

You Need a Tonic

There are times in every woman's life when she needs a tonic to help her over the hard places. When that time comes to you, you know what tonic to take—Cardui, the woman's tonic. Cardui is composed of purely vegetable ingredients, which act gently, yet surely, on the weakened womanly organs, and helps build them back to strength and health. It has benefited thousands and thousands of weak, ailing women in its past half century of wonderful success, and it will do the same for you. You can't make a mistake in taking

GARDUI

The Woman's Tonic

Miss Amelia Wilson, R. F. D. No. 4, Alma, Ark., says: "I think Cardui is the greatest medicine on earth for women. Before I began to take Cardui, I was so weak and nervous, and had such awful dizzy spells and a poor appetite. Now I feel as well and as strong as I ever did, and can eat most anything." Begin taking Cardui today. Sold by all dealers.

Has Helped Thousands.

Roanoke Ice & Fuel Co.

Announce the Following Prices Effective April 15th, 1916

CASH	TICKETS
Block 90c	10 lb. Tickets 200 lb. for \$1.00
Half 50c	25 lb. Tickets 225 lb. for 1.00
Quarter 30c	50 lb. Tickets 250 lb. for 1.00
Less 1-2c per lb.	

No Ice Will Be Charged

Customers must pay wagons either with tickets or money. Tickets may be secured from drivers of wagons, from office at plant, or at S. M. Thompson's store.

On account of the low prices we have placed on our product and the full weight given it will be necessary for us to adhere positively to our strict cash rules. Drivers have been so instructed.

We know this plan will save us money and we believe it will be much more satisfactory to our customers.

We invite their co-operation and patronage. Patrons are asked to report promptly any unsatisfactory service.


ROANOKE ICE & FUEL CO.
Telephones No. 542 - 546 S. M. THOMPSON, President

M. W. GILL LIVE STOCK CO., Inc.

Home Office: PETERSBURG, VA.

HORSES AND MULES

Sales and Exchange Stables
Wholesale and Retail
North Emporia Virginia



Every Horse and Mule Guaranteed as Represented. We handle them in large quantities. You have a great many to select from.

We do both Cash and Credit Business

We will be at Roanoke Rapids Friday and Saturday, April 21st and 22nd, with some mules and horses. Anyone desiring to buy or exchange will do well to meet us there.

New Store For Rent

Located on Roanoke Avenue, Second Door from First National Bank Building—one of the Best Locations in Roanoke Rapids. New Building, Modern Show Windows, Ample Room. Apply to

W. F. HORNER
Rosemary, N. C.

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

WE RENT DIRECT WATER POWER AT \$15.00 Per HORSE POWER Per YEAR

RUB OUT PAIN

with good oil liniment. That's the surest way to stop them. The best rubbing liniment is

MUSTANG LINIMENT

Good for the Ailments of Horses, Mules, Cattle, Etc.
Good for your own Aches, Pains, Rheumatism, Sprains, Cuts, Burns, Etc.
25c. 50c. \$1. At all Dealers.

MONROE G. JENKINS
MERCHANDISE BROKER
Fruit, Produce, Hay & Grain
LOWEST PRICES
TELEPHONE 233
ROSEMARY, N. C.

Figures don't lie

but sometimes they're hard to remember. Keep your prices in nice, accessible shape.

Price Books are used by salesmen everywhere. Better look at them today—along with lots of other labor-saving devices.

Herald Publishing Company

FOR SALE

One 1915 Four Cylinder Mitchell Five Passenger Touring Car, One Mitchell, Six Cylinder, Five Passenger Touring Car, both cars in good running condition and will be sold at Bargain Prices.

Apply to
JNO. L. PATTERSON
Roanoke Rapids, N. C.

W. T. ROWLAND
District Manager
MUTUAL LIFE Ins. Co. of New York
Oldest and Largest Divided Paving Company in the United States
For further information Call at First National Bank of Roanoke Rapids.

DR. PAISLEY FIELDS
DENTIST
Office Hours 9 to 5. 7 to 8 p. m.
Office Second Floor Horner Building
Next to First National Bank

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INSURANCE
Life, Fire, Tornado, Hail, Burglar, Boiler Liability, Health and Accident, Plate Glass, Parcel Post and Registered Mail, Automobile etc.
LET ME WRITE YOUR BOND

T. W. MASON, J. A. WORRELL, Rosemary, N. C.
W. E. LONG, Roanoke Rapids, N. C.

MASON, WORRELL & LONG
Attorneys at Law
Office: Roanoke Rapids, N. C., and Jackson, N. C.



You know the name of your piano, your watch and your automobile. But do you know the name of your fire insurance company? Few men do, yet statistics show that six out of every seven fire insurance companies that are organized either fail or retire from business. It pays to know the company that carries your risk. When you know the Hartford you know a good, sound, reliable company—one that has cheerfully, promptly and fully paid every honest claim for one hundred and four years. May we call and tell you more about it?

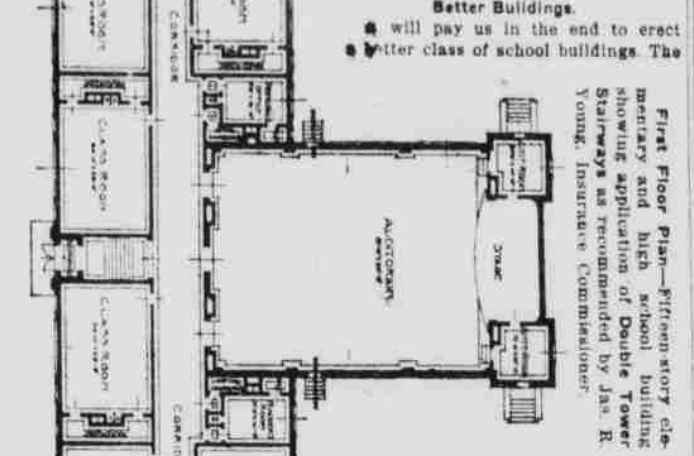
The Hartford Fire Insurance Company
Write or Telephone
C. A. WYCHE
Local Agent

TER AND SAFER SCHOOL BUILDINGS

Shall Our School Buildings Be Made Safe For Our Children?

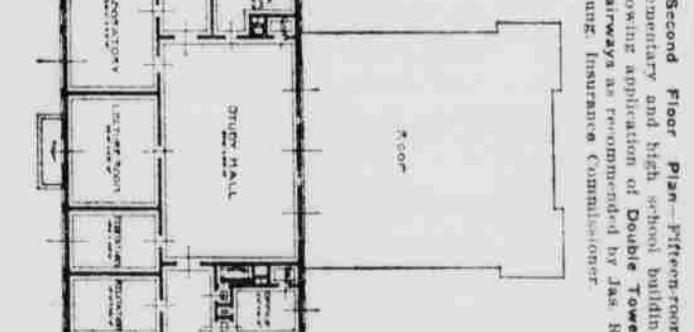
The law of North Carolina requires the Insurance Commissioner, who is ex-officio Fire Marshal, to see that school buildings, as well as other buildings in which the people assemble, shall be provided with sufficient exits to render them safe in case of fire. This is a most important and necessary duty and means very much especially for the safety of the children in our schools. Children are the most helpless ones in case of fires and their attendant panics, and yet, less attention is paid to the safety of school buildings than any other class of buildings in this state and throughout the whole country. Some one has said "They are built to burn."

From time to time, alas too frequently, the people are startled and horrified at the destruction of some school building and the awful death of many of its inmates. So far these horrors have occurred in other states but the appeal to our people is to arouse them before a like disaster occurs in our midst. We boast of having erected a school building a day for the last twelve years in North Carolina, and yet, our best buildings are of the class, the burning of which has caused the most frequent and greatest loss of lives.



frame building over one and at most two stories should go. The brick metal roof construction school building though the type most largely built as our better class of school buildings should go. The building should be of mill construction and where possible fitted up with automatic sprinklers, or else made of concrete reinforced. The difference in the cost of repairs, insurance, etc., will make up the extra cost of building in a few years.

Safe Buildings.
Our school committees and officials may persuade themselves that they cannot erect buildings of the better type but can they refuse or fail to make them safe? It can be done and in the erection of new buildings at no additional cost and for buildings already erected certainly at no greater



expenditure than is more than justified by the safety afforded, the guarding against the awful loss of life to the children of the state by school fires

Dangers.
The two great dangers in school and many other fires are the rapidly spreading fire and the "smoke panic." Cut out the smoke filling the building and provide for conditions that will prevent the fire from spreading rapidly

and every child can be saved without loss of life or even damage. Of course the better class of building the slower it will burn; but some plan is needed to bring about these conditions where the better class of buildings cannot be erected or where the more dangerous class is already erected and in use.

Remedy.
This can be done by closing all openings between the different floors and where the building is of hollow construction putting stops in the walls at each floor and at least once between floors. The place of stairways or means of communication from one floor to another can be supplied by "Double Tower Stairways" outside the main walls of the building. They are cut off from the building but enclosed and furnished two partitions, one for the platform and the other for the steps or stairways. No smoke can reach from one floor to another and under this plan even fill the stairways or cause the smoke panic, the horror of all school fires and the main cause of the casualties.

Your attention is called to the cuts showing the first floor and second floor plans, and the double tower stairways. The size of this tower and its cost depends of course upon the size of the building, but in all cases it can be built practically for the cost of the inside stairway, made possible by the saving of space in the building and its cost.

DISTRIBUTION OF RISKS

It is Clearly Understood That the Fundamental Idea and Basis of Insurance Remains the Same.

The economic function of insurance the fundamental idea which was originally its basis and which remains so has long been clearly understood. A proper distribution of financial risks is of necessity the very basis of all insurance. To a realization of the need of such distribution the idea of insurance owes its origin. If it were not for the feeling on the part of society at large that calamity in general whether due to the elements to the immutable laws of life, to the hazards of existence, or to the frailties of mankind, can best be cared for by dividing the cost of each calamity in particular among as large a number as possible of the members of society, so that it will not fall with crushing effect upon one, there would be no sufficient reason for the existence of the great business of insurance in all its many ramifications.

This feeling, originally entertained nearly three thousand years ago in connection with the manifest perils of traffic by sea, has spread by degrees and of late with astonishing rapidity until now it is applied to every imaginable possibility, and even to some possibilities which give the imagination a rather severe strain.

When You Get Ready to Buy That Refrigerator

Call and let us demonstrate you the many advantages of

"Bay State" "Siberia" Refrigerators
"Chilkoot" Ice Boxes

We have these scientifically economical refrigerators in sizes to suit any family and in several grades - all at reasonable prices.

We recommend our "Siberia" Porcelain Lined Refrigerator - It is the easiest to keep clean and most economical in use office.

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Exclusive Furniture Dealer
Telephone 600 Roanoke Rapids

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Easter's Cleverest Offerings In Millinery
Now On Display at
G. D. SHELL'S
Roanoke Rapids Greatest Millinery Store



Your Own Flesh and Blood

That little rosebud fragment of humanity who nestles in the cradle of your arms and coos—
What are you doing to protect and nourish him and keep him comfortable?
We keep a complete line of everything for your baby—remedies for internal disorders, gentle and soothing salves and ointments for rashes and chapped spots, dainty toilet wipers, cooling talcum, baby foods, nursing bottles, nipples, fine combs, soft brushes.

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Hancock-House Company, Inc.
W. C. WILLIAMS, Licensed Embalmer
Night Phones: Nos. 590, 591, 589 3 rings
Floral Offerings Supplied on Short Notice.