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ADVERTISING - PRINTING - EMBOSSEING

EDITORIAL

TO OUR FUTURE CITIZENS

● ● The Boy Scouts will take the center of the national stage the week of Feb. 8th which starts National Boy Scout Week.

Boy Scouts of Roanoke Rapids will enter in the celebration with perhaps the largest number of active Scouts in the city's history. Thanks to the success of the Community Chest, it is possible to look forward to even greater growth of this fine work among the boys of Roanoke Rapids in 1939.

Interest is kept alive from year to year in Scouting by continued membership in the East Carolina Council which serves as a connecting link with the national organization of more than one million Boy Scouts. The Chest drive guarantees the membership fees and monthly supervision of the Council.

Real success of Scouting in Roanoke Rapids and in any other place depends upon the active interest of adults who serve as advisors and scoutmasters. Here, as elsewhere, this group is too small. Older men do not take the time and sacrifice the effort necessary to help the boys along. Those who do deserve the praise of all interested in boys and interested in the building of future citizens.

A boy who goes thru all the phases of Scouting emerges as a splendid, well-equipped citizen, one of whom his country is proud. Let us give a little more time and thought to the Boy Scouts during National Boy Scout Week.

SLICK UP THE ENTRANCE

● ● Among friendly criticisms and suggestions from North Carolina visitors comes this one: "Slick up towns at entrance - first impressions too often set the pace . . . your hospitality is a big asset but you have to spend more money on scenery."

Roanoke Rapids has a real problem in slicking up at the South entrance. But it could be done.

We suggest cutting down the high bank between the highway and railroad tracks and planting flowers and shrubs on the bank; a rain shed and flower garden at the depot; keeping all the buildings at and near the Junction well repaired and painted; and the widening of Roanoke Avenue from the tracks to 11th Street.

COTTON'S COMPETITOR

● ● When Dr. Murchison, head of the Cotton Textile Institute, told the Roanoke Rapids Kiwanis Club that the future of cotton was threatened by the use of synthetic fibres, there were those here who may have thought him over-pessimistic.

His predictions, however, are borne out in the latest figures of the Textile Economics Bureau which show that the world production of rayon in 1938 broke all records, totalling 1,900,000,000 pounds against 1,823,000,000 pounds in 1937; pro-



duction of staple fibre, the competitor of cotton, increased from 618,000,000 pounds in 1937 to 925,000,000 pounds in 1938.

THE WORST KIND OF THIEF

● ● The old saying of disgust with a person was that "he would steal from a blind man". We have a new kind of thief, even worse than one who would steal from the blind. Somebody stole a can of dimes which were to go to the President's campaign against Infantile Paralysis. A person who would steal from little crippled children is even more to be condemned than he who would steal from blind adults.

ADVERTISING FLANNELS

● ● Naturally we have always been advocates of the theory that advertising pays and particularly newspaper advertising. We are more firmly convinced than ever since being handed a copy of a full page advertisement in The Daily News Record, national textile newspaper, advertising flannels.

The advertisement is that of Rosemary Incorporated, New York agent for the products of Roanoke Rapids' mills: outing flannels, table damasks, furniture fabrics, bedspreads.

"Sing Out The Style News of Rosemary Outing Flannels" is the caption of a very interesting advertisement with a picture of Miss Mary Jane Walsh, beautiful young star of "Sing Out The News", showing Miss Walsh wearing her new three-piece pajama ensemble of Rosemary Outing Flannel.

The advertisement goes on to say: "It's Front Page News for dry goods wholesalers, for night-wear manufacturers and makers of sportswear

when an outstanding line of flannels "scoops" the market in style."

"Garment designers are freshly stimulated; wholesale and retail buyers envision increased volume and profit possibilities; additional markets open up as potential outlets for new types of apparel.

"Get your share of the up-swing indicated by the enthusiastic early response to this new, well-balanced, brilliantly styled line,

"The sketches reproduced below reflect but a few of the many new ideas in women's night-wear garments made possible with Rosemary Flannels for 1939. Additional ideas are available to men's wear manufacturers and as suggestions for the selling of piece goods for home sewing."

Citizens of Roanoke Rapids and Halifax County would do well to give more thought to the purchase of flannels, one of Roanoke Rapids' chief outputs. Especially since flannels have gone modern as typified by this 20th century advertising program.