

The Election

Of course it was an off election and the full strength of the electorate not expected to be polled, but the showing made by this community at the polls on last Tuesday was anything but gratifying.

One hundred and twenty six citizens of this township participated in the election out of an electorate of at least six hundred. No matter what may be the virtues and morals of any citizen of this community, if he is able to go to the polls and cast his ballot and does not do so, then he is undeniably lacking in one of the qualities that go to make a good citizen.

Admitting that the election of the Democratic nominees was an absolute certainty and the necessity small on that ground for the voting of Democratic electors, which constitute the great majority of the voters of this community, there still remains the fact that ten important amendments to the organic law of the State of North Carolina were to be decided by the citizens of the State. For the sake of the amendments alone all patriotic and intelligent citizens of the community should have participated in the elections.

The small vote cast here can be attributed only to the indifference and apathy of our citizens in their own government. Staying away from the polls did not either help or hinder the passage of the amendments and this action on the part of so many citizens can be imputed only to selfish indifference.

The amendment, or amend-

The Tailor Who Paid Too Much

By HERBERT KAUFMAN  
Author of "Do Something! Be Something!"

I WAS buying a cigar last week when a man dropped into the shop and after making a purchase told the proprietor that he had started a clothes shop around the corner and quoted him prices, with the assurance of best garments and terms.

After he left the cigar man turned to me and said:  
"Enterprising fellow, that, he'll get along."  
"But he won't," I replied, "and, furthermore, I'll wager you that he hasn't the sort of clothes shop that will enable him to."

"What made you think that?" queried the man behind the counter.

"His theories are wrong," I explained, "he's relying upon word of mouth publicity to build up his business and he can't interview enough individuals to compete with a merchant who has sense enough to say the same things he told you, to a thousand men, while he is telling it to one. Besides, his method of advertising is too expensive. Suppose he sees a hundred persons every day. First of all, he is robbing his business of its necessary direction and besides, he is spending too much to reach every man he solicits."

"I don't quite follow you."  
"Well, as the proprietor of a clothes shop his own time is so valuable that I am very conservative in my estimate when I put the cost of his soliciting at five cents a head.

"Now, if he were really able and clever he would discover that he can talk to thousands of people at a tenth of a cent per individual. There is not a newspaper in town the advertising rate of which is \$1.00 per thousand circulation, for a space big enough in which to display what he said to you."

"I never looked at it that way," said the cigar man.  
It's only "the man who hasn't looked at it that way," who hesitates for an instant over the advisability and profitability of newspaper publicity.

Newspaper advertising is the cheapest channel of communication ever established by man. A thousand letters with one-cent stamps, will easily cost fifteen dollars and not one envelope in ten will be opened because the very postage is an invitation to the wastebasket.

If there were anything cheaper rest assured that the greatest merchants in America would not spend individual sums ranging up to half a million dollars a year and over, upon this form of attracting trade.

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ments, that are defeated in North Carolina, (it is too early at this writing to predict anything,) are defeated not because the people of North Carolina are opposed to them or prejudiced against them, but simply because the majority of the intelligent citizenry of the commonwealth were too immersed in their individual affairs to give to these important changes in our fundamental law the attention they so richly deserved.

"Tis true, 'tis pity, and pity 'tis, 'tis true."

Better Business Conditions

According to newspapers and financial reports, business conditions over the entire country are taking a decided turn for the better. Business in a measure has grown accustomed to the war in Europe and business men everywhere are regaining confidence in the stability of the business health of this country.

The cotton situation is also taking on a more cheerful aspect. Takings of cotton by spinners across the water seem to be steadily increasing and if this increase continues in the same proportions throughout the winter and spring a good deal of the surplus crop will have been disposed of. The rise in the price of cotton, small as it is, is estimated by statisticians to mean an increase in the value of the whole crop of at least forty millions.

According to the New York Sun entirely new export business amounting to about two hundred millions of dollars has been done in the last three weeks entirely as the result of the war.

Lack of confidence and the hoarding of money are principally responsible for the business depression the country has just gone through. This hoarding has been and is being done by individuals, we believe to a far greater extent than by banks or other financial institutions. The individual who hoards his money, instead of depositing it in a sound bank is hurting himself and the country at large. A little more debt paying would also greatly help in restoring business conditions to normal.

"I am convinced," said Mrs. Thickenbury, "that we should save largely on the dentist's bill if we should buy each of the children one of those new pyrotechnic toothbrushes." -- Christian Register.

Restaurant Patron -- "I'd like a couple of eggs --"

Waiter -- "I'm sorry sir, but I'll have to ask you for a deposit." -- Chicago News.

By contenting ourselves with obedience we become divine. -- Emerson.

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 of Roanoke Rapids

R. L. TOWE

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

J. F. Cherry

Studio and Commercial  
Photography  
Studio above Herald Publishing Co.  
ROANOKE RAPIDS

Five Lots

South Rosemary  
Desirably Located. For  
Quick Sale at a Bargain

Apply to  
L. C. DAUGHTRY  
Rosemary, N. C.

10 16 14 51

Reward Offered

By the Board of County Commissioners.  
There will be paid to the person or persons the sum of FIFTY DOLLARS for any information and conviction of the person or persons who murdered Will Lawrence in the month of August in this County, near the Fed Whitehead place on the A. C. L. Rail Road.

Board of County Commissioners of Halifax County  
J. H. NORMAN, Clerk  
Oct. 8, 1914. -- Advt.

Why Pay Rent?

When we will sell you a house ready to occupy on easy terms.  
All we ask is a small payment down -- balance paid by the month like rent.  
Property located in Roanoke Rapids and Powelltown.

HIGGINS and DANIEL

TWO STORES

For Rent  
Suitable for  
General Merchandise  
Located in the Heart of  
Rosemary  
Rooms Over Them  
Also For Rent

For Terms Apply to  
A. Ameen & Brother  
Roanoke Rapids, N. C.

For Formal or Informal Occasions



A afternoon gown which is elegant enough for formal occasions and quiet enough for the informal will appeal to most women. Here is one which is novel and beautiful in its position and in which the wearer might feel at ease at an afternoon tea or an evening reception. It is conservative as to style, graceful in outline, and of a type which will outlive a single season.

Gray satin forms the foundation of the skirt which is bordered at the bottom with two scalloped flounces, each about a quarter of a yard in width when finished, and bound with a narrow piping of the silk. The skirt escapes the ground by about three inches measured from the middle of the edge of the scallops, and is comfortably wide approaching two yards. This gives plenty of room even considering demands of dancing.

At the head of the second flounce scalloped flounces are arranged in the material. They are caught up with small bows of the fabric and are simply two shallow folds tacked to position. Extra width is allowed in the upper flounce to allow for this draping.

A tunic of voile in the same color as the silk, reaches to within twelve inches of the bottom of the skirt of the may be made longer. It is laid in side plaits at the waist line and allowed to flow below the hips. A narrow hem finishes the bottom. These

parent tunics may be counted upon as a strong feature in the coming styles. They are sometimes stayed with a small wire at the bottom and often bordered with fur or marabout feathers.

The bodice has a foundation of figured chiffon in which vague figures in rich colors on a white background appear. The short sleeves are lengthened with a border of handsome lace. A wide black lace in princess design overlaps the chiffon foundation, extending over the chiffon portion of the sleeves and along the sides and partly over the front and back of the bodice. An overbodice of the gray voile is draped on the foundation and trimmed away in a "V" shape at the neck. This leaves a small vestee of the figured chiffon.

Reverses of satin are set on the bodice at the front, with panels of the satin extending from them to the skirt line. They widen toward the bottom, merging into a narrow belt at the sides, which is finished with a flat bow at the back.

A fine lace-edged net collar corresponds with the lace finish of the sleeves. A border of chiffon, of the same color as the voile in the dress, is set under the pointed edge of the lace in the lower sleeves. The bodice fastens at the front with small satined buttons.

JULIA BOTTOMLEY.

PARAMOUNT PICTURES

"PARAMOUNT" means motion pictures of distinctive theatrical interest -- famous plays played by famous players -- pictures "de luxe"

"PARAMOUNT" films cost so much more than regular films that many moving picture theatres charge advanced prices on Paramount night -- WE DON'T.

"PARAMOUNT" night is Wednesday Night with us. For the regular price, you can see the masterpieces of Famous Writers played by the most noted actors in America.

"PARAMOUNT" pictures are the best we could get -- they are the best produced.

Every Wednesday Night

At The  
Rosemary Theatre

Owing to the European War all Imported Drugs have advanced very materially, but the

Roanoke Pharmacy Company

With one or two exceptions is selling at the same old price

We have a Special Sale every Saturday on Chocolate Products, Candy at 39 cents the pound. The regular price is 50 cents

To You Bachelors

Why don't you buy Holeproof Hose? Six pairs are guaranteed to wear without holes for six months. They are light, soft and attractive -- not heavy, cumbersome and coarse. The softest 5/8" yarn is used. There are eleven colors, four weights and four grades to choose from. 30 years of experience go into every pair.

Ask to see "Holeproof" and look for that name on the toe; also the trademark above and the signature "Holeproof" are the original guaranteed hose. No other kind can even begin to compare with them.

See the "Holeproof" assortment today. 6 pairs cost \$1.50 up to \$3.00, according to weight and size.

Holeproof Hosiery FOR MEN, WOMEN AND CHILDREN. FOR SALE BY WELLS D. TILLERY

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

"Jack Frost"

is here all right, but you won't know it after you have installed one of our

Hot Blast Heaters

They are HEAT GIVERS not Fuel Eaters Almost Every Other Kind of Stove in Stock Also

For Instance

\$6.95 Cash

will buy a No. 7 Cook Stove

If It's FURNITURE -- We Have It Cash or EASY Payments

B. S. WEBB

Funeral Directors Embalmers

Day or Night Service Anywhere

Hancock-House Company, Inc.

W. C. WILLIAMS, Licensed Embalmer

Floral Offerings Supplied on Short Notice