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Friday, October 2, 1914.

Old High Cost of Living is another argument in favor of the "Use Cotton Goods" movement.

We knew all the time that Villa's front page aspirations wouldn't let him stay quiet.

It will cost a whole lot less for United States troops to stay in Vera Cruz than it would to seize it again.

If things keep on at this rate, Germany will be able to materially reduce that order for winter clothes for her troops.

The "valorization" of cotton seem to be proceeding steadily—regardless of the refusal of Federal aid in the process.

The question arises: will Mr. Travis be amenable to the resolutions of the Democratic Executive Committee of his home county regarding the Constitutional Amendments?

We congratulate the Williamson Enterprise on the getting out of its enterprising industrial issue. It is remarkably complete and well gotten up and does credit both to Williamson and the Enterprise.

"War in the East; Peace in the West! Thank God for Wilson!" says the Democratic Handbook for 1914. And thank God for the good sense of the American people who elected him, and who have supported his policies.

When a judge is at once plaintiff, prosecuting attorney, judge and jury, defendant has a reasonable chance of securing a prompt and enthusiastic conviction. Those were the circumstances in the trial of the Goldsboro editors by Judge Peebles in Jackson. Our system of judicial procedure in matters of this nature is badly in need of revision. We know nothing about the facts in this particular case, but the method of procedure was radically wrong.

The Cotton Situation

Three factors are responsible for the steady improvement of the cotton situation; the increasing confidence being felt in this country in regard to the business conditions of the near future, the increase in the demand for the staple by American mills and by England and the self-help the farmers have given themselves by their strong tendency to hold on to the crop and the agitation of the "Buy a Bale" movement.

It is estimated that only five per cent of the crop of 1914 has yet been put upon the market and that has been taken by mills needing cotton for immediate consumption.

The thing for the Southern farmer to do is to sit tight in the boat and hold his cotton or as much of it as he can hold without injury to his time merchant.

No man can forecast the future, but the farmer who holds his cotton has nearly every chance

in his favor. England in all probability, will take American cotton, after business over there gets settled down on a war basis, in very near normal amounts. Cotton is a necessity of life and cotton manufacturing is necessary to England's very existence. It was to keep open the ports of the world to her manufactured products (principally cotton) in time of war that she has maintained the world's great navy. Her mills will soon be running as steadily as the mills of America. As far as France, Germany and Austria are concerned the situation is quite different. None of these countries will use cotton to any great extent during the continuation of the war. Their general export trade will be handled either by English or American mills.

It must be pessimist indeed who believes the world is going to go unclad because two millions of its twelve hundred millions of population are engaged in a sanguinary contest.

The farmer who holds his cotton is benefitting himself and the South. That his creditors should exert every effort in their power to aid him goes without saying.

Hypocrisy

Both sides engaged in the titanic struggle which is shaking the whole civilized world are making bitter accusations against each other on the grounds of inhumanity, the use of dum dum bullets, the murder of non-combatants, the destruction of undefending villages and priceless works of art impossible of replacement.

Both sides seem to have made out a fairly complete case against the other and both sides, in all probability, are equally guilty.

Of course, the Germans have done the most in the destruction of property, the contest so far having been waged on ground not German, but should circumstances become reversed, as looks very likely just now, and the struggle be staged on German soil, the allies will exact a costly and terrible reprisal.

The "thin veneer of civilization" seems to be peeling badly—it is brute against brute—murder holding high carnival over all the civilization mankind has struggled forty centuries to effect.

Aside from the spectacle of human gore, the most revolting feature of the performance is the cant and hypocrisy of it all. The protestations of innocence, the prayer of each nation to the God of all to give them strength to murder and destroy the other. It is blasphemy.

A Strong War Lesson on Advertising

The subject of the war situation and advertised goods is being aptly considered in a series of editorials by J. R. Hamilton in the Chicago Examiner. Among other striking things pointed out by this expert is that advertising, rather than raising the cost of living, is doing more to maintain normal conditions than any other force. Mr. Hamilton declares "Not an advertised product on the market has yet raised its price."

This shows one thing; that the businesses that advertise pledge themselves to keep faith with the people. They are not nameless like the dealers in raw products who have nothing to lose. They have spent their money to create a good name and they are wise enough now in this crisis to maintain it.

If ever the public had a good lesson in advertising, that lesson is being taught today.

Practically every unadvertised store has raised its prices while practically every advertised store is keeping faith. Some of these big advertised stores are actually selling their present stock of groceries at lower prices than they are buying their future stock. They are paying more for their flour and sugar than they are asking purchasers to pay.

And this applies to many lines. One great shoe manufacturer has just turned down a European order for one million pairs of shoes at an increase of \$1 per pair; because if he filled that order he could not supply his own trade at home and so would lose

the trade that his advertising has built up. Another great advertiser of bread is still selling the same sized loaf at the same price, although flour increased in price the day the war was announced. It is a notable thing that your advertised "baked beans," your advertised cereals, your advertised macaroni, your advertised "drugs, toilet accessories," shoes, hosiery and necessities, shoes, hosiery and necessities, furniture, piano, and talking machines have all maintained their regular prices to you although the prices of the raw materials that go into these things have long since been frightfully advanced.

These manufacturers and those stores are practically the only ones who have shown their willingness to put their avarice behind them and to play fair in these times of stress.

The woman who succeeds in her aim generally aims at something she doesn't expect to hit.

There is a turning point in every man's career—even if he isn't a crank.

Football tactics will soon divert our minds from war tactics.

MISS CLARA BOYD

wishes to announce to parents in Rosemary and Roanoke Rapids that she will take a limited number of pupils for piano and voice. Advt. 192-17.

W. T. ROWLAND

District Manager
MUTUAL LIFE Ins. Co. of New York
Oldest and Largest Dividend Paying Company in the United States
For further information call at First National Bank at Roanoke Rapids

R. L. TOWE

Notary Public
at the FIRST NATIONAL BANK
Roanoke Rapids, N. Carolina

NOTICE!

The Roanoke Rapids Motor Car Co.

is now owned and controlled by W. G. LYNCH exclusively. With competent men, tools and supplies combined with real reasonable rates I earnestly solicit your patronage.

W. G. LYNCH



for the
Smartest Styles
Best Quality
Fit and Comfort
in Tailor Made
Clothing
Shoes and
Hats
See Us
Rosemary Supply Co.
Hegwood Shoes Wear

Americans Will Fight in Mexico
or any other country, when duty bids them to protect their interest.
What are you doing to protect your interest, and the comfort of your loved ones, against the hardships caused by the depressed condition of our Country.

Are You Spending Your Money Wisely?
It is your duty to buy your goods where you can save money on each item purchased, and where you can get quality to justify the price. Specializing in QUALITY and LOW PRICES and always giving my customers a square deal have made my results possible.

Why bother with accounts all over town when you can do all your dry goods, hardware and grocery trading at one place and have only one account? I carry a full stock of each line.

Shoes that Make Satisfied Customers
I have shoes for every member of the family, made in every variety of leather, on all of the stylish lasts. They will satisfy the young and old because they fit better and wear longer than the average.

Now is the Time to Buy Your Heaters
It will pay you to let us show you how a Cole's Hot Blast Heater will save you nearly 50% of your coal bill for this winter. I have a complete line of Stoves and Ranges ready for your inspection.

To Complete My Stock of Up-to-date Groceries
I will try to keep a supply of Country Produce of all kinds, Fresh Meats, Sausage, Etc. Also Fresh Oysters (in pint and quart sealed cans) on Saturdays.

Trade with me a week and be convinced.

Wells D. Tillery

The Way the First Series
of shares in the Roanoke Rapids Building and Loan Association have been taken up goes to prove that the thrifty people of this community approve this easy
Combined Savings and Investment Scheme
You must let us explain the details of the Building and Loan Association's plan to help you "get ahead of the game."

Its Mutual - the Profits go Back to the Shareholders

25c a week pays for a \$100.00 share --- You can take as many as you like.

ROANOKE RAPIDS BUILDING and LOAN ASSOCIATION
Your Rent Will Pay For Your Home

If you haven't subscribed to The Herald, then you haven't lived up to the fullest advantages of your home community—One Simoleon will put you next for a whole year—get busy

Roanoke Rapids ONE DAY ONLY AFTERNOON and EVENING FRIDAY October 9th



The Only Big Three Ring Circus
Coming this Season

Three Good Reasons :: WHY :: They all Meet at the Roanoke Pharmacy Company
1st. Its the coolest place in town.
2nd. We have clever cold drink dispensers.
3rd. We don't guess about cleanliness.
We handle Montauk's Ice Cream
Lowney's Candies
Prescriptions are Carefully Compounded
Are Agents for Indian Motorcycles

Gin House and One Acre of Land FOR SALE!
TERMS EASY and with a small investment can be made into a suitable dwelling house. For further particulars see
W. F. HORNER