

# ROANOKE RAPIDS HERALD.

PUBLISHED EVERY FRIDAY BY

Herald Publishing Company, Inc.

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Subscription Price One Dollar a Year.

Telephone . . . . . 570

Entered as Second Class Matter April 3, 1914, at the Post Office at Roanoke Rapids, North Carolina, under Act of March 3, 1879.

All communications should be addressed to the Herald Publishing Co. Persons wishing return of ms., must in all cases enclose stamps.

All cards of thanks, resolutions of respect, etc., etc., will be charged for at the rate of one cent per word. Cash must accompany article in all cases except where customer has a regular account. No insertions made for less than 25 cents.

All items for publication must be turned in or registered in our office before THURSDAY NOON in order to insure publication in the Friday issue following. In case of lengthy items, even if time must be allowed. No charge made for insertion of matter of purely news value.

Friday, December 25, 1914.

## Christmas

The "morning after the night before" has a new significance to-day -- especially to the small boy, who has been for weeks in a fever of anticipation and who has reflected long and dubiously about the size of the available flues and the pictured girth of one S. Claus. Anticipation has turned to joyous reality -- he is no longer a sceptic -- the whole question of Santa Claus has been removed to the illimitable distance of one whole year. He is content now with facts as they are -- speculation has lost its fascination.

The longing and thrill of the weeks just before Christmas and the tingling ecstasy of their fruition on Christmas Morn are not given to us many times. They mark the borderland between the child and the youth and it is looked back to and remembered by all who have experienced it as one of the few perfect joys of human existence.

In after life we have the joys of Christmas, but they are not so poignant, they have not about them the thrill and enthusiasm of youth which can be experienced at only one stage in the existence of the individual. Therefore the greatest joys of Christmas are sacred to the little children, and it is entirely meet and proper that this should be true about a day which is to commemorate the advent upon earth of a Child -- the mighty founder of Christmas Day, whose influence ever widening is destined finally to control all humanity.

That some children are deprived of the joys of Christmas Morn is one of the tragedies of existence. Christmas more than all else should mean charity. In this community it is entirely possible that there are children whose hearts will not beat higher this morning, whose anticipations and hopes have come to naught, whose disappointment is more keen because of the contrast between their lot and the lot of more fortunate children.

That person has most fittingly observed the spirit of Christmas who has given, insofar as he or she is able, to those whose need is greatest.

## To Our Readers

The Herald wishes to apologize for the deficiency of local news carried this week. In order to give our force the usual Christmas Holidays we are going to press with this issue on Wednesday night instead of Friday morning as is usually the case. This makes available, of course, the local happenings of only three days.

We only hope that all of our readers may be so filled with happiness and Christmas cheer that they will have neither time nor disposition to criticize this hastily gotten up issue.

May the Herald find in every home it enters on this Christmas morn joy and happiness in abundant store. And may this Christmas be not only the most pleas-

ant one of all, but the forerunner of many, many more. Merry Christmas!

Berlin's celebration was a little premature.

Anyway we suppose it wasn't a full Moon.

Mr. Finis Garrett's second thought was much better than his first.

Christmas comes but once a year -- in common with the other 364 days we suppose.

Mr. Tillett evidently thinks it is Tillett and not "tainted" money that the Charlotte Observer is taking down.

"Convention of Safety-at-Sea will be Amended Probably" -- headline. So as to exclude Germans, we suppose.

A workless Christmas is all right but our gratitude is going to that man who first invents a "fireworkless" Christmas.

Sending the Herald to a friend as a Christmas Gift makes your friend happy and cheers up another worthy institution with that same dollar.

That was a nifty little Christmas present the Interstate Commerce Commission granted the railroads of this country -- \$30,000,000.00. We now wait to see business hum -- the effect claimed for the increase by its interested and disinterested advocates.

We desire to acknowledge with thanks receipt of the Twenty-eighth Annual Report of the Department of Labor and Printing of the State of North Carolina. Mr. Shipman has gotten out a complete and comprehensive report, arranged to facilitate easy reference and very carefully compiled. The report is a credit to Mr. Shipman and the Department of Labor and Printing.

## PLAIN COPY MAKES ADS PAY

Don't Shoot Over Heads of People You Want to Reach--What an Illinois Merchant Did.

By HINTON GILMORE. Much is said regarding the psychology of advertising, but there are plenty of fellows who never took a lesson in their lives who get returns for their advertising outlay.

In an Illinois town of 15,000 there is a dealer in men's furnishings who believes in advertising through the newspapers, but it took him a long time to make it pay. For years his copy didn't possess the selling "punch." It was being written by a specialist and had won commendation from people supposed to know good advertising copy when they saw it. But it was costing money and wasn't getting the business, so the dealer let the specialist out and began writing his own copy.

He made a close analysis of previous advertisements and noticed such gems as "plu-perfect tailoring" and "acme of sartorial achievement," and it dawned upon him that the copy was over the heads of the crowd.

When he sat down to write his first ad he recalled a boyhood acquaintance--"Buck" Ransome, the village bus driver back in the old home hamlet. Now "Buck" happens to be a man of low powered intelligence, with a mere smattering of educational elements, but the dealer seized upon him as a sort of composite customer and addressed that advertisement to "Buck." It was written so that "Buck" could understand; anything that seemed beyond "Buck's" grasp was left out. The result was that the copy was plain as day.

The merchant kept up this simplified ad writing, sending typical "Buck" copy to the printer every day. Business began to pick up and it's still picking up.

Twice a year "Buck" Ransome receives a suit of clothes for his unwitting service as an advertisement model. The fact that he doesn't know where the clothes are coming from keeps "Buck" worried.

Miss September Morn Again Rebuffed. "September Morn" as a work of art will not be lauded from the Milwaukee postoffice.

"September Morn" as an advertisement intended to attract attention because of her suggestiveness, is "persona non grata."

"September Morn," if she appears as a real lady, intending to appease by the beauty of the artist's imagination, is all O. K. But her ladyship must travel under cover or not at all if she is intending to slip something over on your Uncle Samuel.

That is the mandate of Postmaster David C. Owen. And he is "the powers that be" in the Milwaukee office.

The Brute. Two weeks after the wedding she burst into her mother's home, crying like a child. "John and I have quarreled," she explained between sobs. "What's the trouble?" inquired his mother-in-law. "Why, I-I said I thought it would rain today, and the brute said, 'I don't believe it will.'" -- Buff.

Soldiers' Wills. In olden times everybody who was in the happy position of having personality to bequeath was free to make a will verbally or by an unattested writing. This right, restricted by the Statute of Frauds, was abolished by the wills act of 1837, subject, however, to the reservation that soldiers on actual military service, and marines, on sea, were still competent to dispose of their personality as they might have done before. Hence all the soldiers and sailors on duty have, so far as the disposition of their worldly goods is concerned, a larger freedom than that possessed by the King's subjects who are staying at home. As a rule, too, wills are valid only if the persons making them have reached the age of twenty-one. There is judicial authority for saying that even this restriction does not apply to soldiers and sailors on active service.--TRUSS.

Helping the Lawyer. When a certain North Carolina jurist made his first appearance at the bar as a young lawyer he was given charge by the state solicitor of the prosecution of a man who was accused of some misdemeanor. Although there was practically no evidence against the man, the youthful attorney did his best, but was astonished when the jury brought in a verdict of "guilty." After the trial one of the jurors tapped the young lawyer on the shoulder. "We didn't think the man was guilty," he explained, "but at the same time didn't like to discourage a young lawyer by acquitting him."

## Living Rooms

Single Rooms and Four or Five Room Suites Suitable for

## Light House Keeping

Now ready for occupancy

For terms see

W. F. Horner

## Good Groceries

Fresh Stock of Canned Goods Nuts

Fresh Meats of all Kinds in Stock every day.

Prompt Deliveries. Satisfaction Guaranteed.

Burnette & Cherry

Phone 572

## CHERRY'S

The Place to Pass Away the Time

Tobaccos

Pool

Soda Fountain Drinks

Headley's Chocolates Fresh and Pure

Athletic Goods

## A Bright and Happy Christmas Season with a Joyous and Prosperous New Year for all of our patrons and depositors is the earnest wish of the

# First National Bank

of Roanoke Rapids

## Funeral Directors

## Embalmers

Day or Night Service Anywhere

## Hancock-House Company, Inc.

W. C. WILLIAMS, Licensed Embalmer

Floral Offerings Supplied on Short Notice

## Christmas Gifts For Men

Before supplying your Christmas Gift list we invite you call and see our collection of Toilet, Manicure and Combination Sets, Handsome Box Paper, Chafing Dishes, Kodaks. Our beautiful assortment of Lowney's Christmas Candy in one, two, three and five pound boxes is worthy of your consideration

## Roanoke Pharmacy Company

## CLARK & CLARK

Attorneys at Law

Roanoke Rapids, N. C.

Room No. 1, Upstairs in Bank Building

## MASON, WORRELL & LONG

Attorneys at Law

Office: Roanoke Rapids, N. C., and Jackson, N. C.

## DR. H. B. FOSTER

DENTIST

Office Hours 9 to 5. 7 to 8 p. m.

Office over Herald Pub. Co.

## GLAUCUS A. BRYANT

Civil Engineer and Surveyor

DeWITT VIRGINIA

Faculty of Wilson, N. C.

## J. F. Cherry

Studio and Commercial Photography

Studio above Herald Publishing Co. ROANOKE RAPIDS

## R. L. TOWE

Notary Public

at the FIRST NATIONAL BANK

Roanoke Rapids, N. Carolina

## LET US TAKE CARE OF YOUR CHRISTMAS DINNER REQUIREMENTS. WE CAN DO IT IN A WAY THAT WILL MORE THAN SATISFY YOU

### A Complete Stock

of Groceries--All the Delicacies needed for the Xmas Dinner--Fresh Pure, Wholesome

### Prompt Service

on every order--everything possible is done to get EVERY order out on time and filled correctly

Personal Attention to the wants and needs of each individual customer at

## TAYLOR & COLLIER'S

TELEPHONE CONNECTIONS

## Funeral Directors

## Embalmers

Day or Night Service Anywhere

## Hancock-House Company, Inc.

W. C. WILLIAMS, Licensed Embalmer

Floral Offerings Supplied on Short Notice

## Christmas Gifts For Men

are not so hard to select when you shop at a man's store. We make a specialty of goods for men, and we can sell you gifts that a man will appreciate.

## A New Store - A New Stock

NECKTIES All shades and patterns. A Gift that will please for 50¢ to \$1.00 What man ever had too many?

STETSON HATS Late Fall Blocks, Soft Shapes & Derbies \$2.50 to \$5.00

SHIRTS the swellest and most attractive in town \$1.00 to \$3.00

## BALMACAN OVERCOATS

## C. P. Downtin

Bank Block Roanoke Rapids, N. C.

WE wish to express to our many friends and customers our deep and sincere appreciation of the pleasant business relations we have had the live long year and to wish you one and all a Merry Christmas and a Pleasant and Prosperous New Year.

ALSO that the coming Year may bring us wider opportunities for service and even more pleasant and cordial business relations.

## Hancock-House Co.

Attractive Christmas Gifts on sale to the last minute of Christmas Eve. Our store will be closed on Friday and Saturday, December 25 & 26