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Buying Hits Peak Here; Merchants Are Pleased

Roanoke Rapids business concerns experienced "a very satisfactory" Christmas shopping season and look forward optimistically to an easing of the shortages after the next six months, according to a survey made Monday while many retailers and wholesalers were inventory-taking.

One drug store proprietor while he openly stacked Kleenex on the counter, admitted it to be the best shopping season his store has ever experienced. "We had more to sell, we sold more and we have more left over than ever before," he added.

A department store head stated conservatively that it was "a satisfactory season," with more merchandise available but that it did not compare — in his opinion — with 1945.

Fireworks and alcoholic beverages did a booming business while with more light articles and small electric appliances to offer in many seasons past, sold almost completely out of these lines.

Automobile agencies and heavy appliance dealers have no idea when they will catch up with back orders, but on the whole, local business life views the year 1947 with unshackled optimism. Most merchants look forward to a gradual increase in the realm of supplies after the next six months.

Pre-Christmas reductions here occurred largely in seasonable ladies' wear, while toy mark-downs came about as the result of the fact that much of this merchandise arrived late in the season and somewhat unexpectedly. In fact, invoices are still being received in some stores for Christmas merchandise that has not arrived even as the New Year rings in.

Retailers in ladies' ready-to-wear suffered considerably as the result of this winter's unseasonable weather. Fall and winter coats and suits went on sale when they should have been in heavy demand. This condition was duplicated almost everywhere in the country.

Department stores expect current shortages in "desirable" men's wear — clothing and shirts — to continue for at least the next six months. Rumors of nylons at 72 cents on northern markets brought the explanation here that they were "seconds" or "thirds." "We could have had plenty of nylons here, too, for a price," one merchant said meaningfully.

Nylons, not in plenty, but in greater quantities, are expected to be readily available in six months.

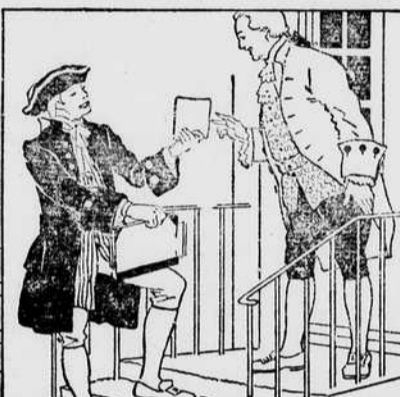
Radios, small tables, chairs, electric irons, toasters and other small electrical goods were in heavy demand. An almost adequate supply was available for the first time since 1940.

Continued shortages are anticipated for the next several months in certain drugs and less important items as well as in heavy machinery and electrical appliances.

In the field of groceries a greater variety than in many years past was on hand for the shopper to pick and choose from, but grocers were of one opinion as to the pros-

To All Our Friends

HAPPY NEW YEAR 1947



GOOD LUCK TO YOU!

- ★ Old days
- ★ Old times
- ★ Old friends

For auld lang syne we bring you this cheery New Year message.

Guernsey Cow Sets Record

A daughter of the registered Guernsey sire, Argilla Oliver, owned by W. L. Manning, Roanoke Rapids, has completed an official Advance Register record. She is Chockoyotte Hildroli which produced 10257.5 pounds of milk and 501.7 pounds of butterfat on twice daily milking for ten months.

Argilla Oliver has sixteen daughters in the Performance Register of The American Guernsey Cattle Club.

This record was supervised by the North Carolina State College and reported to The American Guernsey Cattle Club for approval and publication.

"The Blue Smock" In State Exhibit

"The Blue Smock," a recent painting by E. C. Langford of this city, was among the exhibits at the tenth annual North Carolina art display held in Raleigh last week. The exhibits will move to Chapel Hill and from there will be shown throughout the state. The local artist and his wife will spend the month of January in Sarasota, Fla., where Mr. Langford with study at the Farnsworth School of Art.

New Officer Will Join Police Force

L. H. Nelson, former highway patrolman, stationed for about five years at Rich Square, will join the Roanoke Rapids police department on January 15, Chief T. J. Davis announced today. This will bring to 10 the number of officers now in the department.

95 Arrests Were Made In December

A total of 95 arrests were made from December 9 through December 31, by Roanoke Rapids police officers, it was reported today. The arrests were from "most anything" from breaking and entering to just plain traffic violations.

According to department records, property valued at \$1,784.50 was reported to the department as stolen. Of this amount \$1,237.00 in property value was recovered by the officers.

Charges of being drunk led the list in number of arrests, there being 60 persons "taken in" by officers for this offense.

New Advertising Rates Effective

Due to steadily increasing costs in newsprint and other necessary expenses incurred in publishing The Herald, it has become necessary to raise our advertising rates. The new rates, effective with the next issue, will be as follows:

- Regular advertisers per column inch -----40c
- Non-regular advertisers per column inch -----45c
- Foreign advertisers per column inch -----63c
- Classified rates:
- 15c per line (5 words), one insertion
- 12c per line (5 words), two insertions.
- 10c per line (5 words), three insertions.
- 9c per line (5 words), four or more insertions.

The Herald regrets to take this action, but there is no alternative due to the high cost of production.

FRANK R. THOMAS, Advertising Manager.

Halifax County Sanatorium Was Reopened Last Monday

Chief Warns About Skating In The Street

Many complaints have reached the police department about children skating in the streets in the city, said Chief Davis this morning.

"It is indeed a very dangerous practice," said the chief, "and if parents allow it to continue, a serious accident may be the result."

With many children getting skates for Christmas presents an unusually large number are seen skating in the streets and dangerously close to passing automobiles. The other day a prominent business man almost ran over a little girl when her skates slipped and she fell almost directly in front of his car.

"Before it is too late," said Chief Davis, "I want to caution parents and the youngsters to stop the practice of skating in the streets. There is a good skating rink at the High School and it's safe," he added, "so why not send the children there for skating instead of letting them promiscuously play in the streets. The danger is too great."

Following a meeting of the Board of Hospital Managers for Halifax County Sanatorium on December 17, at Weldon, and following an inspection of the County Sanatorium by the Hospital Board, the Sanatorium was reopened last Monday.

At the meeting on December 17, the Board passed certain rules and regulations governing tuberculosis patients at the Sanatorium and also set up the policies that would be followed for admitting all patients to the Sanatorium in the future. These rules and regulations and admission policies will be followed strictly in the operation of the Sanatorium in the future. Miss Savannah McDonald of Roanoke Rapids, will be superintendent of the Sanatorium and Mrs. Harris, also of Roanoke Rapids, will be Miss McDonald's assistant. Many improvements have been made in the Sanatorium since it was closed in the early summer. Dr. F. W. M. White of Halifax, will have charge of the medical care of the patients, while Dr. Robert Young, county health officer, will have charge of the administration of the Sanatorium.

The following are the policies that will be followed in admitting patients to the Halifax County Sanatorium in the future.

All applications for admission to the Halifax County Sanatorium must be made to the County Health Department. No patient is eligible for admission unless he has active tuberculous.

All patients must have X-ray made before admission to the Sanatorium, and in the tubercle bacilli in the gastric contents the X-ray diagnosis must be confirmed Eastern Sanatorium or the Sanatorium.

Patients will be admitted singly in the order in which they apply. There will be no exception to this rule.

All patients must sign application for admission and thereby abide by all the rules and regulations of the Sanatorium.

All patients must be interviewed by the Halifax County Department with reference

ability to pay for and must be certified by the superintendent of the department for admission.

It is especially only patients with tuberculosis will be admitted to the Sanatorium in the future to avoid filling the Sanatorium with patients who are not suitable for treatment at home. Three or four patients are to be admitted to the Sanatorium, and others who are during the

Negro Man Found Dead on Highway

Mack Solomon, 60-year-old negro tenant farmer, was found dead on the Weldon-Roanoke Rapids highway early last Tuesday morning by his wife after he had been missing from home since Monday night.

Soloman apparently died from a heart attack, no sign or evidence being found by investigating officers of foul play. A small scratch on the face of the man that could have been caused as he fell into a ditch at the side of the highway, was the only mark of injury. The negro had previously suffered with heart trouble.

Two Watches and Bracelet Stolen From Jewel Shop

Police officers are investigating the breaking of the glass window at the Jewel Shop in downtown Roanoke Rapids sometime after midnight last Sunday. Police discovered the broken window, and checking with the manager, M. C. Moore, found two watches and a ladies' bracelet had been taken. No arrests have been made as yet.

Department Has Quiet Christmas

The Roanoke Rapids Police department had one of the quietest Christmas weeks in many years was learned today. There were no major crimes committed and only a few arrests were made for just "plain drunkenness."