

Rose's New Store Opens Saturday

INFORMAL OPENING FRIDAY

Opening of Fine New 5c-25c Store Marks Eighth Year Operation In City

**J. Q. HOFLER
IS MANAGER**

One of Finest Stores of Type In This Entire Section of the State

Rose's 5c, 10c and 25c Stores will celebrate the opening of their new store at 1005 Roanoke Avenue Friday evening, November 9th., from 8 to 9 P. M. informally. The public is invited to come see the new store at that time, prior to its opening for business Saturday morning, at 9 A. M. Nothing will be sold during the informal opening Friday evening.

The opening of the new, larger store in Roanoke Rapids marks the eighth of Roses in business here. For the past several years the store has been located in the post-office block on Roanoke Avenue. Their move into the new building, the downstairs part of which was recently completed by J. C. Smith, gives them a considerable gain in floor space. The new store fronts 50-feet on the Avenue, and the actual sales-room is 100-feet deep, giving them a total of 5,000 square-feet of floor space. In addition, there is large storage rooms, office space and cloak-rooms, for the convenience of employees, in the building. Completion of the building marks one of the finest most modern and up-to-date stores of its' type in this section of the state.

The Rose organization, of which Paul H. Rose, native of the nearby Northampton County town of Seaboard, is founder, operates over seventy 5c to 25c stores in North and South Carolina, Virginia and Tennessee.

J. Q. Hofler, manager of the local store is a native of Enfield and has lived in Roanoke Rapids for the past several years.

The growth of the Rose organization has been rather meteoric in the business world. Dating back to the Spring of 1915, when Paul H. Rose went to Henderson and established his first store. He has seen his organization grow until it is now the largest of its kind in the South, and does an annual business of close to three millions.

The growth of the organization of stores founded by Mr. Rose is explained, in part, by him as: "Our earnest desire to serve the people of the South with the finest of merchandise, the determination to sell such merchandise at the lowest prices quality permits, and the ambition to make every customer a friend and to retain that friendship by service and courtesy that is dependable and genuine."

Associated with Mr. Rose, the founder, in the management of his business is his brothers, T. B. Rose, Jr., Vice-president and secretary, N. B. Rose, division superintendent, R. W. Bruin, buyer and location manager, H. P. Butcher, division superintendent and director of personal, and Mrs. M. S. Gerber, buyer.

Executive of Rose's 5-10 and 25c Stores



Above is T. B. Rose, Jr. Vice-president and Secretary of Rose's 5, 10 and 25 cent Stores, Inc., which organization operates over seventy stores in the Carolinas, Virginia and Tennessee. The organization employs over 500

people, and does an annual business of almost \$3,000,000.00. They celebrate their eighth successful year of operation in this city tomorrow, Friday night, with the opening of their palatial new store here.

COUNTY FEDERATION MEETING NOV 20TH

Spring Hill Woman's club will be hostess to all Halifax county Home Demonstration Club in the house in Halifax on Tuesday, November 20th., at 10:15 a. m.

Mrs. R. L. Applewhite, president of the federation, will preside at this meeting.

Two contests, one the "Most Attractive Thanksgiving Dinner Table Decorations" and the other the "Most Attractive Christmas dinner Table Decorations" will be featured in the program.

Five minutes talks will be given by the various clubs in the

county on the following flowers: hyacinths, roses, chrysanthemum, pansies, dahlia, tulips, lilies, Lily of the Valley, jonquils, iris gladiola, potted blooming plants, window or porch boxes, window decorations for the house, and ferns.

Reports of the accomplishments of every club will be given by a representative from each. These reports will include regular programs, summer canning for hot school lunches, socials, choral work, participation in the short course in Raleigh, representation at county meetings, recreational features, and many other interesting accomplishments of the various clubs.

The federation extends a most cordial invitation to Halifax county citizens and trust the above program sounds sufficiently appealing for you to want to attend.

ROSE'S

We congratulate you upon the opening of your splendid, new store, and welcome you as a "neighbor."

HOME EQUIPMENT CO.

Notice of Sale

By virtue of the authority contained in a certain deed of trust executed on the 7th day of February, 1921 by W. G. Lynch and Huldah M. Lynch, his wife, to W. L. Long, Trustee, recorded in the office of the Register of Deeds for Halifax County, North Carolina in Book 320 at page 421, default having been made in the payment of the indebtedness thereby secured, the undersigned Trustee, will on the 19th day of November, 1934 at 1:30 o'clock P. M. in front of the postoffice door in the town of Roanoke Rapids, North Carolina offer for sale at public auction to the highest bidder for cash, the following described real property, to-wit:

Lying and being in the Town of Roanoke Rapids, Halifax County, North Carolina and being Lot No. 217 (two hundred and seventeen), situated on Hamilton Street, fronting thirty (30) feet on said Street and running back same width between parallel lines at right angles to said Street one hundred and forty (140) feet to an alley. Also the one half of Lot No. 219 (two hundred and nineteen) on Hamilton Street, adjoining the aforesaid Lot No. 217

(two hundred and seventeen) fronting fifteen (15) feet on said Street and running back the same width between parallel lines at right angles to said Street one hundred and forty (140) feet to an alley, and being the identical property conveyed to W. G. Lynch by the Roanoke Rapids Power Company by deed dated June 27th, 1908 and of record in the office of the Register of Deeds of Halifax County in Book No. 194 at page 331; reference to which is hereby made for greater certainty of description.

This notice dated and posted the 17th day of October, 1934.

W. L. LONG, Trustee.
4t.-Nov. 8.

Mr. and Mrs. Albert Petty and son of Portsmouth, Va., were the week end visitors of Mr. and Mrs. Forrest Dickens.



Congratulations-

ROSE'S 5c-10c-25c STORES,

J. Q. HOFLER, Manager

Your expansion program has shown your faith in your (and our) chosen city in no uncertain terms and we congratulate you on the opening of your beautiful new store.



"Congratulations"

to ROSE'S

and their able manager

J. Q. HOFLER

We firmly believe it is in SERVING OTHERS, that the maximum of satisfaction of being in business is attained. Your wonderful new store enables you to be of more service to others. You are most certainly to be congratulated upon its opening. We hope we may continue to be "OF SERVICE" to you.

THE HERALD

"The Paper that Goes Home"