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ROANOKE RAPIDS POWER COMPANY

ROANOKE RAPIDS HERALD.

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Friday July 16, 1915.

Growing weather -- eh w-hot?

Life is just one darn note after another.

Roanoke Rapids now has a Tri-Town Lead.

From the "retort courteous" to the "reply specific".

Wonder if Huerta considers his jailing by Uncle Sam as an act of war?

The British had evidently rather pay than fight -- and we have to confess to a rather sympathetic understanding of their point of view.

The anti-spitting ordinance went into effect last Thursday. Try to remember it Mawruss for a little lapse of memory in a thing of this kind is liable to cost you a five spot.

We hate to predict -- oftentimes it leads us to chagrin and embarrassment -- but we cannot refrain from expressing our opinion that what the Top-Notchers are going to do to that Franklin Bunch this week is going to be a plenty.

How the Mexicans must love us. News dispatches have it that on the fourth of July, all flags in Mexico were put at half mast and a street in Vera Cruz was rechristened "Avenue of the Twenty-third of November" in celebration of the date of the American evacuation of that port.

A report of Dr. Long, Health Officer of the Town of Roanoke Rapids, made to the Board of Town Commissioners on last Tuesday night, stated that three fourths of the illness in town during the month of June was due to flies. Carelessness, filth, flies, funerals -- cause and effect logically worked out.

Of course, it is far too early to do any definite forecasting but just at this writing, it looks like the Democratic standard bearers in the State election will be Hon. T. W. Bickett, of Louisburg, for Governor and Hon. O. Max

Gardner, of Shelby, for Lieutenant Governor. These gentlemen would make an ideal team for the race; it is safe to assume that no better pair of stump speakers can be found in the State than Bickett and Gardner, and they are also there with the rest of the goods.

The Resignation of Mr. Akers

After the announcement of last week that Prof. A. E. Akers had been offered and was seriously considering accepting the position of Superintendent of the Public Schools of Halifax County, we do not suppose the statement made in the news columns of this issue that Mr. Akers' resignation as Superintendent of the Roanoke Rapids Graded Schools has been received and accepted by the Board of School Trustees of the Graded School District will cause a great deal of surprise.

There is a widespread feeling in this community, however, that the County Schools' gain is going to mean the Graded Schools' loss -- at least for a time. Mr. Akers' services to the Graded Schools as Superintendent have been extraordinarily efficient and his long years of experience have unquestionably rendered him more valuable to the schools than any man they can possibly get, no matter how able his successor may be.

Mr. Akers has watched over and guided the growth of the schools from their very beginning until now, and to him is due in large measure the credit for the wonderful results accomplished. The Roanoke Rapids Graded Schools have never taken a backward step, progress has been steady and rapid; not once has internal faction or schism developed to cause the schools to lose in either prestige or efficiency. About every man in public life, more or less criticism is inevitable, but we believe there has been less criticism and more commendation for Mr. Akers work in the seven years he has been with us than has been in any school district in the State.

A Prose Poem

This story, which we glean from the editorial columns of the State Journal, is new, to us:

Not so long ago, in one of the beautiful tidewater towns of the State, a ghastly deed was done. A man was stabbed, again and again -- near a score of times so that he fell where he was and died where he fell. The slayer was tried with the usual formalities. Witnesses testified, lawyers made speeches, the judge charged the jury, the verdict followed and the prisoner was sentenced to prison for a term of years. There was nothing so very unusual about the trial. The people read about it all in the papers and soon forgot it. It is needless to rehearse it here. Society used the best means it has been able to devise to administer justice, so let it pass. But there was an incident connected with the last moments of the dead man, which it may be worth while to relate.

When the stricken man sank to the grounds, with his life blood gushing from his many wounds, he asked that some one pray for him, because he knew that his end was at hand. But those who had gathered around him stood dumb in their horror. When silence was the only answer to his request, he began to pray for himself. Whether, in

Irrigate Your Neighborhood

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

HALF a century ago there were ten million acres of land, with half a thousand miles of Omaha, upon which not even a blade of grass would grow. Today upon these very deserts are wonderful orchards and tremendous wheatfields. The soil itself was full of possibilities. What the land needed was water. In time there came farmers who knew that they could not expect the streams to come to them, and so they dug ditches and led the water to their properties from the surrounding rivers and lakes; they tilled the earth with their brains as well as their plows -- they became rich through irrigation.

Advertising has made thousands of men rich, just because they recognized the possibilities of utilizing the newspapers to bring streams of buyers into neighborhoods that could be made busy locations by irrigation -- by drawing people from other sections.

The successful retailer is the man who keeps the stream of purchases coming his way. It isn't the spot itself that makes the store pay -- it's the man who makes the spot pay. Centers of trade are not selected by the public -- they are created by the force which controls the public -- the newspapers.

New neighborhoods for business are being constantly built up by men who have located themselves in streets which they have changed from deserted by ways into teeming, jostling thoroughfares, through advertising irrigation.

The storekeeper who whines that his neighborhood holds him back is squinting at the truth -- he is hurting the neighborhood.

If it lacks streams of buyers, he can easily enough secure them by reaching out through the columns of the daily and inducing people from other sections to come to him. Every time he influences a customer of a competitor he is not only irrigating his own field but is diverting the streams upon which a non-advertising merchant depends for existence. Men and women who live next door to a shop that does not plead for their custom will eventually be drawn to an establishment miles away.

The circulation of every newspaper is nothing less than a reservoir of buyers, from which shoppers stream in the direction that promises the most value for the least money.

The magic development of the desert lands has its parallel in merchandising of the men who consider the newspaper an irrigating power which can make two customers grow where one grew before.

the hurly-burly of a busy life, he had learned no other prayer, or whether, when his mind ran swiftly back over the years he had spent, as they say the mind does in extreme moments, he saw in the gathering gloom the vision of a good woman bending over the bowed head of a little boy as he knelt in evening prayer; it is needless now to inquire; but this is what he said as best he could in his dying agony:

"Now I lay me down to sleep, I pray the Lord my soul to keep -- If I should die -- be fore -- I wake -- I pray the Lord -- my soul -- to -- take."

The crimson stream of life had ceased to flow, and so it was that this strong man died with the prayer of childhood, on his lips. The tide went out to the sea; the stars looked down from on high; and in thousands of homes little children were kneeling with bowed heads and saying their "Now I lay me's." And thus it happened that when Sandalphon, the Angel of Prayer, gathered up the "Now I lay me's" that night and bore them as a garland of pure white blossoms through the portals of the City Celestial, in a blood-red rose was found in their midst."

LIVING OLD AND WELL

Old Age Diseases Reduce Average Length of Life

During the nineteenth century the expectation of life rose to eight years or twice that of the two preceding years. This fact is accounted for chiefly through the saving of baby lives and the prevention of infectious diseases during early life. But for some reason the rate at present seems to be at a standstill, and a close study of conditions show that the degenerate diseases after middle life, the nervous, heart and kidney diseases, are to blame. Furthermore the study shows that this is more evident in the United States than elsewhere.

The last census shows that the number of people in the United

States dying from diseases of the blood vessels is nearly four times as great as it was ten years ago which is to say we are living too fast and strenuously. Some one has said that the great broad fact seems to be that while we are freer of germs than our ancestors, our vital organs wear out sooner. We don't know the value of personal hygiene. We haven't yet become interested in warding off diseases and living efficiently to a ripe old age.

An examination recently conducted by the Life Extension Institute is convincing proof of this statement. A physical examination of a large number of officials, clerks and other employees of banks and commercial houses, the average age being thirty years, showed that only 3% were normal and that over 90% did not know of their approaching danger. 38% were found with minor impairments with the early approach of disease while 51% had from moderate to serious impairments needing medical treatment or supervision. 8% were seriously impaired and needed immediate medical attention.

It is seen that by periodic health examinations and intelligent personal hygiene many of the degenerate diseases may be headed off, and that man may easily and efficiently live out his allotted time of three score years and ten.

Modern City of Damascus. It is estimated that at least 20,000 pilgrims pass through the city of Damascus each year. They are material to the financial welfare of the ancient city, spending in the neighborhood of \$500,000 for goods of every kind. Damascus is busy and the people are industrious. Nearly everything actually needed by the native is made there, and there is a surplus sufficient to supply a large surrounding territory and the pilgrims and visitors who pass that way. In this respect Damascus has not changed in hundreds of years. It has always been a maker and distributor of food and raiment.

Easy to Live Splendidly. The humblest man or woman can live splendidly. That is the royal truth we need to believe, you and I, who have no "mission" and no great sphere to move in. -- William C. Ganett.

Delighted

That is the word so frequently used by my customers when speaking of my goods and service. The reason is we make it a point that every customer is perfectly satisfied before we accept his money.

Quality, in everything, is what pleases my customers and causes them to have so much confidence in my goods.

One of my customers said the other day, "I am always satisfied and well pleased when I trade at TILLERY'S. I am not afraid to send my smallest child to trade at your store, for I know he will be waited on promptly and treated right. And then, too, my accounts are always correct."

There are people in Roanoke Rapids who have been trading at TILLERY'S for nineteen years. They know a good place when they find it, and they stick to it. Suppose you try trading at TILLERY'S for a while, and then you will very likely enlist in my army of SATISFIED CUSTOMERS.

"There is a reason." Your smallest order will be greatly appreciated.

Special

I have just received a pretty line of "SPORT" TIES with the "nobby nots" in lovely patterns, to be worn with the popular SPORT SHIRTS.

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We are exclusive agents in this Township for the John T. Lewis products. These Leads and Oils are known the country over for their superior quality.

M. A. Daniel
Rosemary, N. C.

Notice

By virtue of a deed of trust made by N. V. DAVIS to me as trustee, dated the 28th day of April, 1914, and registered in the Register of Deeds Office of Halifax County, N. C., in Deed Book 269 at Page 147, default having been made in the payment of the indebtedness thereby secured, and at the request of the holders of the notes evidencing the said indebtedness, I will on Monday, the 2nd day of August, 1915, at the hour of twelve o'clock noon, in front of the Court House door in Halifax, N. C., offer for sale at public auction to the highest bidder for cash, the following property, to wit:

A certain tract of land lying and being in Halifax County, and described as follows: the same being lot No. 21, according to the plat made by Ed. T. Clark for the Southern Investors Realty Company, which plat is duly recorded in the Register of Deeds Office for Halifax County, N. C. This lot fronts fifty one feet on Cemetery Road and runs back between parallel lines to lot No. 9, said lot being in South Weldon, N. C.

This the 24th day of June, 1915.
A. L. CLARK, Trustee.

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B. S. WEBB

Exclusive Furniture Dealer Roanoke Rapids, N. C.

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