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Friday, May 1, 1914.

Alas, for poor Mexico! The worst is evidently yet to come. Cole L. Blouse says if the South Carolina militia goes to Mexico he intends to march at their head.

During all this excitement over war, it would be well to remember that the election for the purpose of issuing those graded school bonds will be with us next Tuesday. Every man who stays at home and does not vote, casts one vote against the issue and the cause of education in this community.

The improvement of Second Street produced by tearing down some sheds on the sidewalk is pronounced. Let the good work go on. The shed and hanging signs are a nuisance and an eyesore. And while we are about it, why not have a clean up day? Other places are inaugurating such festivals and we do not think Roanoke Rapids should miss anything anybody else is getting. Let's have one, whether we need it or not!

In this issue we take the liberty of printing an article that appeared in the Scotland Neck Commonwealth of last week signed by Mr. J. P. Patrell. We are printing this article not because we are so much in sympathy with Mr. Patrell's views but on account of the delicious irony and sarcasm of the article. We unhesitatingly acclaim Mr. Patrell the Dean Swift of Halifax County, but for reasons of our own we had rather someone else would place the laurel crown on his brow! And we think we know at least four other parties who won't do it either.

MALARIA

Our attention has been called to a pamphlet on "Malaria, A Brief Description of its Cause and Prevention" which is being distributed in Rosemary. It is gotten up by the Southern Industrial Institute of the Young Men's Christian Association. This pamphlet is admirably gotten up and is brief and to the point. Extracts from this pamphlet are given elsewhere in this issue. The actual money loss from malaria in the South Atlantic States is estimated as over fifty millions of dollars annually. It would cost hardly a tenth of that sum to make old Anopheles what's his name a scarcer fowl in this country than a January mocking bird. The pamphlet in question can be had on application to the Southern Industrial Institute at Charlotte, N. C. It is well worth writing for.

POLITICS AND TAXES

Do we hear a nomination for a County Treasurer from Roanoke Rapids? Isn't it just about time that Roanoke Rapids had something in the way of county officers? Turn about is fair play and the other end of the county has held the treasurer-ship long enough. We don't want to hog it all—a very little slice would go a long way with us because we are used to short rations.

In support of the justice of our plea, we are giving below the amount of taxes paid last time by each of the townships in the county.

Roanoke Rapids,	26,850.27
Weldon,	18,158.87
Enfield,	15,912.52
Scotland Neck,	14,963.75
Rocky Hill,	10,070.58
Winton,	9,394.70
Windsor,	5,841.69
Warrenton,	5,080.04
Wentworth,	5,076.45
Wrightsville,	2,291.86

THE MEXICAN DILEMMA

President Wilson's attitude in the Mexican crisis can certainly be considered forbearing. We doubt whether any nation on this green earth would have been quite so forbearing. The indignities and outrages being inflicted upon Americans in Mexico since our occupation of Vera Cruz seem to deserve from us a trifle more than forbearance.

Of course, the United States was forced to accept the offer of intermediation made by Argentine, Brazil and Chili to bring about an amicable settlement of the difficulty. If Huerta does not kill any more Americans while we are trying to make friends, the delay will be extremely advantageous to the United States. It will give them time to mobilize an army of sufficient size to bring about peace in that distracted country and it will give Americans trying to leave Mexico a few more days of grace. That anything definite will come from the proposed negotiations is very unlikely. Huerta will evade, temporize, quibble, do anything to get more time and with Latin indirectness dish up more insults and veiled threats than this country has had to face in all its history.

Huerta is irresponsible. He realizes that the United States is going to kick him out and anything he can do that will delay or impede that process will be done, even though it involves the carrying of his unhappy country through the fearful trials of a war with the United States.

The ultimate outcome of the situation will be the conquering of Mexico by the United States troops and forever afterwards the policing of the country and the regulating and control of her government by bayonets of the the United States Army. It is either that or the renunciation of the Monroe Doctrine and all it implies. Henry Watterson is right when he says: "If the United States flag goes up across the Rio Grande it will never come down." That flag is up and the sooner the administration and the whole country realizes the one inevitable Mexican policy that has been forced upon us, the better it will be both for Mexico and the United States.

It will be an hundred years before the people of Mexico will be capable of self government and the maintenance of any kind of order. The United States must either regulate the internal affairs of the Mexican people or let some other country do it—a thing incompatible with the Monroe Doctrine and the sentiment of the American people.

MALARIA AND THE MOSQUITO

Extracts from a Pamphlet Prepared by The Southern Industrial Institute

The French while working the Panama Canal, lost 50,000 men from mosquito-borne diseases. They had a death rate of 100 to every 1,000 population. Colonel Gorgas, by introducing sanitary methods, reduced this death rate to approximately the same as for the United States in general, and made possible the completion of the Canal.

FOR THE LABORER malaria means loss of time and wages and large doctor bills.

FOR THE EMPLOYER malaria means loss of labor, listless service, inefficiency and reduced dividends.

Mosquito Disease—Malaria is carried from patient to person by the mosquito—Anopheles variety; and in no other way. It is not inhaled, swallowed, or "caught." Without the female Anopheles there is no malaria. The mosquito stands in the way of progress.

In certain sections why is labor so uncertain and irregular? Why so many more men of the pay roll than can possibly be

A Definition

Advertise. To make known by public notice; publish; inform or notify; advise.—Standard Dictionary.

We have given enough space to the value of advertising—everybody knows it anyway—that is everybody who runs a successful business.

How to advertise is another question. This community is not adapted to the cumbersome and expensive method of mailed circulars. And the circular handed around litters up the front yards badly.

Taking into consideration the service given, newspaper advertising is much more economical in the long run. And as far as efficiency is concerned it takes the cake.

It's a great help to any advertisement to be well written. How about yours? Do they carry the appeal that makes men buy? Do your advertisements creep?

Tell the public what you tell your customers. Advertisements are only written sales talks. On the statements you make to your customers then, purchases are obtained.

Why not others?

worked at one time? Why so difficult to keep all machinery at work? Malaria has much to do with it. An arrested case of malaria will render the patient unfit for efficient work for weeks and months. He is just able to "put in the time."

Why do we not stop the breeding of Malaria? Because we either don't or won't, for the disease is preventable and CAN be stamped out entirely—such as a trifle of what it once was in being there.

GET RID OF THE MOSQUITO—It has been proved beyond a doubt that mosquitoes carry malaria. To stamp out the disease then, we must destroy the carrier.

BEGIN FIGHTING THE MOSQUITO NOW—AT ONCE! It is best to begin early in the spring, with a general "cleaning up" campaign including garbage cans, bottles, buckets, barrels, marsh weeds, grass, etc. School teachers could lead such campaigns effectively. Drain and fill every pond, or pool of stagnant water. Keep things clean. The field is never finished. Do not stop, or you will have more mosquitoes.

A NEW IDEA

Advocates a Change in the Personnel of County Officials

It appears to me that it is about time for a new deal in our county officers. It is not right to ride a free horse to death, with such scant rations Mr. Editor. The present incumbents have been sacrificing their time and talent for the good of the Democratic party for quite a number of years, to be exact, as follows: S. M. Gary, 20 years at \$3,500 \$70,000; Hunter Norman, 12 years at \$2,500, \$30,000; Joe House, 12 years at \$2,500, \$30,000; Jari Bowers, 6 years at \$2,500, 15,000, at end of their present terms. The fees per year are approximated, but not far wrong I think.

In other words these gentlemen at expiration of their present terms will have received from the county the small sum of \$155,000. Of course this sum is a mere pittance for the service they have rendered, and I for one do not think the Democratic party should further impose such hardship on these gentlemen. No doubt but these gentlemen, two years ago, would gladly have cast their mantles on others, but there were none to be found willing to help bear the burden, but from reports I hear there are some good Democrats now who feel that they can't resist this call to duty any longer, and are willing to lay themselves on the Democratic altar for six years at least. Now, Sterling, Hunter, Joe and Jari, you all have been faithful servants (at least in holding on to your jobs,) and no doubt but that you will receive and deserve the plaudits of your countrymen. Well done. Well done, then, good and faithful servants, get out; get out and take that rest you so deserve.

Yours in sympathy,  
JNO. P. PUTRELL.  
—Scotland Neck Commonwealth.

Thomas C. Logan, of Philadelphia, is sometimes pessimistic about things in general and always particular about what he eats. One day he went into a restaurant and after scanning the menu said to the waiter:

"I see you have some calf's heart."

"Yes, sir," replied the waiter. "Well, how about that?" pursued Logan; "is it tender?"

"Yes, sir," the waiter assured him.

"Then," ordered Logan, "bring it to me. If there is in this world such a thing as a tender heart, I want it."—Popular Magazine.

Ephum Johnson was up before Judge Shimmerpate on a cruelty to animals charge.

"Doesn't Ah wasn't Ahusin' dat mule, Judge?" the old man demanded.

"Did you not strike it repeatedly with a club?"

"Yassah."

"And do you not know that you can accomplish more with animals by speaking to them?"

"Yassah; but dis critter am did'nt. He am so left he can't here me when Ah speaks to him in de usual way; so Ah has to communicate wid him in de sign language."—Youngstown Telegram.

"How does the battle go?" asked the Mexican general.

"Fiercely," replied the press agent. "We have just had three devastating paragraphs, and are now advancing several columns of fierce description."—Washington Star.

"What's this eugenic movement I've been hearing about, Dan?"

"Oh, a lot of left-overs I've slighted, some quack doctors and a few clergymen think they know more about mating than I do."—Life.

COOL FEET

You Can Enjoy Cool Feet This Summer in HOLEPROOF HOSIERY

OUR REPUTATION for selling only high grade goods is such that we must search the world over and keep up that reputation.

That's the reason we sell, economical and guaranteed GENUINE MEXICANIZED and SKIVE HOLEPROOF HOSIERY.

Hundreds of people here are wearing them.

ARE YOU GET THE HABIT.

Six pairs HOLEPROOF HOSE

bought to-day will last you until November 2nd, or we will replace them free of charge.

JUST RECEIVED A SHIPMENT of beautiful Summer Patterns for ladies and children—and also a lovely line of Lace and Embroidery.

WELLS D. TILLERY.

In the SPRING the Thoughts of Young and Old Naturally turn to Wearing Apparel

WE OFFER

PALM BEACH SUITS

A complete line of Genuine Palm Beach Suits guaranteed to wash and hold shape at the wonderfully low price of \$7.50

STRAW HATS

Newest styles, all shapes, weaves and sizes. New Stock. Qualities ranging in values from \$1 to \$3

PANAMAS

A good assortment of Panamas. Most exclusive shapes \$5.00

NECK TIES

Latest style—every variety of shade and color. Summer line just received. Hundreds to select from 25 & 50c

CREPES, Ratines, Lawns

We have the largest line in town. Beautiful patterns. Splendid values at 10, 25 & 50c

SUMMER SHOES

Hamilton-Brown and Selz \$3.00  
Oxfords and Pumps in tan, patent, gun metal and white buck, rubber bottoms. All sizes \$3.50  
1.00

Patterson Store Company

Announcement

All orders for 500 or more Letter Heads will be delivered in dust proof stationery boxes.

Herald Publishing Company

The Crisis Has Come!

For the Good of the People "SWEET-HOME" BREAD

is not only Sanitary Wrapped, but Baked Scientifically Pure and Wholesome. So Delicious and Nutritious.

All our Brands of Breads and cakes are securely Wrapped and Protected.

THE BEST POUND CAKE YOU EVER TASTED

Try one and "Get the Bake-Shop-Habit"

The Sign of Bakery



High Grade Products

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