Clean Sweep SALE Ends SAT. AUG. 5th, 1916

Don't Forget the Date Big Bargains Too Good to Miss

Men's and Boy's Clothing, Palm Beach Suits, Hats, Hosiery, Underwear and Ladies' Wearing Apparel at Prices that have Astonished Hundreds of Eager Buyers this Week DON'T FORGET THE PLACE-FOLLOW THE CROWDS TO

2nd St. Roanoke Rapids - N. C.

2nd St. Roanoke Rapids - N. C.

All We Ask is to Show You

We don't want your money if you are not convinced beyond a shadow of a doubt that it will pay you to buy your Furniture here.

Big Fall Shipments of Furniture will be arriving in the next few weeks and we are offering unusual values to get the room on-Flat Top Desks, Refrigerators, Ice Boxes Kitchen Cabinets \$15.00 to \$32.50, Porch Shades, Porch Swings, Ice Cream Freezers

EVERYTHING SOLD ON OUR EASY PAYMENT PLAN

THE L. G. SHELL CO. Inc. "The Quality Store"

ROSEMARY - NORTH CAROLINA

Do you like pleasingly distinctive printing? The kind that attracts the eye and 'pulls' trade-well that's the kind the Herald job printing department does

ALL THE COMFORTS **OF HOME**

is the phrase used by Hotels to denote the greatest possible attention to the convenience of their guests, but what does it really mean in your case, Mrs. Housekeeper? If your home is not as comfortable as you would like it, let us help you make it so. Our line of Furniture and House Furnishings embraces the best and most modern conveniences for the home. You can obtain what you need without sacrifice by using our Easy Payment Plan.

Special Values in Summer Goods This Week

Refrigerators, Ice Boxes, Porch Rockers and Porch Shades

B. S. WEBB

EXCLUSIVE FURNITURE DEALER

A. L. CLARK

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

DR. PAISLEY FIELDS

DENTIST

ffice Hours 9 to 5. 7 to 8 p. m

Office Second Floor Lyric Theatre Building

T. ROWLAND District Manager

MUTUAL LIFE Ins. Co., of New York

Oldest and Largest Dividend Paying Com-pany in the United States

Attorneys at Law

Roanoke Rapids, N. C.

THOS. M. JENKINS

Notary Public

Rosemary Supply Co. Building ROSEMARY, N. C.

R. L. TOWE

Notary Public

at the FIRST NATIONAL BANK Roanoke Rapids, N. Caroline

MASON, WORRELL & LONG

Attorneys at Law Roanoke Rapids, N. C., as Jackson, N. C.

If The Party Who Found The letter addressed to Miss Addie Finch and mailed same to J. W. Finch wiil state where they found same I will pay a reward.

LOST---OPEN FACE WATCH 20 year gold case, between the First National Bank of Roanoke Rapids and my house. Liberal reward if finder will return to R. M. Hudson.

J. W. FINCH

LOST-EIGHTEEN DOLLARS CLARK & CLARK in currency on the streets of Roanoke Rapids last week. Liberal reward for return to Herald Office.

LADIES

If you are weak and need strength, appetite, good blood, rosy cheeks and wish to get rid of those tired feelings and feel that you can enjoy life once more, try the great herb preparation. known as the Genuine Indian Blood Purifier the male and femal friend-For sale by Drug and general stores or write Pearson Remedy Co., Burling-

Second Hand

UNDERWOOD

TYPEWRITER

Used three years, latest model, good

condition. Cost

\$102.50. For sale

\$45.00

Cash, or \$50.00 on

Easy Terms

quick at

SMITH MOTOR WHEEL



CALL ON **B. B. HIGGINS** Roanoke Rapids, N. C.

Literature is a very bad crucible, but a very good walking L. A. DANIEL Rosemary, N. C.

A CHALLENGE

Judge the Royal typewriter from any standard you use in choosing a typewriter:-

> The appearance— The workmanship-The work it will do-What users say about it The factory that makes it The company back of it.

"Compare the Work"

HERALD PUBLISHING CO

HIGH GRADE OFFICE SUPPLIES AND STATIONERY SERVICE PRINTERS: I-P LOOSE LEAF AGENTS

TELEPHONE 570

ROANOKE RAPIDS, N. C.

PATRONIZE

The firm that saves you money, sale or no sale every day in the year, on Men's Women's and Children's Ready to Wear and Ladies' Millinery.

G. D. SHELL ROANOKE RAPIDS - N. C.

Advertise in the Herald

FOR QUICK SALE ATA BARGAIN

One Surry One Dray

One Two-passenger Saxon Runabout One Ford Truck

All of the above have been used, and will be disposed of to a quick purchaser at a genuine bargain; will sell singly or in lot as a whole

THE L. G. SHELL CO. ROSEMARY, N. C.



Herald Publishing Co. Royal Typewriter Agents ROANOKE RAPIDS, N. CAR.

stick. - Charles Lamb. Be not too zealous; moderation's the best in all things.