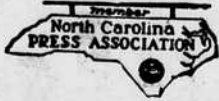


# THE ROANOKE RAPIDS HERALD

CAROLINA'S FIRST  
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## EDITORIAL

### BOOKS FOR VICTORY

● ● Tomorrow, Friday, March 5th, has been designated "National Victory Book Day." A campaign for the collection of old books for service men is currently being staged in the city. On Saturday the Boy Scouts will make a city-wide canvass for books. Meanwhile, boxes intended to receive them have been placed in city drug stores, where they may be deposited with the assurance they will be turned over to the proper agencies for receiving them.

The 1943 Victory Book Campaign has been designated by the Army and Navy as the official agency for the collection of books to be distributed among the nation's fighting men. Sponsoring the drive to obtain "more and better books" in 1943 are the American Library Association, the American Red Cross, and the United Service Organizations.

In the 1942 Victory Book Campaign, which began on January 12, 1942, and which ended on November 5th, quality and quantity were stressed with the emphasis upon the latter. The public responded by contributing more than eleven million books. Approximately 50% of these, after sorting for condition and for subject matter, were considered suitable for distribution. The campaign this year will stress quality and quantity, with emphasis upon the former. Hence no official quota will be publicly announced for this year, except in general terms looking towards the collection of millions of books for the armed services. The unannounced aim, of course, will be to reach or exceed the quota of ten million books announced for the last campaign.

The basic strategy will be to present the new campaign in terms of books each individual can and is supposed to give to the individual soldier and sailor — rather than in terms of a staggering overall quota. The purpose is to enable the individual giver to identify himself with the reading needs of an individual soldier, sailor, marine or merchantman.

As part of the attempt to stress the importance of quality, no attempt will be made to use the attic-cleaning psychology in stimulating people to contribute. It is the feeling of the committee that Americans are not anxious to make insignificant sacrifices. They are anxious to make sacrifices, but they want to be sure that these sacrifices are worthwhile. Hence, the final test will be stated as follows: "Any book you really want to keep is a good one to give."

Another basic theme is that the collection of these books is a national effort in which every



group interest and interest group are pulling together. Emphasis will be placed everywhere on the fact that this is not a drive of the Library alone, or the Red Cross alone, or the USO alone. It is a huge cooperative effort of every element in our society, working together to secure these books for the armed forces.

### 1943 WAR FUND ENDORSEMENTS

By the Honorable Frank Knox  
Secretary of the Navy

● ● "American sailors afloat or ashore cherish the American Red Cross. In peace or war they know that the Red Cross symbol means a link with home — prompt help in time of trouble. They know it carries the message of their loved ones to them in distant ports, and that it stands by their families in moments of distress.

"The past year's record of achievement of the Red Cross has revealed activities on an unprecedented scale. Through its services to the armed forces, survivors of torpedoed ships have been provided with clothing and Red Cross comfort kits as soon as they have been rescued. Emergency operations have been performed on shipboard, utilizing blood plasma collected by the American Red Cross.

"Ashore, our Navy men have found rest and relaxation in the Red Cross clubs in foreign lands. At home, recreational and athletic equipment is provided at training stations, in addition to quick communication with families through Red Cross Chapters in case of a personal crisis.

"Regardless of the task requested of it by the United States Navy, the American Red Cross has never failed. That it may continue to fulfill this trust it must continue to have wholehearted support of the American people. I therefore commend its 1943 War Fund campaign as an opportunity, a privilege, and also a responsibility, for every citizen to become a partner in this vital service to our men who bear the brunt of battle."

By General George C. Marshall  
Chief of Staff, United States Army

● ● "The Army depends heavily on the Red Cross as a vital link between its individual soldiers and their families. As the only civilian organization which operates on military reservations, the contribution made by Red Cross workers and the highly organized assistance available to the Army through them, are of inestimable value to us in maintaining morale.

"The fighting efficiency of a soldier is greatly enhanced when he knows that during his absence the welfare of his loved ones is the subject of interested concern other than his own, and the service of the Red Cross is available to every man in the Army. Its representatives are scattered throughout the world wherever American soldiers are sta-

tioned, contributing to the comfort and care of convalescent soldiers in hospitals, maintaining clubs where wholesome entertainment and recreation are available to men off duty — and probably most important of all — caring for their families at home when they are in need of assistance.

"Thousands of Red Cross workers are efficiently lending a helping hand to the members of the armed forces with their individual problems, and the opportunity to share in this contribution to the well-being of our soldiers is offered to every man, woman and child in the country. Gratitude and appreciation cannot adequately be measured in dollars and cents, but dollars and cents are certainly necessary for the continuance of these services which are so vital a part of the war effort, and I strongly urge every citizen to assume a part in the responsibilities of this great organization by contributing to the Red Cross War Fund."

By Paul V. McNutt  
Chairman of the War Manpower Commission  
● "The 1943 American Red Cross War Fund campaign is a cause whose worthiness has no need of being pointed out. We are all aware of the enormous size of the task which the Red Cross has to accomplish, and we all know that it can't be done without money.

"I fervently hope that large quotas of our 'manpower' will devote themselves to voluntary leadership in this drive in all local communities, and see that the necessary funds are secured — contributing themselves, and getting their neighbors to do likewise. It is my privilege and I consider it my patriotic duty to endorse the approaching Red Cross appeal."

About 70 per cent more employees in the converted automobile industry were engaged in producing war goods in October, 1942, than were making automobiles and auto equipment in 1939.

