

# WHITE WAY CELEBRATION

## LIGHTS GO ON FRIDAY DEC. 20TH

Big Celebration at City Park Tomorrow Night Starting at Seven O'clock

### SNAPPY PROGRAM

As White Way Is Flashed on for First Time; Everybody Is Invited

There'll be a hot time in the old town tomorrow (Friday) night.

For beginning at seven o'clock, Roanoke Rapids plans to strut its stuff and I don't mean maybe or perhaps.

This Friday night marks another milestone in Twin City progress.

Sharply at seven a mass meeting of all the citizens of this entire countryside will start for a brief and happy celebration of the completion and official first lighting of the new White Way.

They say there has been more talk and plans and great ideas and Castles in Spain and meetings and discourses and more plans and more talk for lo, these many years, about what should be done here.

In the past few months, a group of earnest and determined men, aided by the industries which are such vital part of our community, have decided to take action.

This celebration tomorrow night is more than the mere turning of a switch. It represents the hopes and aspirations, fulfilled, of every public spirited citizen in the Twin Cities. It further marks the completion of a part of one task proposed. It is a concrete and living example of something accomplished.

The merchants and business firms of Roanoke Rapids who are cooperating in staging the celebration cordially and earnestly invite their friends in every part of Halifax and Northampton Counties to attend the celebration this Friday night, to join in with the program and feel that they have, in part, contributed to the successful completion of this task.

The Virginia Electric & Power Company which has played no small part in the development of this community and this section of the State, has entered with pleasure into the spirit of the occasion. The company, thru its district manager, J. T. Chase, hastened the completion of the work when it was found that the town wished to celebrate tomorrow night. Thru its sales manager, R. H. Goodman, the company contributed a good percentage of the incidental cost and advertising of the program.

The program as tentatively worked out by a committee the first part of the week includes as chairman for the occasion, R. Hunt Parker, who stated he would make every effort to return from a business trip to do his share; a short address of welcome by Mayor T. W. M. Long, representing the officialdom of the city; invocation by Rev. Leon M. Hall, music by the Rosemary Band; Christmas Carols by school children; a short address by J. T. Case, representing the Power Company, followed by the switching on of the White Way for the first time; other than tests which will probably be made in the daytime today.

Toward up this joyous night, there will be a treat for the children. When the White Way is lighted and the darkness dispelled so he can see to get into town, Old Santa Claus himself in person, "not a moving picture," will come riding down the Avenue, and he will have a little something for every child in the crowd.

Folks are not to be alarmed at one blast of the fire siren some-

Continued on page 5)

# NEW DIAL TELEPHONE SYSTEM HERE

# DAM WORK STARTS IN 1930

## WORKING IN SEVEN MONTHS

### IMPORTANT

A special Christmas Eve edition of The Herald will be printed on next Tuesday, December 24th.

This will take the place of the regular Thursday issue of that week. Besides regular advertisements, the issue will be given over to Christmas Greeting ads from the merchants and business concerns of the Twin Cities.

There will be no post-office mailing except out of town and a copy of the Special Christmas Greeting edition will be placed on the front porch of every Twin City home sometime Christmas Eve.

All firms wishing to send holiday greetings to their friends and customers are urged to begin thinking about the copy for their ads at once and be ready to complete the copy on Friday and Saturday of this week.

The plant of The Herald will be closed all day Wednesday, Christmas, and will reopen on Thursday morning.

Correspondents are urged to get the bulk of their copy in the office by Monday night, urgent news by Tuesday noon.

As stated above, enough extra copies of The Herald will be printed for the Christmas Eve Greeting edition so that a copy will be delivered to every Twin City home. This is in addition to our regular county and out of town subscribers.

### Young Girl Dies From Pneumonia

Miss Lou Ellen Moseley, age 18, died of pneumonia Tuesday night at the home of her parents, Mr. and Mrs. D. P. Moseley at 738 Jefferson Street. Funeral services were held at 2:30 this afternoon at Scotland Neck. Surviving besides the bereaved parents are four sisters, Mrs. Leona Utley of Richmond, Mrs. Alice Carlisle, Susie and Nellie, and one brother, John, all of this city.

### Hospital News

C. M. Long of Seaboard broke both arms when he stuck them in a peanut picker to clean the machine. He was brought to the local hospital for treatment. A. L. Morgan suffered a broken collar bone in a car wreck near Halifax Monday. Birth announcements: to Mr. and Mrs. E. M. Evanson, a girl; to Mr. and Mrs. H. Pittman, a boy; to Mr. and Mrs. O. D. Jenkins, a boy. Mayor Wiggins of Weldon is a patient at the local hospital. Mrs. R. M. Draper, Seaboard, Miss Ena Odon, Conway, Roy Rose, Pendleton, C. M. Drewett, underwent successful operations this week.

### GUEST AT BANQUET

Miss Mary Anderson, formerly of Roanoke Rapids, daughter of Mr. and Mrs. L. O. Anderson of this city, was a guest at the annual banquet given by the New Jersey Trust Co., of Long Branch, N. J., for its employees last week. The address of the evening was made by former U. S. Senator C. Asa Francis, long an official of the bank. Miss Anderson is an employee of the bank. The banquet was given by the Board of Directors of the institution, which is the fastest growing bank in that city.

### Called To Bedside

Mr. and Mrs. Emmett Matthews left Wednesday morning for Patterson Springs, N. C., where they were called to the bedside of Mrs. Matthews' father, Mr. L. H. Patterson. He has been ill for some time and Wednesday morning they received a message to come at once as his condition was rapidly growing worse.

### IMMENSE CROWD IS EXPECTED

Christmas is one of the few occasions for the year that is celebrated almost universally throughout the world. In the past this season of the year has been commemorated very fittingly in the homes and churches of the community, but this year it is the hope of every church and organization that the community as a whole will unite in a Christmas service that will fill the auditorium of the High School to overflowing.

To help this community spirit, the churches of Rosemary and Roanoke Rapids have given up their Sunday evening services on Sunday December 22nd. In their place a mammoth service of song and Christmas worship has been planned. This service will start promptly at seven thirty.

The following program has been prepared:

Rev. J. E. Kirk, presiding officer. Quiet music. Christmas Carol. Prayer by Rev. A. P. Mustian. Scripture—The Christmas Story, Rev. C. T. Thrift. Traker—Rev. V. H. Grantham. Christmas Carol. Story of the Christmas Tree, W. V. Woodroof. Announcements and offering, Rev. Leon M. Hall. Christmas Anthem—Union Choir. Story, "The Other Wise Man," Rev. Hugh Bradley. Christmas Carol. Benediction, Rev. J. N. Bynum.

A music committee composed of Mrs. J. N. Bynum, chairman, Mrs. E. L. Towe, and Mrs. R. L. Martin and Miss Mary Seales have complete charge of that part of the program and they have asked the choirs of all the churches to lead the congregation in the singing of Carols and also to render special music. The choirs are asked to meet Miss Seales Monday afternoon at the High School auditorium at 2 o'clock.

Mr. J. H. Matkins has been appointed chairman of the ushers and will have complete charge of the seating of the congregation and the taking of the offering. He will be assisted by two ushers from each of the seven churches in our community. Mr. Matkins asks that those who have been appointed from each church will meet him in the Superintendent's office at the High School at seven o'clock promptly.

This is a white gift service and everyone has been asked to bring some gift of groceries, clothing, money, books or toys. These gifts are to be distributed later among the different families that are being taken care of this Christmas. This is to be a part of the service but no one need feel that participation in this community Christmas celebration is dependent upon the giving of a gift. Everyone is welcome. A special committee has been appointed to meet the people at the doors of the High School building and to receive from them as they come in their white gift. This has been planned that there might be as little confusion as possible. With such a large gathering it will be almost impossible to have each one go forward and make an offering as is generally customary in the white gift service. This committee has been asked to meet at the schoolhouse at seven promptly, and they have asked that whenever a gift is wrapped that there will be attached also a small tag describing the gift. They have asked this in order that the package will not have to be unwrapped before being distributed. If this is done it will be a tremendous help to the committee that will divide and distribute the gifts and it is to be hoped that everyone will take the time to do it.

Mr. and Mrs. C. T. Johnson and mother, Mrs. O'Neal spent Sunday in North Emporia with relatives.

### SAYS PRES. OF POWER COMPANY

Actual construction of the dam at Roanoke Rapids will be started in 1930, according to an official announcement this week by the President of the Virginia Electric and Power Company.

This dam will cost five million dollars and will be completed the latter part of 1931, according to press dispatches from Richmond.

The second dam, which will be built later ten miles up the Roanoke River, will cost about four million dollars.

The complete dispatch from Richmond is as follows:

Construction of the first unit of the \$9,000,000 super-hydro-electric plant on the Roanoke river practically on the Virginia-North Carolina line will be started in 1930, it was stated today at the offices of the Virginia Electric and Power Company. Preliminary engineering work is now under way on the huge project.

The Virginia Electric and Power Company will spend between \$1,850,000 and \$2,000,000 in Richmond in 1930, it is stated. The budget for 1930 has not been completed and must be approved by the board of directors next month.

The company, Jack Holtzclaw, the president, told the Chamber of Commerce on Tuesday, plans to spend \$6,000,000 in Virginia in 1930. The allotment for the Roanoke river project will be included in this amount. The first unit is expected to cost about \$5,000,000 and will be finished in the latter part of 1931. The preliminary surveys and tests for the first of the two great projects have been completed.

Mr. Holtzclaw is in New York today conferring with William E. Wood his predecessor, and now chairman of the board of the Virginia Electric and Power Company. He is also vice president of Stone and Webster, in charge of the utilities properties along the Atlantic seaboard.

Of the \$6,000,000 to be spent in Virginia in 1930, about \$1,000,000 will be spent in the Richmond district on development of power facilities and transmission lines. It is expected about two million will be expended in the Norfolk-Portsmouth district.

### A COSTLY JOKE

Much trouble and expense to the city has been experienced by the pranks of "practical jokers" who have turned in false fire alarms. Commissioner G. N. Taylor, who looks after the Fire Department, promises plenty of prosecution to anyone caught turning in false fire alarms, and steps are being taken to arrest and prosecute certain persons who were guilty of this act one night last week and after blowing the siren fled in a new Ford car up Hamilton street with their lights off.

### To Beautify Corner

Mr. F. C. Williams has purchased the property next to his home which was the former site of the Baptist Church on the corner of Madison and Fourth Streets. He plans to plant grass and shrubbery, have a small flower garden and build a temporary fence while growing a hedge around the entire property. He will make this corner one of the most attractive properties in the Twin Cities.

### AGED LADY DIES

Mrs. Virginia Critmore died at the age of 87 years at the home of her grandson, B. F. Hedgepeth, Hamilton Street. Funeral services were held yesterday at Rocky Mount. Charles Critmore of this city is a son of the deceased.

### KIWANIS GAME IS PIPPIN

Those who missed the Kiwanis Club basketball game this Tuesday night at the High School Gym have only themselves to blame. The starting teams were Wick Ross and Hunter Barbee, forwards, Neighbor Smith, center; Tommie Gates and Capt. Ned Manning, guards. That was the Wild Cat Team. Opposing them were the Night Owls; Capt. Hutch Camp and Ray Goodman, forwards; Joe T. Chase center; Howard Pruden and Murphy Jackson, guards.

As the halt and lane fell by the wayside, their places were filled by fresh recruits in the persons of Jack Young, Clarence Grimmer, Charley Whipple, Joe Bynum, Wilson Mullins and others.

The game ended with the score tied 12 and 12 and the panting players decided to play off the match another night. It was plenty of fun. The crowd enjoyed every minute, as did the players. Special mention should be given the opposing centers, Neighbor Smith, the Leaping Lena of the Wild Cats, and Joe Chase, the Roving Center from Dartmouth. They held the center of the stage.

A shot from the middle of the floor by Whipple, star fullback of the owls, astounded that player more than it did the hilarious gallery. Wilson Mullin's run for touchdown was a feature of the game. While Captain Hugh Camp pulled a Riegel and shot a free throw at his opponent's goal.

### LAST WEEK FOR PRIZES

This is the last week for the big double page Christmas spread with the names of lucky winners of Christmas remembrances from the advertisers on that page.

Turn to the double page, read the ads, look for your name or the names of your friends. If your name appears, Mrs. John Jones, at Brown's Store, go to that store for your prize. There are one or two prizes for last week and week before last that have not been called for and we are printing here the prize winners for the past two weeks.

Winners for last week were Mrs. R. S. Ingram, Thelma; Mattie Scott, Garysburg; Miss Patience Moore, Roanoke Rapids; Mrs. P. Y. Lyncey, Rosemary; Mrs. E. W. Liles, Littleton, RFD; Mrs. Rebecca Hockaday, Rosemary, RFD; Mrs. D. R. Allen, Vulture; Mrs. E. M. Baird, Gasburg, Va.; Mrs. N. C. Crawley, Aurelian Springs; Mrs. Ada Lane, Rosemary.

Winners week before last were Mrs. Sallie Gaylor, Rosemary; Mrs. A. J. Kee, Gumberry; Mrs. V. C. Matthews, Aurelian Springs; Mrs. Kathryn Moody, Henrico; Mrs. Sterling Moody, South Rosemary; Mrs. R. M. Powell, Roanoke Rapids; Mrs. J. B. Collier, Garysburg.

If there is anyone whose name appears above who has not called for their prize, we advise them to do so at once. Then there are ten more lucky names in this issue of The Herald on the big Christmas page.

Read the ads carefully and get suggestions for real Christmas presents. Remember if you win a prize it was made possible by the advertisers on that page and through the courtesy of the Peoples Theatre and the Rosemary Theatre.

Come to the Twin Cities and do your Christmas shopping where you have more than fifty stores with merchandise worth a million dollars to select from. Do not wait until the last minute, but come today. We will appreciate your business and every business firm will strive to please in every way.

### PROGRESS

On one page of this issue there is a full page ad headed "Progress." It is the advertisement of the Virginia Electric and Power Company complimenting Roanoke Rapids on the installation of the new White Way. That is Progress.

Not to be outdone, the Rosemary Merchants Association, in a half page ad, sends greetings and congratulations to their Roanoke Rapids friends. Progress. And a stroll around the Twin Cities will convince all that progress is the keynote here today, notwithstanding the poor business which is universal in the South.

There is a brand new electric sign of the latest type in front of the Crowder Department Store, shedding brilliant light in that section of the business district. It can be easily seen from Roanoke Junction.

Across the street is a new electric sign of the Walker Electric Company, a beautiful affair erected this week, running up and down the front of the building.

Going South down the Avenue, we find a brand new, spick and span red and white front of the Halifax Waste Material Company, a building just remodeled which is a credit to the community.

Still farther down and just across the tracks is the new filling Station of the Standard Oil Co., which has just been opened, a most attractive building.

Drop back this way and there is a new electric sign covering the entire front of the marquee of the New Rosemary Theatre, spelling in vivid lights "Vita-phone."

Come North into Roanoke Rapids and besides the new White Way, the first thing that greets the eye is the new Baptist church, a magnificent building.

On up the street, we find the new pleasure emporium of the city in Walter Cherry's bowling alley with all new equipment in a redecorated building.

Then we come to the Peoples Theatre where work is still going on in construction of the new lobby, which when completed, will present one of the most attractive entrances in the State.

And work will soon start on the remodeling of the Glover Building and the occupancy of same of which there will be more later.

Plenty of progress.

### DIES AT AGE 82

Mrs. Fannie Haley, age 82 years, well known and widely related resident of South Rosemary, died at the home of her nephew, Tim Allen last Friday. Funeral services and burial were Saturday afternoon. Two sisters of her immediate family survive. Miss Mary Pearson of Rosemary was one of several grand nieces of the deceased.

### Car Wreck Wednesday

Two cars were wrecked Wednesday on the Highway near the Brick School when a Negro drove his car across the road in front of Mrs. Luther Cleary who was driving from the Critmore funeral at Rocky Mount. Mrs. Silas Baggett, mother of Mrs. Cleary was injured in the crash. The Negro's car was demolished. Damages were sustained by the other car which had been loaned for the funeral by Mr. C. C. Shell.

Mr. and Mrs. C. T. Johnson, Mrs. J. O. Matthews and Miss Fannie Harris spent Wednesday in Henderson shopping.

The Twin Cities and Weldon are to have the latest type dial telephone system and the telephone poles will be removed from Roanoke Avenue.

Equipment for the new telephone system has been ordered and shipment will be made by the factory by April. The new system will be in operation and the poles will be removed before the middle of the summer.

The above was the result of an all-afternoon session Tuesday of the Town Board of Roanoke Rapids and officials of the Carolina Telephone and Telegraph Company, including the executive vice president of that company, who acted as spokesman. With him were three other officials, including the Company's chief engineer.

The meeting was somewhat heated at times as the various members of the Board told the telephone company officials, in mighty plain English, what they thought of the telephone service. Everything ended in harmony as the telephone people capitulated to practically every demand made by the town.

Mr. Porter, the vice president, stated the case for the telephone company. He told of the trials and vicissitudes of its company in this field starting some twelve years ago, when all factories making their equipment had been commandeered by the government for war purposes. It was necessary to put second hand equipment here at that time. Five years ago, he stated, the town had grown so that the first equipment was inadequate to handle the business. His company put in new equipment to handle the situation and now it again faces the same problem; namely that the town and number of subscribers have outgrown the system.

The Town Board granted a 25% increase in rates with the agreement that a new system be installed. The equipment has been ordered, he said, but the factory making the automatic telephones was behind on orders and as the order must be made to specifications, it would be from three to four months before the equipment could be made and shipped. Installation would take about two months including the moving of the poles from the Avenue and the stringing of the cables in the alley.

The Board was careful to protect the rights of Rosemary insofar as they had the power. Every move was made with the thought uppermost in the mind of the entire Board that another year would see the two towns united. Therefore, they requested not only that the poles be removed from the Avenue in the present limits, but also in Rosemary as far as Eleventh street, with the understanding that at a later date, when the White Way should be extended to the Junction the poles in that section be removed also.

Along the same line it was agreed by the Board and the Company that the Central station need not necessarily be located in the present city limits of Roanoke Rapids but at some central point between the two towns. This matter was left to the discretion of the engineering department as to the exact location.

Telephone officials explained the reason for poor long distance service by pointing out that there was only four trunk lines between here and Weldon and free service between the two places caused the lines to carry about 75 per cent "social" calls. The new system will call for 27 trunk lines instead of four. The central office at Weldon will be done away with, all inter-city calls passing thru the station here. Only long distance will remain at Weldon. In the future system, long distance calls will be designated as Weldon Roanoke Rapids, instead of Weldon as at present.

The increase in rates, company officials stated.

Continued on page 5)