

Entered as Second Class Matter April 8, 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 mss. 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 July 30, 1915.

Some Climbers.

Germany's answer—the Leelanow.

Think about how cool it is in January.

Think of the hotel business in Warsaw.

The Germans keep crossing the Bug. Whatdyer mean, bug?

Russians seriously embarrassed say headlines -- we guess that's diplomatic for scared stiff.

Take a vacation but take no chances with typhoid. Get vaccinated before you go. Safety first.

Roumania, Bulgaria, Greece & Co. have quieted down considerably since the latest German drive.

General Oscar of Haiti is evidently little harassed by doubt as to the best course to pursue with the opposition.

Instead of being elected Attorney General, Judge Frank Carter should be elected one of the "privatist" kind of private citizen. Pronto.

Since the passage of the anti-spitting ordinance, we are glad to announce that there has been only a small increase in the practice of sidewalk expectoration.

Overloading -- under-ballasting -- scraping on bottom -- all perfectly good and logical reasons educed as the cause of the East-land disaster. Enough to sink a fleet.

We don't care whether Harry Thaw was set free, hung, electrocuted, lynched, or given a medal, just so we have heard the last of this very unnecessary wart on civilization.

"We wonder if Warsaw saw war coming before war saw Warsaw" howls the Greensboro Record. Having to take such as this must make Warsaw realize again that Sherman was right.

An entertaining sidelight to the latest German note is the howl put up by the English over the statement that the government of the United States intends to uphold American rights on the high seas without compromise from whatever quarter violated. The English feel it in their bones that they are to be taken to task by this country for their infringement of our rights. As the English government's misdoings in this respect have continued longer and affected a greater number of people than has the German submarine warfare, we believe the people of this country are impatient for a warning to England couched in terms as vigorous as the latest German note.

We believe most people will agree that twelve hours, especial-

The Horse That Drew the Load

By HERBERT KAUFMAN

Author of "Do Something! Be Something!"

A MOVING van came rolling down the street the other day with a big spirited Percheron in the center and two wretched nags on either side. The Percheron was doing all the work, and it seemed that he would have got along far better in single harness, than he managed with his inferior mates retarding his speed.

The advertiser who selects a group of newspapers usually harnesses two lame propositions to every pulling newspaper on his list, and just as the van driver probably dealt out an equal portion of feed to each of his animals, just so many a merchant is paying practically the same rate to a weak paper that he is allowing the sturdy profitable sheet.

Unfortunately the accepted custom of inserting the same advertisement in every paper acts to the distinct disadvantage of the meritorious medium. The advertiser charges the sum total of his expense against the sum total of his returns, and thereby does himself and the best puller an injustice, by crediting the less productive sheets with results that they have not earned.

There are newspapers in many a town that are, single handed, able to build up businesses. Their circulation is solid muscle and sinew—all pull. It isn't the number of copies printed but the number of copies that reach the hands of buyers—it isn't the number of readers but the number of readers with money to spend—it isn't the bulk of a circulation but the amount of the circulation which is available to the advertiser—it isn't fat but brawn—that tell in the long run.

There are certain earmarks that indicate these strengths and weaknesses. They are as plain to the observing eye as the signs of the woods are significant to the trapper. The news columns tell you what you can expect out of the advertising columns. A newspaper always finds the class of readers to which it is edited. When its mental tone is low and its moral tone is careless depend upon it—the readers match the medium.

No gun can hit a target outside of its range. No newspaper can aim its policy in one direction and score in another. No advertiser can find a different class of men and women than the publisher has found for himself. He is judged by the company he keeps. If he lies down with dogs he will arise with fleas.

ly during the hot summer weather, is sufficient for a day's work for anyone. It is for this reason that we regret that the merchants cannot get together on a closing hour agreement. If all of the merchants would agree to close at the same time and stick to it, none of them would lose by it, and after the first few days, the public would get accustomed to the change and would make their plans accordingly. Towns this size and much larger have found such an agreement practical and we see no reason why it should not be entered into here. The clerks of this community are entitled to some time for recreation, and there is no valid reason why they should not be given it.

Next month would be an ideal time for the putting through of the plan suggested by Mr. W. F. Horner to the Board of Trade last summer: i. e., to give a barbecue and Brunswick stew to the farmers of the surrounding territory. Good speakers could be secured for this occasion and the barbecue could be made a howling success with a very small outlay. As a trade stimulator, it would be about the best thing possible for this community to do. This community is the best place to trade for every farmer located in fifteen miles of here. They will trade here if they are properly approached and shown the many advantages we have over other nearby communities.

No Favors - Only Fair Play

The New York cotton men seem to be talking straight in the matter of the English embargo on cotton. They are said not to be taking seriously "the various proposals advanced by British statesmen regarding the purchase of a large portion of the American cotton crop with the view of preventing the sale of the staple to Germany and Austria. It is not believed that any of the suggestions are practical, and cotton merchants particularly resent the statements emanating from England to the effect that Great Britain is going to help the South".

They say that the Southern planters are not asking for any favors and that they are not expecting any from the British Government. They hit the bull's eye there. The South does not want anything but fair treatment. It asks no favor other than the freedom to sell its cotton in the neutral markets of the world. It is not jealous over the harvest reaped by the grain farmers and the manufacturers of war munitions. All it wants is a chance to market its cotton crop, and as this paper has said before, would ask no odds from any country. — Charlotte Observer

On the East Front

Obviously, the eastern end of the European Armageddon is well

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, in Halifax, N. C., in Deed Book 259 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. I. 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.
6-25-15.

No. Six-Sixty-Six

This is a prescription prepared especially for MALARIA or CHILLS & FEVER. Five or six doses will break any case, and if taken then as a tonic the Fever will not return. It acts on the liver better than Calomel and does not gripe or sicken. 25c



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.

HERALD PUBLISHING CO.
PUBLISHERS - PRINTERS
STATIONERS OFFICE SUPPLIES
LOOSE LEAF DEVICES

No Insurance

How often do you read those words in a newspaper in connection with a destructive fire and pass it over without giving it serious thought?

"NO INSURANCE"

It means total loss. The household goods you have labored long to accumulate go up in smoke or are ruined by water in a few moments, and you are forced to begin all over again without capital.

Wouldn't you rest more comfortably if you knew that should such a disaster come to you, the amount of your loss would be at your command, almost immediately.

We represent the most reliable insurance companies in America, whose policies guarantee absolute protection against loss.

Wyche & Ricks

CLARK & SHUTE INSURANCE

Life, Fire, Tornado, Hail, Burglar, Boiler, Liability, Health and Accident, Plate Glass, Parcel Post and Registered Mail, Automobile, etc.

LET US WRITE YOUR BOND

RUB-MY-TISM

Will cure Rheumatism, Neuralgia, Headaches, Cramps, Colic, Sprains, Bruises, Cuts, Burns, Old Sores, Tetter, Ring-Worm, Eczema, etc. Antiseptic Anodyne, used internally or externally. 25c

To The Delinquent TAX LISTERS Halifax County

This is to notify all who have not listed their Taxes for 1915 that they are requested to come before the Board of Commissioners on the

First Monday in Aug.

and List, or they will be charged DOUBLE TAX and will not be relieved of same.

By order of the Board

J. H. NORMAN, Clerk

Improving

I am constantly trying to improve my Store Building, Stock of Merchandise, and Store Service.

A new store building was erected a short while ago to accommodate my large stock of Groceries.

A pretty new Pressed Brick Front is being put in my Dry Goods Department now.

Other improvements, such as painting, etc., will be made in the near future.

A new Auto Delivery Truck has been ordered, which will make my delivery service in class with the very best.

I do not spare time nor money to show my appreciation for the ever increasing business that the people are giving me.

You want and deserve High Grade Goods, Honest Treatment, Efficient Service.

If you are not getting that why not trade where you can get it? The Best Service costs you no more than the poorest and often not as much.

Try trading at TILLERY'S. There's a REASON.

Low Prices on Summer Goods

Wells D. Tillery
Everything for Everybody

Webster's Star Brand Typewriter Ribbons and Multi-Copy Carbon Papers



Office Supply Department
Herald Publishing Company

Roanoke Pharmacy Company

PURE DRUGS

Carefully and Accurately Compounded
By Expert Druggists

A Store of
QUALITY AND SERVICE
In Every Department

Norris Candies
Montauk Cream
Fine Stationery
Toilet Requisites

SOUTHERN RAILWAY

Premier Carrier of the South

Low Round Trip Summer Tourist
Tickets Now on Sale

TO

"THE LAND OF THE SKY"

Asheville, Waynesville, Hendersonville,
Toxaway, Brevard, Hot Springs
And All Other Western North Carolina Points
Spend Your Vacation in the
Cool Mountains of Western N. Carolina

Week End and Sunday Excursion round trip tickets on sale to Asheville, Black Mountain, Mt. Airy, Morehead City, Wilmington and various other mountain and seashore resorts.

For illustrated booklets, complete detailed information, ask your agent, or communicate with.

O. F. YORK,
Traveling Passenger Agent,
Raleigh, N. C.

Soil, Climate, Water Power, Manufacturing Industries and a Developing Back Country

Combine to make Roanoke Rapids Real Estate one of the best possible investments.

Building Lots for Residence or Business Purposes for Sale on Easy Terms.

Buy Before Prices Advance

Roanoke Rapids Power Company