what they are doing and go into the beer business.

This is going to be like any other business. A lot will start in it and fizzle out with the business man who operates the right kind of place staying in and making a living.

For a time it may be like the Jig Saw Puzzle business. One or two small places have made a decent living for several years making these puzzles. Suddenly it becomes a craze and every paper box and wood manufacturer in the country started making them. Now, nobody is making any money out of it.

There's another angle to it. Many persons, now grown, have never tasted real beer. They will not like it. As with olives, one must cultivate the taste. It will take a long time to make a beer-drinking Nation out of America, especi-

Too Big for Her? — Who Said So? — By Albert T. Reid



ally in the South. They have been raised on corn liquor.

One of our main reasons for advocating beer was to try and do a little weaning of Southern hard-liquor drinkers. The experiment is worth trying and will be interesting to watch.

GREED FOR GOLD

The wholesale massacre of the Cannon family in Mecklenburg County, Va., will go down in Virginia and North Carolina history as one of the bloodiest of record.

They had many relatives and friends in Roanoke Rapids and other parts of Halifax County who were shocked at the terrible news and who have our sympathy.

Every available effort must be made to bring the butchers to justice. The only motive was greed for gold. While we all like to earn our share of material things, there are those to whom money is God and there are those who will do anything to get money.

This latter breed must be exterminated.

TECHNOCRACY vs. CHRISTOCRACY

One great Divine preached last Sunday on "Christocracy". It brought back from the limbo of forgotten fads the thought of Technocracy, which attained a short but glaring place in the spotlight of fame a few months ago.

Technocracy was supposed to diagnose the world's ills, prescribe the cure. It went the way of a thousand other prescriptions. The name is scarcely heard any more.

And living on, true, sure and final, emerging triumphant against all foes, outliving all other creeds, beliefs, theories, fads, cure-alls, is what this man preached Sunday: Christocracy, the religion of One who died and rose again, Whose Resurrection the world will soon celebrate with the full knowledge that by these acts a new hope was established for a lost people.

Across The Aisle

"This year has started as all will—with farm relief first on the bill."
"Each year with surplus elocution our statesmen make a resolution to help the man behind the plow. But nothing's happened up till now. The good part though is that the farmer has gradually grown a good bit calmer, and now in placid resignation accepts the hopeless situation."

Whether you are a farmer or a business man, you can help yourself greatly by buying shares in our present series. They accumulate interest rapidly.

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