

Don't Forget to ATTEND the Daddy Rabbit Sale at Hancock-House Co.'s AND GET YOUR SHARE OF THE PROFITS

Ask For Your Coupon

ROANOKE RAPIDS HERALD.

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J. T. STAINBACK EDITOR

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All communications should be addressed to the Herald Publishing Co. Persons wishing return of missives 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 reach our office before THURSDAY NOON in order to insure publication in the Friday issue following. In the case of lengthy items even more time must be allowed. No charge made for insertion of matter of purely news value.

Friday April, 15, 1915.

Newport News seems to be the most popular with the Kaiser's.

The majority of the people of Roanoke Rapids burn.

Allied ships are regular maniacs when it comes to firing up the Dardanelles.

The registration books close next Wednesday afternoon at five o'clock, Mr. Voter. Get busy!

We had rather see a hot contest for these town offices -- so the boys could get a few cigars out of it anyway!

One dollar a year spent on the prevention of disease will bring bigger dividends to any town than ten dollars spent on relief or cure.

Two weeks from to-morrow marks the opening of the Roanoke Valley League. Mobilization preparatory to actual hostilities is proceeding apace.

Those commissioner-candidates who were reported to be going to run on the "wide-open" ticket, haven't shown up yet. Probably decided to intern.

The Weather Man at Raleigh now comes to bat with the observation that about one billion tons of snow fell in North Carolina the other Friday and Saturday. 'S' all right but why didn't you do something about it?

If Roanoke Rapids would be attractive to visitors and a healthful place for our homepeople, no food should be exposed to flies in its grocery stores, food-shops and market; its hotels, cafes and restaurants should not be swarming with flies and streets and vacant lots should never be seen littered with trash and unsightly objects.

The City Official has a thankless job. Few cities appreciate the work which he does. He is expected to give his City all the best and yet low prices expected to

give everybody a fat job at the public's expense without violating the civil service or spending any money. He is damned if he does and damned if he don't.

We can have the Health Exhibit of the State Board of Health come to our town by simply paying the transportation charges. This is the same exhibit that recently created nation-wide interest at the National Conference at Jacksonville, Florida, and will be a splendid means of teaching our people many a health lesson first hand. The main facts pertaining to health and disease prevention set forth in this exhibit admit of no argument. They are convincing and hard to forget when you have once seen them.

Adequate Fire Protection

That the town of Roanoke Rapids needs an organized, well trained voluntary fire department goes without saying. We think the truth of this statement will be admitted by every property-holder in town.

How then is the pitifully small attendance at the Monday night meeting to be accounted for? This meeting was called by Mayor J. T. Chase, all of the members of the old fire department were requested to attend and all property holders were invited to be present and co-operate in the work of getting an efficient fire fighting organization started.

Twelve citizens of Roanoke Rapids were interested enough to attend. We suppose the majority are satisfied to "let 'em burn." Fully half the people in this town do not know the location of the fire bell; probably do not know that there is such an article in the corporate limits.

If a fire were to break out in the business district or in a congested residence district on a windy day, the resulting loss even in excess of insurance would pay all the cost of a well trained fire department for something like a million years.

Sooner or later such a fire undoubtedly will occur - the important question is will the citizens of Roanoke Rapids be prepared to cope with such an emergency? If more interest in this important subject is not manifested by the property holders in this town, it is a pretty safe bet that they will not.

Picture to yourself your home or your store going up in flames simply because no one is sufficiently practiced in fire fighting work to get on the job quickly -- to save the few precious minutes of time that make the difference between a small fire and a conflagration.

Then if you do not like the picture -- get busy. Talk the question over with your neighbors. See to it that they and you attend the second meeting for the organization of a fire department which will be held at 7:45 P. M., Monday night, April 19, at the Mayor's Office of the town of Roanoke Rapids.

The Pest

He walks into your office with the gall of seven nations in his system and the attitude of condescension upon you the greatest favor in all the world and proceeds to donate (or try to donate) several inches of first class advertising matter to be inserted in your columns gratis.

This peculiar species of fraud and imposition seems to be

practiced entirely upon newspapers. We never heard of one of these men trying the same for a loan without interest, trying to get merchandise from the stores for nothing, or soliciting his landlady for free board. He will try, however, to defraud the newspaper out of its advertising compensation and make no bones of the matter at all.

The pity of it is that so many papers and so many editors fall for this free advertising graft and allow these pickers to have their way. One of the best signs in pressdom, in our opinion, is the fact that newspapers everywhere are setting their faces more and more against imposition of this nature.

Genuine news matter is always welcome to our columns. When a friend, a subscriber, or patron brings us a story which has new value, a local item or personal in which they or their friends are interested, we are glad to get it and glad to print it, of course without charge.

Our definition of advertising matter as opposed to news matter is as follows: any reading matter from which the person requesting insertion expects to derive pecuniary profit. That kind of matter, if it goes in at all, goes in with advertising charges attached.

Grocer Advertised

Duke C. Bowers, of Memphis Tennessee, has 43 grocery stores in that town and sells nearly half of the groceries consumed there. Sixteen years ago he was piling staves in a Kentucky barrel factory at \$3.00 per day, and while working at that job concluded to go into business for himself. A friend loaned him \$800 and he opened a cash grocery. His sales the first day amounted to just eight cents. Now he is rated in the millionnaire class. Andrew L. Deming quotes Mr. Bowers in the St. Louis Republic as follows:

"If I had not discovered newspaper advertising, I would still be struggling for a living in a first store instead of having forty-three. It came about this way. A few months after I opened my cash grocery in Columbus, Ky., Charles N. Walker, who used to edit the paper there, showed me it would be to my advantage to take a half page ad every week changing the ad every issue. Common sense told me that there was no use running a business that would save the people money unless you told them so, so I signed a six months' contract. It pulled so well, in fact that I used to buy 200 extra copies and mail them out over Carlisle county to see if I couldn't get the farmers to come to Columbus to trade. Pretty soon I became the biggest advertiser that Walker had. Half pages became too small for me; I began to use pages. And business picked up accordingly. Seeing the success possible in a cash business pushed by good advertising, I sold out to go where I could get the greatest results from my efforts. Just before starting for Memphis, an uncle of mine called me out for a private talk. 'Duke,' he said, 'you are not going to Memphis sure enough, are you?' 'That is what I am going to do,' I replied, 'I'm going down there and go in the grocery business right away.' He shook his head sorrowful-like and said, 'Duke,' those newspapers will get all the

money you've got. Charlie Walker has been making more out of your business than you have. Well, the newspapers have gotten a lot out of me, but my greatest regret is that I didn't let them have more."

"Then you believe in advertising?" Mr. Bowers was asked. "I am not merely a believer in advertising was the prompt reply. 'I am almost a maniac on the subject. I firmly believe that if I had only spent half so much for advertising as I have spent, I wouldn't be worth half as much as I am worth. Furthermore I am convinced that had I been foresighted enough to spend twice as much for advertising as I have spent that I would be worth twice what I am worth.'

Motor Boats in Demand.

Practically all inhabited sections of the Bayou District, Norway, can be reached by boat, and as a large percentage of both freight and passenger traffic is by water, there are at least ten motor boats owned, exclusive of the fishing fleet, for every motor car.

Labor and Thought.

It is only by labor that thought can be made healthy, and only by thought that labor can be made happy; and the two can not be separated with impunity.—John Ruskin.

J. W. MASON, J. A. WORRELL, Garysburg, N. C. Rob Roy, N. C.
W. L. LONG, Roanoke Rapids, N. C.

MASON, WORRELL & LONG Attorneys at Law

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

CLARK & CLARK Attorneys at Law

Roanoke Rapids, N. C.
Room No. 1, Upstairs in Bank Building

DR. H. B. FOSTER DENTIST

Office Hours 9 to 5. 7 to 8 p. m.
Office over C. D. Shell's Store

WALL PAPER Window Shades and Awnings

Estimates Promptly Furnished by
Jas. G. Jordan
Box 94 HENDERSON, N. C.

Notice of Mass Meeting

This is to notify the public that a mass meeting of the voters of the town of Roanoke Rapids will be held in the Mayor's office on Friday, April 16, 1915, at 7:30 P. M. for the purpose of nominating candidates for mayor and commissioners of the town of Roanoke Rapids, to be voted on at election to be held on the 1st day of May, 1915.
A. L. CLARK, Chairman,
Dem. Ex. Com. of the town of R. R.

423t

Notice

By virtue of a deed of trust made by Mrs. E. C. Shearin and G. R. Shearin, her husband, to me as trustee, dated the 29th day of November, 1914, and recorded in the Register of Deeds office for Halifax county, at Halifax, State of North Carolina, Deed Book 259, at Page 659, default having been made in the payment of the indebtedness thereby secured, and at the request of the holder of the note evidencing the said indebtedness, I will on SATURDAY, the 1st day of May, 1915, at the hour of 12 o'clock, noon, in front of the Postoffice, in Rosemary, N. C., offer for sale at Public Auction to the highest bidder for cash the following property, to-wit:

Lot No. 15 (Fifteen), with all improvements thereon, situated in that part of South Rosemary, North Carolina, designated and shown on a map of the same as Powell & Hodgens' Addition to South Rosemary, which map is duly recorded in Deed Book No. 3, in the Register of Deeds office, at Halifax, North Carolina.

There is a cottage, built during the year 1914, on the said above described lot.
This, the 30th day of March, 1915.
R. B. HIGGINS, Trustee.

3-30-15-5t.

**500
Cedar
Posts
FOR SALE**
In the next 10 Days.
Apply to
W. F. Horner
Rosemary, N. C.

**Business Opportunity
Confectionery and Dry Goods
Businesses For Sale**
Same building but two separate stores, connected by door. Good location. Will sell one or either store. Good terms and good opportunity for right party. Also two store buildings at Rosemary, N. C., for rent. Apply to
A. AMEEN & BRO.
Roanoke Rapids, N. C.

Notice of Town Election
I, A. L. Clark, town clerk to the Board of Commissioners of the town of Roanoke Rapids, do hereby certify that the following is a true copy of a resolution adopted by the said Board of Commissioners at their session held on Wednesday, the 31st day of March, 1915, a majority of the commissioners being present and voting in favor of the said resolution.

Be it resolved, by the Board of Commissioners of the town of Roanoke Rapids: That pursuant to and under the laws of the State of North Carolina governing town elections and under the provisions of the charter of the town of Roanoke Rapids relating to elections there shall be held in the town of Roanoke Rapids at the regular polling place, on the first Tuesday in May, being the 4th day of May, 1915, between the hours of 8 o'clock A. M. and sunset, an election for the purpose of electing a mayor and five commissioners for the town of Roanoke Rapids, N. C. That the registrar appointed by this Board on the 31st day of March, 1915, and hereinafter named, shall revise the existing registration books and shall, beginning on the 14th day of April, 1915, and closing on the 21st day of April, 1915, keep the books open for the registration of voters from nine o'clock, A. M. to five o'clock, P. M., at the Mayor's office, excepting on Saturdays, when the books shall be kept open until nine o'clock P. M. that the registration books shall close on the 21st day of April, 1915, and shall be re-opened on the 24th day of April, 1915, at the regular polling place of the town of Roanoke Rapids for the inspection of the electors of the town.

That the following named registrar and judges of election shall conduct the registration and election herein provided: R. W. Brown for Registrar, W. S. Hockaday and J. P. Robinson for judges of election.

In testimony whereof, I have hereunto set my hand and affixed the seal of the said town of Roanoke Rapids, this 1st day of April, 1915.
A. L. CLARK, Town Clerk.
423t

By virtue of a deed of trust made by C. C. Clements and Lillie M. Clements, his wife, to me as trustee, dated the 27th day of October, 1914, and recorded in the Register of Deeds office for Halifax county, at Halifax, State of North Carolina, Deed Book 259, at Page 478, default having been made in the payment of the indebtedness thereby secured and at the request of the holder of the note evidencing the said indebtedness, I will on SATURDAY, the 1st day of May, 1915, at the hour of 12 o'clock, noon, in front of the Postoffice, in Rosemary, N. C., offer for sale at Public Auction to the highest bidder for cash the following property, to-wit:

A certain piece or parcel or lot of land lying and being situate in Roanoke Rapids township, Halifax county, State of North Carolina, to-wit: Lot No. 16 (Sixteen) situated in that part of South Rosemary, North Carolina, designated and shown on a map of the same as Powell & Hodgens' Addition to South Rosemary, which map is duly recorded in Deed Book No. 1, at Page No. 3, in the Register of Deeds office, at Halifax, North Carolina.
There is a cottage, built during the year of 1914, on the said above described lot.
This, the 30th day of March, 1915.
A. L. CLARK, Trustee.

3-30-15-5t.

The test of a fire insurance policy is —FIRE—

Every fire tests the kind of service a company gives its policy-holders but the supreme test is the great conflagration that leaves a big city in ashes and forces many insurance companies out of business.

At such times the man who holds a policy of the Hartford Fire Insurance Company never worries. He knows that his policy is backed by ample assets and more than a century's record for the prompt payment of every honest loss.

That's one reason we represent the Hartford here. There are other reasons equally good. May we talk to you about it?

 THE HARTFORD FIRE INSURANCE CO.
Write or Telephone
CLARK & SHUTE, Resident Agents
The Premium Won't Break You—A Fire Might

Roanoke Pharmacy Company

Incorporated
Dealers in.....

**Drugs, Medicines Perfumery
Photographic Supplies
and Rubber Goods**

GARDEN AND FLOWER SEED

We solicit your trade because
our goods are Fresh, our
Stock is Complete, our Drugs
are Pure, We give you what
you ask for


PRESCRIPTIONS A SPECIALTY

Roanoke Rapids, North Carolina

Spring Time During House Cleaning

- ☐ Did you ever clean house, madam, without finding that new furnishings of some kind or other, were necessary?
- ☐ Did you ever start out to brighten up the home, without realizing that some new furniture or floor coverings were necessary?
- ☐ When you get those thoughts this Spring—when you find it necessary to make purchases—we are going to ask you, if you are not already a customer, to just try trading at this store this time. Just see for yourself that our newspaper claims are correct.
- ☐ Everything in Furnishings for the Home.

B. S. WEBB
Exclusive Furniture Dealer Roanoke Rapids, N. C.

 If you are not using the Sengbusch, try one for 30 days free. No obligation.
HERALD PUB. CO 