

Salesmen's Crusade Starts

RICHMOND SPEAKER IS HEARD BY BIG CROWD AT MUNICIPAL BUILDING AT ROANOKE RECREATION CLUB

The Salesmen's Crusade, a plan to tell folks in very certain terms that Sales Mean Jobs, undertaken by business men and women of Roanoke Rapids, began last night with an enthusiastic crowd which packed the Municipal Building and heard A. H. Herrmann of Richmond, Va. in a talk to salesmen and salesladies of the city.

To better acquaint the buying public of the Crusade, there were samples of the caps, buttons, window cards and pennants which will be used in Roanoke Rapids during the next two weeks by enterprising places of business.

C. C. Shell, chairman of the committee of the Merchants Association sponsoring the Crusade, opened the meeting by telling of the success of the enterprise at Charlotte and Greensboro and of the importance of a collective appeal to the consumers of the nation.

Mr. Herrmann, who is director of Public Relations for the Virginia Electric & Power Co., was introduced by Frank Sherry, local VEPCO manager. Mr. Herrmann said the best virtue of the proposed Salesmen's Crusade lay in the possibilities of helping the unemployed, because sales did mean more jobs. He praised the salesmen of Roanoke Rapids on attempting such a plan which would make this world a better place in which to live, a plan which was being accepted by the country to help get the nation on its feet. There was a great need, said the speaker, for more work and effort and this the Crusade provided in order to get the nation "off the dead center" it now was on.

He exploded the old theory of "supply and demand", telling the salesmen that there was little demand by the buying public; most of the things bought were sold to the public by salesmen; for example, life insurance, new clothes, latest shoes, new models of automobiles, and many other "best sellers" were sold, not demanded.

New ideas, new wrinkles and new ways to finance had been sold the American public by salesmen who created the desire, aided by newspaper advertising and show windows.

"No canned sales talk" would sell, said Mr. Herrmann, but intelligent persuasion would. "Don't sell the steak, sell the sizzle", he said, and then told of many sizzling sales stories to prove the point.

In closing, the speaker stressed his point of the idea of selling to make jobs for others, setting a

high standard for salesmanship as a very important factor in bringing prosperity to the country with the foremost idea of selling in order to make jobs for others.

Chairman Shell proposed a rising vote of thanks to Mr. Herrmann which was given with enthusiasm by the largest crowd of salesmen and salesladies ever assembled in Roanoke Rapids.

Frank D. Wilson, president of the Merchants Association, suggested that all business men follow up last night's meeting by calling immediately a meeting of their employees and sell the idea to their respective organizations.

It was pointed out that "idle" money, in savings accounts, was greater today than at any period in the country's history, and the Salesmen's Crusade was an endeavor to get this money into circulation, thus creating more jobs up and down the line.

Roanoke Rapids launches its Salesmen's Crusade this Friday. Participating business firms will display window cards and pennants advertising that "Sales Mean Jobs".

Byrd And Acree Continue To Star For Guilford

Guilford College, Oct. 13.—Coach Charles D. Smith is sending his Guilford college football proteges through drills this week for the William and Mary game at Williamsburg, following the important contest with the High Point Panthers at High Point last Friday.

The Guilford mentor is working hard this week on defense tactics, in an attempt to hold the Virginia Indians to as low a score as possible. Last year the fighting Quakers lost a 37 to 0 decision to the Redskins of the Old Dominion.

Co-Captain Wilson Byrd is continuing his superb performance at tackle during his senior year with increasing indications that he will be among the first rate men of the North State conference at that position. At the same time, Ollie Acree, triple threat half back, who, like Byrd, is from Roanoke Rapids,



Indoor scene taken the other night when The Herald photographer was a visitor at the Roanoke Mills Co. Recreation Club at 325 Madison Street, recently opened for employees of Roanoke Mills Numbers One and Two. At the front table, gazing intently at his card hand is Supt. Bill Hodges of Roanoke Mill No. 2. At the back table is F. S. Kemp, Personnel Manager of Roanoke and Patterson Mills Co. (Herald NewsKut by Crumpler)

Auditors Finds Clerk's Office OK

Copies of the completed audit of the office of Clerk of the Superior Court A. L. Hux for the past fiscal year have been received at Halifax from the auditors.

"The accounts in the Clerk's office were found to have been accurately and intelligently kept," stated the auditors' report.

The audit was made by A. Lee Rawlings & Co., certified public accountants of Norfolk and Raleigh, the same firm which discovered a shortage in the office of ex-deputy sheriff Paul Speed. The amount of the shortage has not been made public.

Halloween Dance

A Halloween Dance will be sponsored by Circle No. 4 of the Woman's Club, Mrs. E. W. Smith as leader, at a date to be announced later.

is making a strong bid for honors at the position in which he has shown excellent playing during each of his four years at Guilford.

NOTICE

Mrs. Mildred Eubanks Fulgham wishes to announce to her many friends and customers that she is now connected with the —

Lady Fair Beauty Shop and will be glad to greet her former patrons at her new place of business.

Dial R-619-1 for Appointment

Announcing



the Return of our Operators from the 1938 Post Graduate Assemblage of Beauty Cultivation

Mrs. Lucy Hasty Johnson, Misses Elizabeth Massey and Clara B. Mooney, of the Vogue Beauty Shoppe, Mrs. Maurine Bennett Tudor, of the Duchess Beauty Shoppe, and Miss Olga Boyd, of the Lady Fair Beauty Shoppe, attended the 1938 Post Graduate Assemblage of Beauty Cultivation, "Dedicated to the Beauty Service of the American Women," held in

WASHINGTON, D. C.

the first part of this week.

We feel that our operators are better than ever equipped to take care of your every beauty requirement for service in our modern, up-to-date shoppes, after attending this Assemblage.

Such eminent authorities as Fred Lang, of New York, Albert de Paris, Master Hair Stylist, and Kiva Hoffman, nationally famous make-up authority, were present at this school, and our operators were afforded an unusual opportunity of getting "first-hand" information on the latest developments, including special instruction on Hair Styling and Scissor Waving.

This is your invitation to visit any one of our shoppes this week-end and receive the benefit our operators have derived from attending this special school.

VOGUE Beauty Shoppe

DIAL R-472-1

Lady Fair Beauty Shoppe

DIAL R-619-1

DUCHESS Beauty Shoppe

DIAL R-507-1

REVIVAL AT THE ROSEMARY BAPTIST CHURCH OCTOBER 16th-30th

DR. J. C. OWEN,

of Newland, N. C. will do the preaching.

SERVICES EVERY EVENING AT 7:30

The Public Is Invited

RADIO Repairing

Any job \$3.00 plus parts. Tubes Tested 5c per tube. Removal \$1.00 anywhere in city.

Mike Westbrook

839 Jackson Street, Roanoke Rapids, N. C.