

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.

INDIGESTION
Pearson Remedy Co.
Burlington, N. C.
Gentlemen:-
My wife has been suffering with indigestion for three years and everything she ate hurt her, she was also afflicted with female trouble. After using Genuine Indian Blood Purifier she is now in the best of health and recommends it to all who have suffered as she has.
Respectfully,
John R. Stout.
Burlington, N. C. R. F. D. No. 9.
For sale here by Hancock-House Co. and Rosemary Supply Company.

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

BLUEBIRD PHOTO-PLAYS PRESENT
"The Three Godfathers"
Based on Peter B. Kyne's Story In The Saturday Evening Post
With Harry Carey And Typical Bluebird Cast of Camera-Actors
A MASTERPIECE OF SYMPATHETIC TENDERNESS AND HUMAN INTEREST
Peoples Theatre Rosemary Theatre
Friday, Oct. 13

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



Cookies, Crackers, Etc.
You will find a large assortment here in both bulk and air-proof packages.
We carry all the favorite brands and can supply the newest and daintiest wafers for afternoon teas, parties, etc., as well as the old-fashioned ginger snaps and vanilla wafers at prices that make it prudent to buy here.
We guarantee our stock to be fresh and clean at all times.
"There's a Reason" FOR TRADING WITH
The Co-Operative Store Company Inc.
Telephone 614 Chas. Welsh, Mgr.

SMITH MOTOR WHEEL
CALL ON
B. B. HIGGINS
Roanoke Rapids, N. C.
or
L. A. DANIEL
Rosemary, N. C.



Newest Neckwear
We can show you the same creations in ladies' neckwear that you would find in the big city stores.
They include everything from the finest lace or embroidered effects right down to plain white collars—something stylish at any price you wish to pay. Come in and see them.
Courtesy Is Our Watchword and Quality Our Standard
G. D. SHELL
ROANOKE RAPIDS LEADING MILLINERY STORE



JUST RECEIVED
A Big Shipment of the Celebrated
HEYWOOD SULKIES
They are beautifully finished, strong, durable, comfortable--guaranteed to give lasting satisfaction--at moderate prices
CASH OR EASY PAYMENTS
B. S. WEBB
Exclusive Furniture Dealer ROANOKE RAPIDS, N. C.

The Year of Thrift
This year marks the anniversary of the establishment of the first savings bank in the United States. In commemoration of this centennial, bankers' organizations are speeding up the thrift movement. Strangely enough, this effort comes at a time when national progress in commerce and industry depend on the people's power to save. No longer can America draw on the savings of the thrifty people of Europe for capital with which to develop its resources. From now on the United States must produce its own capital.
An account in a savings bank insures national progress and your own independence.

One Dollar Starts an Account!
Rosemary Banking & Trust Co.
Safety and Service

GOOD HORSE RACING AND
big free acts at the Emporia Fair October 24th to 27th.
Optimistic Thought. Nothing daunts our intentions when they are just.

EXECUTIVE DEPARTMENT
STATE OF NORTH CAROLINA
RALEIGH

A Proclamation by the Governor
The General Assembly of nineteen hundred and fifteen amended the insurance laws of North Carolina, and, among other things, enacted:
"It shall be the duty of the Insurance Commissioner and Superintendent of Public Instruction to provide as far as practicable for the teaching of 'Fire Prevention' in the colleges and schools of the State, and, if the way be open, to arrange for a text-book adapted to such use. Also by adding to said section as section four thousand seven hundred and twenty-one (b) the following: 'The ninth day of October of each and every year shall be set aside and designated as Fire Prevention Day, and the Governor shall issue a proclamation urging the people to a proper observance of the said day, and its observance to the attention of the officials of the municipalities of the State, and especially to the firemen, and, where possible, arrange suitable programs to be followed in its observance.'"

Now, Therefore, I, **LOCKE CRAIG**, Governor of North Carolina, in accordance with this statute, do issue this my **PROCLAMATION**, and I do set aside and designate
Monday, the 9th day of October, 1916, as
Fire Prevention Day
and do urge all the people to a proper observance of this day in obedience to the law of North Carolina. I urge the public schools of the State and the municipal officers thereof to give proper and formal recognition of the day and its meaning, and request the citizens generally to give special attention on that day to the condition of their premises, to the end that the waste and loss of property and life by fire may be reduced in this State.

The loss by fire amounts approximately to three million dollars a year in North Carolina. A large per cent of this loss is unnecessary and can be prevented. Human life, too, is needlessly sacrificed.
We should remedy the conditions that entail this enormous expense and loss suffered, not only by those whose property and lives are destroyed, but by all citizens in the high rates of insurance caused by unnecessary fires. The prevention of the needless destruction of the fruits of our labor and of human life is a duty dictated by economy and humanity.

Done at our City of Raleigh, this the sixteenth day of September, in the year of our Lord one thousand nine hundred and sixteen, and in the one hundred and forty-first year of our American Independence.

By the Governor,
May 7 Jones Locke Craig
Governor.

Private Secretary.

FIRE PREVENTION DAY LAW
Well to Read Over and Study the Law Establishing This Important Annual Event.

It is well to read over and consider the law establishing "Fire Prevention Day," on October 9. This day is the anniversary of the great Chicago fire and is used in many other states. The law reads:
4821b. Fire prevention day. The ninth day of October of each and every year shall be set aside and designated as "Fire Prevention Day," and the governor shall issue a proclamation urging the people to a proper observance of the said day, and the insurance commissioner shall bring the day and its observance to the attention of the officials of the municipalities of the state, and especially to the firemen, and where possible arrange suitable programs to be followed in its observance.
Let everybody fall into the full spirit of the day and as urged by the law and Governor Craig in his proclamation, aid the Insurance Commissioner by making Monday, Oct. 9, the greatest day in North Carolina's history for fire and accident prevention.

Little sparks from matches,
Little piles of trash,
Will turn your pretty cottage
Into smoke and ash.

CLOSED ON ACCOUNT OF HOLIDAY
(Yum Kipper)

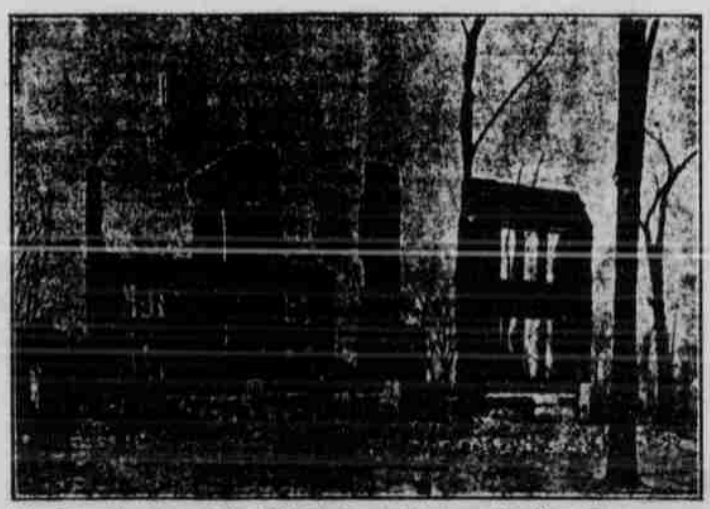
Will Open **SATURDAY**
AT 6:00 P. M.

Big Bargains Will Await You

J. Goldman
"The Clothing Man"
Second St. Roanoke Rapids, N. C.

A night in the winter
A crack in the flue,
A heap of black charcoal
When the fire is through.

FIRE MONUMENTS



Help Prevent a Scene Like This at Your Home and in Your Town.

To Keep Prosperity.
Another way to keep prosperity is to scatter it around where it will have a chance to grow up with the country.—Atlanta Constitution.

THE FOURTH REGIMENT
Band, of Norfolk, will furnish music for the Emporia Fair October 24th to 27th.

Funeral Directors
Embalmers
Day or Night Service
Anywhere
Hancock-House Company, Inc.
W. C. WILLIAMS, Licensed Embalmer
Night Phones: Nos. 590, 591, 589 3 rings
Floral Offerings Supplied on Short Notice.

THE PREMIER ASSORTMENT OF MEN'S FALL HATS
"GOLD BOND" and "MANHATTAN"
Hats in the latest styles at prices ranging from
\$2.00 Up
Look at the line on display in our store before buying
Ladies and Misses
will find the Autumn Selections of dress goods, coats suits and cloaks unusually complete
Specially attractive Silk Sweaters in Gold and Copenhagen
\$3.00 to \$5.00
Taffetas and Messalines of distinctive character at
Only \$1.25
Fall Goods of Every Description are Arriving Daily and your inspection of these newest offerings will be greatly appreciated
The L.G. Shell Co., Inc.
THE QUALITY STORE
ROSEMARY, N. C.
We Give Profit Sharing Coupons
Phone 535 PROMPT DELIVERY

CICO - the best library paste made
Herald Publishing Company