

SOLD TO THE GREAT BARGAIN MERCHANTS OF THE UNITED STATES

THE NEW YORK AUCTION COMPANY

OF NEW YORK, CHICAGO
AND SAN FRANCISCO

The Entire Stock and Fixtures of the **LIPMAN UNDERSELLING STORE** Second Street, Roanoke Rapids who will dispose of every vestige of the above stock on the premises regardless of cost or profit in order to avoid shipping, packing, drayage and other expenses that would be necessary to put the **LIPMAN UNDERSELLING STORE STOCK** in our New York warehouse. The opening selling date will soon be announced through circulars.

Merchants and The General Public are Invited to Attend The Sale of The Above Stock and Fixtures

MAKING FARMING PAY

EVERY farmer hopes to make a profit as the result of his labors. He tills early and late and spares no trouble to see that his crops are properly planted and harvested. His stock requires constant attention, and taking it all together, he has few spare minutes.

Most of the farmers in our community are prosperous. Our market is a good one, while there are certain things to be desired, and we all reap our share of the results in our advantage.

There is one benefit which the farmer realizes from his labors that we do not share in but in the raising of which we all have a hand. That is the added value of his holdings as they grow in desirability and as the demand for land in our neighborhood increases.

Because increased land values come as the result of conditions which afford additional opportunities of profitable crop raising, not the least of which is the market which permits of a quick and desirable sale. Naturally there can be no need of a market if there is nothing to sell, nor can there be a profitable sale unless there is the right market.

So the increase in the value of the farm comes with the better market conditions, the farmer finding better prices as the market becomes more popular and the market becoming more popular with the number of farmers.

THOSE WHO HELP TO MAKE THE MARKET BETTER ARE ENTITLED TO THE THANKS AND GOOD WILL OF THE FARMER. We all try our best to bring about such a condition and in this way we help to make farming pay.

As a result of our efforts to help the farmer we expect him to do something in return. And when the thought is carefully analyzed it will be seen that we are actually asking him only to help himself more than he will be helping us, by doing that which we ask.

We ask the farmer to buy his merchandise at home instead of sending to the big mail order houses for his goods. We believe that he can buy at home just as advantageously as to send his orders out of town and that he will be even better satisfied with the merchandise if he buys of our local storekeepers. But the main point is this: We need all of the money in town. We need it for the purposes of business and we need the business that he is accustomed to send away to the mail order houses.

We want to stop their encroachments on local trade. We want to encourage local business men to provide stocks suitable and sufficient for local consumption, but if we send away for the goods we need, then the local business men will become discouraged and decline to invest their money and credit in stocks for our town.

In order to help himself the farmer must help the local merchant. It is only by such reciprocal conditions that a community can become prosperous and grow into a larger community. And it is only by the fact that a farm is located in proximity to a good market that the farm will become more valuable.

Even if a farmer can make a profit on the buying of certain goods from a mail order house, in the end it will mean that he has helped to strip his home market, which tends to keep down land values. **A BELL MARKET NEVER MADE A BIG TOWN.**

In this, we can all help if we are trying to help. The farmers who send their orders to the mail order houses do not think of the effect which their acts have on the community. They do not realize that they are helping to create a sentiment which cannot but injure the financial condition of our home town; a sentiment which interferes with the growth of the community and with the prosperity of every owner of land.

So, to make farming pay in both the direct and the indirect way, stand by the townspeople and help local business conditions. Every farmer has a share and an interest in his home town. He is as much affected by the prevailing conditions in the town as he is by the conditions in his own farm. **THE TOWN CANNOT HAVE PROSPERITY WITHOUT HIS COOPERATION AND HE CANNOT LOOK FOR PROSPERITY IF HE DOES NOT LIVE IN A PROSPEROUS COMMUNITY.**

Any man can injure his community by failing to cooperate with those whose interests are similar to his own. Short-sightedness may make a man believe that he is not included in this general rule, but few can successfully evade its application.

Make farming pay by helping to "boost" your home town. Do your business with our local storekeepers. You will prosper more in the long run. **BUY YOUR MERCHANDISE AT HOME.**

Virtue of Necessity.
The manager of a small department store in the West sought out one of the proprietors, saying: "I can't do a thing with Jones, the new salesman. I have had him in three departments and he does all day long." "Put him at the pajama counter," said the boss, "and fasten this card on him, 'Our night clothes are of such a superior quality that even the clerk who wears them cannot keep awake.'"

Receipts for Longevity.
A nonsectarian gives the reading of newspapers and keeping youthful company as a recipe for longevity, the belief in lengthening life by refusing to grow old. "There is much sound philosophy in this theory of keeping young, for, even if it does not lead to the century mark, it makes every moment of life worth living."

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.
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RIGHT KIND of PRICES

ARE WHAT YOU GET HERE

The goods back them up. You get real more value, dollar for dollar out of furniture than you can get anywhere else. With our **"EASY WAY TO PAY"** plan you never miss the money.

Tip Top Heaters, Wilson Heaters, Stoves and Ranges, in all sizes carried in stock.

Big Line Bed Room Suits, Rugs and Framed Pictures just received.

If You Need Furniture, Let Us Show You Before Buying

The L. G. Shell Co.

Furniture Department
Roanoke Ave. Rosemary, N. C.

CLEANING THE HOUSE FROM CELLAR TO ATTIC

WHEN YOU CLEAN HOUSE CLEAN ATTIC FIRST AND FINISH WITH THE CELLAR.

Usually All Discarded Mattresses, Boxes, Rags, Etc. Are Stored in Attic Where They Are Easy Prey For Sparks And Lighted Matches.

Mrs. Blaudenover was cleaning house assisted by the hired girl. "What shall I do with this mattress, Mrs. Blaudenover?" it seems almost too good to throw away, and yet it isn't good enough to use.

"Oh, stow it away up in the attic somewhere, it might come in handy some time."

And what about this stuff that's set out here in the corner of the back porch, this box full of explosives and sack of rags and that bottle of linseed oil?

"Oh, put them up in the attic, too, I guess."

And so it goes until the attic from floor to roof is full of boxes of old rags and paper and all manner of other combustible material. And then some day someone comes up into the littered place to find something and lights a match to see by, and then—

Or a spark from a crack in the chimney, or one from the top of someone else's chimney floating in through an open window, does the business when there is no one around to send to the alarm.

When you clean house, clean the attic first. Get rid of all that trash that you are always saving and never use. It is in the way, anyhow and it is a menace to your home every hour that you allow it to clutter up the attic.

Make your house clean from cellar to attic, inclusive—Kansas F. M. Bulletin.

Christian Church Cleanings
Continued from page 1

in South Rosemary. 8 members are attending the graded schools. Two of our members are Syrians. There are 14 widows, 56 married men, 67 married women, 16 single men, 55 single women, 2 widowers, 29 women whose husbands are not members of our church, 18 men whose wives are not members, 133 members work in the mills, 3 work in the hospital, 119 houses have one or more of our members in them, 88 families that are represented have but one member in them and 25 boarders. We believe a pastor should know his people. We know where the 59 non-resident members, with but two or three exceptions, are living and try to keep in touch with them until they become identified with another congregation.

Three of the Syrians sang a song in their native tongue for us Sunday night a week ago.

Christian Endeavor Banquet

The Christian Endeavor Society of the First Christian Church will have a banquet on Thanksgiving night in the Tabernacle for the benefit of the church building fund.

Tickets are already on sale and may be had by seeing any of the members of the church. If they do not have them they can tell you where to go, them, or may be had by seeing the pastor. The price is fifty cents to all.

Preparation is being made to feed three hundred. There will be plenty of good things to eat. If you miss this banquet you will miss a great evening.

Turkey, chicken ham, coffee, brunswick stew, ice cream etc., will be served.

By buying a ticket you will not only have a pleasant evening but will be helping a worthy cause.

A good program is assured. Some good speeches will be delivered.

SOME LESSONS FROM AUGUSTA'S BIG FIRE

SPECIAL REPORT OF THE NATIONAL FIRE PROTECTION ASSOCIATION.

Many Lessons Learned by Close Study of Burned Area Accompanied by Maps and Photographs Should Prevent Fires in Other Towns and Cities.

The special report of the National Fire Protection Association on the recent Augusta, Ga. conflagration gives a complete description of the fire, accompanied with maps and photographs of the burned area, and concludes with the following as the lessons to be learned from the fire:

"Practically the only lessons to be learned from the conflagration besides that open street cotton storage is hazardous are those taught by every other conflagration of the past half-century. They may be summarized as follows:

"The utter inability of the fire department to control a fire in a building of large area and height in which fire can spread from cellar to roof in a period of time shorter than that in which the fire department can respond and get into effective operation.

"The necessity for eliminating frame additions to brick buildings, protecting interior and exterior wall openings, enclosing vertical openings as well as the necessity for proper construction of parapets, skylights and dormer windows.

"The need of an ample water supply and a pressure giving effective fire hydrant streams under maximum requirements or of having all fire companies equipped with an ample supply of pumping engines.

"The danger arising from the storage of cotton in the streets which not only spreads the fire, but prevents engine companies from working at advantageous points.

"The inability of a fire-proof building to act as a fire barrier when its exterior openings are not protected.

"The danger of the fire spreading fire beyond the ability of a fire department to control, even when a fair portion of the buildings are of brick and have non-combustible roofs, and are not congested.

"The further fact that wide streets do not form a fire-break when wooden shingle roof construction is present."

—Insurance Index.

Kept Busy.
A man who always tells the exact truth has to spend more time in verifying than he can devote to talking.

FARMER REAPS GAIN BY EIGHT-HOUR LAW

Prevented Tying Up of Crops Valued at \$6,000,000,000.

BY FRANK G. ODELL

Editor Nebraska Farm Magazine.

The New York Sun quotes James Wilson, of Iowa, former Secretary of Agriculture, as saying that the farmers were hit hardest by the Adamson Eight-hour Law, which stopped the threatened general railroad strike. According to The Sun, Mr. Wilson said:

"The farmer has an eight-hour day. Should that number of hours become general in all occupations, including the farm, the prices of food would rise still higher than those current."

The logic of the venerable ex-Secretary is bad. The farmer is not worrying about the high price of food. He raises his own food. He grows food for sale. That's his business. If, as the ex-Secretary says, the eight-hour day will increase the cost of food, the farmer has everything to gain.

And "Uncle Jim" has overlooked the fact that the farmers of the United States had not less than \$6,000,000,000 worth of products practically ready to send to market when the strike crisis was imminent at the first of September. The threatened strike would have paralyzed the farmer's market and stopped the wage of the worker in every industry.

Incidental losses, running into hundreds of millions, were averted when the strike was prevented, Woodrow Wilson did it.

"Uncle Jim" was Secretary of Agriculture through four Republican Administrations—sixteen years. These were sixteen years of monopolistic control of the farmer's market. During this period, these great combinations, which have stood between the producer and the consumer, reached the zenith of their power. Greed and extortion ran riot.

During this period, the farmers of the country complained continually of capitalistic extortion. They held conventions throughout the great grain and live stock belt to voice their protest. They sent deputations of able men to Washington. They sent their appeals for justice to the Secretary of Agriculture and waited at the door of the White House during the administrations of McKinley, Roosevelt and Taft. They asked for broad and decisive action of indifference. They demanded justice and received platitudes about "prosperity," "contentment," and "making two blades of grass grow where one grew before."

Then came another Wilson—Woodrow Wilson. Things began to change. David F. Houston was made Secretary of Agriculture. For the first time in the history of the Government, the business problems of the farmer received the attention of his Government. The Office of Markets and the Bureau of Rural Organization were created to help him break the stranglehold of entrenched monopoly. The epoch-making Rural Credits Law was passed by Woodrow Wilson and a Democratic Congress. The power of the usurer and extortioner was broken when that Act was signed.

The farmer has a good memory. He does not forget his life-long battle with entrenched privilege—organized and grown pure-protest during forty years of Republican indifference and misrule. He will not forget that it was WOODROW WILSON, the People's President, who saved his market from ruin on Sept. 2.

Time for Futurist Music.
"I don't care much for that piece the orchestra is playing now." "Why, that's futurist music." "Oh, is that it? Why don't they play it some time in the future, then?"

Pathetic Weariness.
When a woman who married a man to reform him lives to be sixty years old without becoming a widow, she is about as pathetic a picture of animated weariness as one ever sees.



Make OLD Furniture NEW

Use the new Lucas VELVO-TONE FINISH. For All Woodwork and Furniture. This remarkable new finish gives the wood a complete new look and is a real beauty. It is a real beauty. It is a real beauty. It is a real beauty.

Roanoke Pharmacy Co. 124

Remember the Blobs?

The old-time inkwell used to give up many faithful and work-wearied blobs. Carter's Ink has had a leading part in making blobs a recollection of the ink of other days.

Carter's Pencil
Combined Office and Fountain Pen Ink

is the newest member of the Carter's Ink family. It is for fountain pens and inkwells. Carter's Ink writes a dark blue and dries a jet black. Our quick offering of this new ink is but another indication of our policy—to serve our customers the newest and best always.

Office Supply Department
Herald Pub. Co.

The Winner of this Election has not Been Decided As Yet.

In the great \$100.00 church contest, the result is still in doubt. The standing of the churches on Wednesday is as follows:

Methodist	79,865
Baptist	78,964
Episcopal	71,650
Presbyterian	51,339
First Christian	17,219
Rosemary Baptist	5,515
Smith Church	2,294

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Leaders in Fine Groceries
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Alluminum Ware FREE TO OUR CUSTOMERS

A complete set of the World's Best Quality Brand (Guaranteed 20 years) absolutely free to customers of this store.

Every time you make a cash purchase you will receive a free aluminum coupon for the amount of your purchase.

Ask to see the aluminum ware--- Let us explain all details of this big Profit Sharing Idea. Get started now on a set---absolutely free.

Hancock-House Co.

Notice

Advertised mail in the Roanoke Rapids Postoffice.
Mr. Jim Moody, Miss Mabel Dixon, Miss Vivia Dorman, R. E. Butler, Mrs. D. R. Bowen, Mr. R. H. Anderson, Miss Mary Rose.

Notice

This is to notify the public that the land of Geo. L. Powell is posted and all persons are warned to keep off with guns and dogs.

Classified Ads

WANTED EXPERIENCED young lady bookkeeper and stenographer desires position immediately. Furnish best reference, address Box 236 Enfield, N. C.

LOST—ONE WALTHAM movement ladies' watch in plain case and attached to bracelet between third street and Roanoke Mills. Company's office. Finder will please return to this office for reward. Roanoke Mills Company.

TURNER'S ALMANAC FOR 1916, biggest and best in 88 years, ready November 10. Order now from dealer, or send dime, coin, or stamps for prepaid copy Turner's Almanac, 148 Times Building, Raleigh.