

PARTIAL LIST Of GOD-FATHERS of The Daily and Sunday Herald

The press capacity of the Herald is 24 pages. When a 60-page paper is printed, certain pages have to be "closed" several days ahead of time. This page is one of them. Therefore, this is only a partial list of God-fathers of the New Daily and Sunday Herald. A complete list of all of the God-fathers will be printed in the First Sunday Herald, September 19.

The firms whose names will be printed on that list are the ones whose guarantee of every-week advertising space made it possible to inaugurate a new daily and Sunday paper at this time when a newspaper enterprise can get much of its newsprint only in the gray market, paying nearly double the price paid by older, long-established, financially stronger dailies.

These firms are not only the Godfathers of the daily and Sunday Herald. They are Partners and Sponsors of the enterprise. A daily newspaper is a necessity to every live and growing city. It is a civic institution. We ask that the public-spirited firms on our list be honored for their part in building a community asset.

A. B. Cleaners
W. T. Alford Repair Shop
American Shoe Shop
Auto Service Station
A. & P. Tea. Co.
Betty Shoppe
J. L. Bates Grocery
I. K. Braswell Grocery
Brown Furniture Co.
Barry-Irwin Store
J. D. Batts Grocery
Bobbitt's Grocery
Brickell Motor Co.
Butts Grocery
Benson's Grocery
Bunch's
Carolina Auto Top and Seat Cover
Carolina Motor Sales, Inc.
Citizens Realty & Insurance Agency, Inc.
Colonial Frozen Foods
Credle Bakery
The Cycle Shop
Citizens Bank and Trust Co.
Chimney Corner
Colonial Stores, Inc.
Dr. Pepper Bottling Co.
Dixie Auto Body Rebuilders
Davids
Easy Pay Furniture Co.
Eagles Store
Faison-Ogletree
Fashion Shop
Wm. Farber
Godwin-Wilkes Motors, Inc.
General Amusements
Godwin-Wilkes Motors, Inc.
Griffin Drug Co.
Glover's
Howerton Gowen Co.
Halifax Laundry

Halifax Farmers Supply Co.
Hughes Furniture Co.
Haicher's Restaurant
Helene Beauty Shop
Johnson's Amoco Station
Leggett's
Lloyd's
Lucy Hasty Beauty Shop
Lady Fair Gift and Antique Shop
Little's Clothing Store
Livesay's Radio Shop
McPherson Bros.
Mitchell Lumber Co.
M. C. Morris Store
McDaniel Trucking Co.
M System
Robert M. Melvin Grocery
Marks Shoe Store
V. C. Morgan Grocery
McCrorry's
National Loan & Insurance Co.
Northeastern Oil Co. (Masters Service Station)
Perkinson's Service Station
Proctor's
Peggy Ann
J. C. Pannay Co.
Quality Cleaners
Quality Shop
Rochelle Realty Co.
Roanoke Machine Works
Roanoke Hdws. Co.
Roanoke Pharmacy
Reliable Clothing & Furniture Co.
Ranhorne Grocery
Roanoke Builders Supply
Rosemary Mattress Co.
Roanoke Tractor & Equip. Co.
Roanoke Dairy Products

Roanoke Plumbing Co.
Rapid Supply Co.
Roanoke Plumbing Co.
Rosemary Meat Co.
Rosemary Drug Co.
Rosemary Glass Co.
Rosemary Cafe
Roanoke Memorial Works
Roanoke Motor Sales, Inc.
Roanoke Rapids Office Equipment Co.
Rose's 5-10-25c Store
R. I. Starke Grocery
Sandlin's Flower Shop
S & W Grocery Co.
E. W. Smith, Inc.
J. C. Shearin & Taylor
Slipper Shoppe
Shell Furniture Co.
Southside Grocery
Standard Grocery
Speight-White Co.
Stewart & Pulley
Tickel Dry Cleaners
Thompson Grocery
Taylor Furniture
Triple "R" Grocery Co.
Thompson Coal Co.
Tri-City Motor Co.
Tar Heel Sporting Goods
Taylor's Drug Co.
Va. Electric and Power Co.
Vincent-Rochelle
Valentine & Garner
Weldon Coca-Cola Bottling Works, Inc.
Weldon Mattress Co.
White Motors, Inc.
Walser Motors
W. C. Williams Funeral Home

Watch for Complete List in the Sunday Herald