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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 September 3, 1915.

September -- the time when memories of those July hot spells begins to grow faint.

But just consider how much territory still remains through which the Russians may retreat.

Why couldn't Roosevelt and Reventlow get together and fight the thing out to their hearts' content.

The President was evidently under the impression that it was Merritt A. Chance instead of Merritt O.

Never a week passes but there is something in our advertising columns it could be to your advantage to know.

Now that cool nights are coming, baseball fever and dome wars, etc., etc., why not get together on that Reading Room & Library proposition for Roanoke Rapids.

"Grandmaw Pash says there is too much tomfoolery mixed up in the raising of children nowadays. She ought to know, she lost eleven," said Abe Martin.

Mr. Leon Cash, of Forsyth, is one of the latest candidates to enter the field for the office of State Treasurer. Suffering snakes! He sounds almost too good to be true to paragraphers in a search of new material.

Some difference between this September and last -- it having been perfectly demonstrated that the well known United States (as the Greensboro Daily News would say) can survive a European war with business as good as, if not better than, usual.

"Are there still men of 'social' birth, who regard mankind of so little worth that they spit on floor and sidewalks?" lites the latest bulletin of the State Health Department. The bulk of the male population of Roanoke Rapids, we should say, regardless of both social amenities and a town ordinance.

One of the greatest benefactors of the human race passed away last Friday, with the death of Dr. Paul Ehrlich, the great German scientist. Dr. Ehrlich was the discoverer of anti-toxin for diphtheria, which has robbed this dreaded disease of half its terrors. It is due to Dr. Ehrlich that millions of children in every country on the globe are in school now, instead of in the grave.

"The strangest thing is the Chicago kettle, the haven of anarchy, the mecca of corruption, and the scene of multi-murders and scoreless crimes, to say nothing of being the home of Bill Lorimer and the 'Jungle' (and proud of it) called the South black" says the Wilmington Dispatch. We sincerely hope this reaches the Chicago Tribune.

The sheeplike tendencies of

some people as well as some news papers is exemplified in the Alired case. At first from all reports, Mr. Alired was merely unfortunate, perhaps a trifle indiscreet in his actions, but nothing worse. Now the universal clamor calls for the most drastic punishment that can be given him. The one time mayor of Smitfield in the strict seclusion of his hiding place, may now ruminate upon the fickleness and uncertainty of life.

Read the Herald's advertisements. It means not only economical buying, for it also affords a way for you to get a line on the service and the business methods of the business men of your community. You wouldn't want to trade except where you could get the best goods and the best service at the lowest prices would you? And the best way to find out about these things is from the advertising columns of your local paper.

Presidents differ, just like other folks. I have in mind a certain President whose name I shall not mention, but who is known to all of you here, at least by reputation. This President differs a great deal from Lincoln. We have been permitted to have within years not so very recent another President who was not so unlike Lincoln: modesty perhaps forbids mention of his name--although as a matter of fact Lincoln labored under the disadvantage of not having My Policies. If My Policies were in force now and if they had the right sort of a man behind them we would be in a fine fight by tomorrow, and righteousness would prevail. --Greensboro Daily News.

We prefer to believe that Congressman Claude Kitchin was either misquoted or misunderstood in the recent statements imputed to him in regard to an adequate system of national defense.

This country is certainly large enough and rich enough to maintain a navy second only, perhaps, to England's and a standing army of five hundred thousand men. The most conservative of our military experts declare that no less a force than this is needed to protect the enormous stretch of sea coast that girds this nation.

Both China and Belgium afford striking examples of the terrible penalties that must be paid for unpreparedness and the fact that the peaceful proclivities of both nations were entirely inadequate to protect them from the ruthless ambitions of stronger and better prepared nations.

Read -- Then Think

Now that you have commenced to read this article, just keep right on to the end, and then you will have absorbed the meat of the coconut.

What has this town ever done for you? It has fed you, and housed you, and given you employment, and kept the wolf from your door for many years.

It has done more. It has furnished you recreation and enjoyment, and has guided you safely over many stones that beset the pathway of life.

It has praised your good deeds and has thrown the mantle of charity over your questionable ones.

It has been, and is, your home.

But what have you done for the town?

You are making your money here, but where are you spending it?

Are you buying goods from the local dealer, who pays taxes and otherwise contributes liberally to the upkeep of the community and your home, or are you sending your money away to some catalogue house that wouldn't lend you a five cent piece to save your soul from purgatory?

And now you have reached the point where we want you to stop and think, and think hard, and to a sane, sensible and patriotic purpose. --North Emporia Independent.

Why not sing and let the other fellow sigh?

A Talk To Merchants

If the threads of the mail-order houses on the business of country merchants are to be stopped, publishers must come to the front with their assistance. Some publishers are of the opinion that it is up to the dealers to fight their own battles, but these most far-sighted realize that a growing community will be beneficial to their own business. No publisher ever lost much by giving his help to aid his neighbor.

But publishers should remember that they are entitled to the support of those they aim to help, especially in the case of opposing mail-order houses. By liberal advertising any dealer who finds that out-of-town concerns are hurting his business can recuperate his losses and turn the trend in his direction. A. W. Cline, publisher of the Davidsonian at Thomasville, N. C., talks right from the shoulder to those who allow the business which rightfully belongs to them to go elsewhere. In a recent issue he talks to local dealers like this:

"Local merchants wonder why it is that the mail-order business is constantly increasing, when to the mind of a man who knows the first principles of advertising it is perfectly plain. If local merchants, especially furniture dealers, would profit by the experience of the mail-order houses, who have built up their business solely from the proper kind of advertising, they would have hauled away from their stores the carloads of furniture that come to the freight offices every month from mail-order houses.

"The housewife is the one who generally selects the furniture for the home, and if she can pick up a mail-order catalogue and in a few minutes select what she wants, it is a settled fact that she is not going to walk to the furniture store, or if she lives in the country, hitch up and drive in, to look over the local man's stock to see if he has what she wants. Instead, she is going to write out an order for the article she wants and have it delivered to the freight depot and all the trouble there is to it will be to have a team stop and get it some time when in town.

"If the local man would advertise properly the new articles that he receives and constantly keep the public informed as to what he carries in stock, all the trouble it would be to the housewife when she wanted an article would be to call the merchant over the telephone and tell him to load the article on the wagon when it came to town. The way the majority of local merchants carry on their business the public will never know what they have in stock.

"The time is coming when a man who won't advertise will be considered out of the game, or rather will have to get out and make room for progressive men who are building up their business by advertising.

"The above facts are true in every line of the mercantile business and it is encouraging to the newspaper man to know that some of the merchants are waking up on this question. However, there are those who are beyond redemption and will be buried so deep that they will never see the light of prosperity that will come to those who are taking advantage of proper advertising methods." --Publishers Auxiliary.

At Ancient Banquet Board.

No banquet at Rome was complete without a wild boar, whose entrance upon the table, roasted whole, marked the highest moment of the coronation feast. --Preston's has described the pomp of its coming with a vast deal of circumstance. "A tray was brought in with a wild boar of the largest size upon it, wearing a cap of freedom, with two little baskets woven of palm twigs hanging from his tusks, one full of dry dates and the other of fresh Round it lay sucking pigs made of stoned cake with their mouths to the teats, thereby showing that we had a sow before us."

Coatly Cottage.

"Could you be satisfied with love in a cottage, dearest?" sighed the poor young man. "Certainly I could," responded the girl, who really loved him. "But there must be a breakfast room, a music room, parquet flooring, and a big marble fireplace in the front hall." --Louisville Courier-Journal.

**MY PHILOSOFY**  
**JAMES WHITCOMB RILEY**

aint, ner don't pretend to be. Much posted on philosophy. But there is times, when all alone I work out ideas of my own. And of these same there is a few I'd like to jest refer to you. Pervidin' that you don't object To listen clos't and rickollect.

allus argy that a man Who does about the best he can Is plenty good enough to suit. This lower mundane institute. No matter of his daily walk Is subject fer his neighbors talk. And critic-minds of ev'ry whim Jest all git up and go fer him!

My doctern is to lay aside Contentions, and be satisfied; Jest do your best, and praise er blame That follers that, counts jest the same.

**Heed the First Warning!**

Don't wait until you are  
**RUN DOWN,**  
before heeding the warning of  
**"SYMPTOMS."**

When you receive the first  
**DANGER SIGNAL**  
and need drugs, **BEAR IN MIND**  
that your prescription will be filled  
**ACCURATELY** at this Drug Co.,  
We help you ward off **DANGER** by  
furnishing **PURE DRUGS.**

**Rosemary Drug Co.**



**SCHOOL GOODS**

School Days Will Soon  
Be Here -- September 20

Before your children enter school you want them to have the necessary clothes & supplies

**SCHOOL SHOES**  
"Buster Brown" and "Endicott-Johnson" shoes have proven to be winners with the Roanoke Rapids' school boys and girls.

**SCHOOL HOSE**  
The "Holeproof" kind -- Guaranteed to Wear SIX MONTHS. Also other brands at popular prices.

**Pretty and Serviceable Materials**  
for Boys' SHIRTS and WAISTS. Also lovely fabrics for school DRESSES. (New goods arriving almost daily.)

**Boy's Suits and Mackinaw Coats**  
I have just received a large supply of these goods. Don't fail to see them, for they are beauties.

**Hats and Caps**  
Latest styles and popular prices.

**Underwear Material**  
and Ready Made Goods

**SCHOOL SUPPLIES OF ALL KINDS EXCEPT BOOKS**

Now, you will need some of the above goods. I have a full supply. And when you look them over, you will find that I am offering some of the best values ever shown in our town and my prices are right.

Don't wait, buy what you need today, so you can let your children enter school the **FIRST DAY** and well equipped.

**WELLS D. TILLERY**  
Everything for Everybody

**Roanoke Rapids Power Company**  
Roanoke Rapids, N. C.

Save Your Money by Buying a Building Lot on EASY PAYMENTS

Electrical Power for all Purposes at Low Rates

Do You Use an ELECTRICAL IRON?  
Try One and be convinced.

**OLD PAPERS**

neatly wrapped in packages. 10c per hundred.

They are the very thing to use under your carpets and matings.

**Herald Publishing Company**

**Cool Weather Is Coffee Time**

Our coffee mill is kept busy grinding the "Fragrant Berry" for our

**SATISFIED CUSTOMERS.** You won't hate to GET UP IN THE MORNING when you know that you will have OUR COFFEES for breakfast. TRY THEM.

We are receiving daily our Fall stock of New Canned Vegetables, Green String Beans, Green Lima Beans, Green Early June Peas etc., all just as fresh as if just from your garden in Springtime.

**ROSEMARY SUPPLY CO.**  
FINE GROCERIES



**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 sea-shore resorts.

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

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

**Bread and Cakes!**

We have taken over the exclusive agency in Roanoke Rapids for

**WHITMORE'S "Sweet Home" Bread**  
Fancy Cakes and Bakery Products

DAILY SHIPMENTS exactly the same as formerly handled by the Branch Bakery.

DON'T FORGET we also handle the best in Groceries, Fresh Meats, Vegetables, etc.

**TAYLOR & COLLIER**  
Phone 524 - Prompt Service