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# THE HERALD

OF THE TWIN CITIES—ROANOKE RAPIDS—ROSEMARY

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## A MERRY CHRISTMAS TO ALL

### W.A. PIERCE FUNERAL MONDAY

Leading Business Man of Weldon and Halifax County Dies From Influenza Sunday

WAS 68 YEARS OLD

Vice President of Cotton Coops; Bank Director; Interested in Many Tri-City Enterprises

W. A. Pierce, one of the State's leading business men, died at his home in Weldon Sunday afternoon at 3:45 o'clock from pneumonia following an attack of influenza. The funeral was held Monday afternoon at 3 o'clock in the Weldon Methodist church followed by burial in the cemetery at Weldon.

Mr. Pierce was 68 years old and is survived by the widow, Mrs. Sadie Grainer Pierce; a daughter, Miss Martha Pierce, a student in Salem College, and sons, P. G. Pierce, a lawyer connected with the firm of Tillet, Tillet & Kennedy, Charlotte, and W. A. Pierce, Jr., a student in engineering at Cornell University. The entire family was at home for the Christmas holidays when the end came.

Surviving also are the following brothers and sisters: Dr. S. B. Pierce and O. W. Pierce, Mrs. J. A. Musgrove, Mrs. B. Johnson, all of Weldon, and Mrs. W. S. O'Brien of Goldsboro.

Mr. Pierce was the son of the late Dr. Alexander B. Pierce and Mrs. Hannah Williams Pierce.

Moving to Weldon in 1882, Mr. Pierce soon became prominently identified with the business interests of the town. His first business connection was in 1890, when the firm of Emery and Pierce was formed. Later he became a member of the Pierce-Whitehead Hardware Co., in which business he was a partner until his death. In 1900, he became associated with his brother, O. W. Pierce in the Carolina Peanut Co., and in 1900 he and his brother began farming on an extensive scale.

In addition to this, Mr. Pierce was a director of both the Weldon banks, manager of the Weldon Bonded Warehouse, treasurer of the Weldon Cotton Manufacturing Co., stockholder in the Weldon Furniture Co., besides from time to time being interested in other enterprises in Weldon and Roanoke Rapids.

Since its formation, Mr. Pierce has been a director of the N. C. Cotton Growers Association and was at the time of his death vice president of the organization. This was a cause that appealed very strongly to him, commanding much of his time and thought and he was on a mission in behalf of cooperative marketing when his fatal illness was contracted.

He was one of North Carolina's representatives at the recent joint meeting of the directors of cooperative marketing and representatives of the Federal Farm Board at Memphis on December 10 and 11. On the way to Memphis he contracted influenza and before he reached home pneumonia had developed. A member of the class of 1883 at Trinity College, Mr. Pierce took high stand in college. For many years he was prominent in all movements that tended to elevate his community. For 25 years he was a steward of the Weldon Methodist Church, and the Superintendent of its Sunday School.

### Power Co. Party

Office employees of the Virginia Electric and Power Company made "whoopies" around the Christmas tree and the festive board in their annual Christmas party yesterday. More than fifty guests attended the Christmas tree festivities in the offices of the Company here where gifts were found hanging on the tree for everybody. Some of the gifts were most appropriate and the speeches of acceptance even more so. They then retired to Cherry's for the Christmas turkey dinner. It was a hilarious occasion and thoroughly enjoyed by all.

Miss Hilda Lacy is visiting relatives in Richmond.

### Howerton Gowen Gains More Honors At Washington—Lee

Lexington, Va., Dec. 24.—Howerton Gowen, son of Mrs. Job Taylor of Roanoke Rapids, was one of twelve Washington and Lee University students who were today "tapped" to membership in Omicron Delta Kappa, national leadership fraternity. General John A. Lejeune, U. S. Marine Corps, superintendent of the Virginia Military Institute, who delivered the annual oration on the occasion of the "tapping" of new members, was also "tapped" to membership in the fraternity. Gowen, a senior in the commerce school is president of the C. T. Gibson club and a member of Alpha Tau Omega, social fraternity.

### WHITE XMAS SERVICES

Hundreds Attend Community Christmas Services at High School Sunday Night

Despite the cold, sleet and snow of Sunday night, the huge High School auditorium was comfortably filled with hundreds of Twin City folks who braved the fury of the elements to worship together in the Sunday night Union Services and White Christmas program.

The pastors of every church in the Twin Cities were present and took part in the services with the exception of Rev. Leon Hall, who is still confined to his home with influenza.

Hundreds of gifts were brought for the White Christmas offering, to be distributed among the needy of the community. Special committees from all the churches distributed the gifts Monday and today. As if to do her share in the White Gift Service, old Mother Nature had covered the Twin Cities with a cloak of Snow Sunday night.

A combine choir from all the seven churches led the singing of Christmas carols under the leadership of Miss Scales. Rev. J. E. Kirk of the Rosemary Baptist Church was presiding officer. The opening prayer was given by Rev. A. P. Mustian of the Roanoke Rapids Baptist Church after the singing of "O Come All Ye Faithful." The Scripture was read by Rev. C. T. Thrift of the Rosemary Methodist Church, being the complete Biblical story of the Birth of Christ. This was followed by prayer offered by Rev. V. H. Grantham of the Christian Church and the singing of the carol "While Shepherds Watched Their Flocks by Night."

"Christmas Day" was the subject of an interesting talk by Mr. W. V. Woodroof of the Roanoke Rapids Methodist Church, followed by the carol, "Hark, The Herald Angels Sing." Announcements were made by Rev. J. N. Bynum of the Episcopal Church, followed by a silver offering and an anthem by the choir, "Silent Night." Rev. S. H. Bradley of the Presbyterian Church told the story of "Other Wise Men," in a most effective manner. Then came the carol "O, Little Town of Bethlehem" and the closing benediction by Mr. Bynum.

### Another Landmark Disappears in Path of Progress' March

Another old landmark passes away this week with the completion of the job of wrecking the original Roanoke Rapids Baptist church. The wrecking crew has swept it away from the bell in the steeple to the last rock in the foundation. A few weeks ago, the members of the congregation moved to their new and magnificent quarters in the big brick church on the corner of Roanoke Avenue and Fourth Street. The frame church on the corner of Fourth and Hamilton, which has served for so many years, came tumbling last week under the scientific methods of a modern building wrecking crew. In another week, every vestige of a building will be removed.

The Herald is anxious to get a story of the church that has disappeared and we will appreciate stories from any of our readers about the founding, building and early history of this old landmark.

### BIG FIRE AT WELDON

Office Structure Partially Destroyed With Damages Estimated at \$50,000

Fire of undetermined origin Friday partially destroyed a two story brick office building at Weldon with a loss estimated by fire department officials at \$50,000.

Water flooded the equipment of the American Telephone and Telegraph Company exchange, located in the building and cut Weldon off from communication with outside points for several hours. Failure of telephone and telegraph wires caused rumors to spread to nearby towns that the entire business section there had been destroyed.

While the flames were confined to the one building, the fire appeared at one time to be threatening adjoining structures and a call was sent to Rocky Mount and Roanoke Rapids for aid from the fire departments there. The message to Rocky Mount was gotten out through railroad telegraph wires.

A fire truck and six men made a rapid trip of the 36 miles from Rocky Mount to Weldon, but by the time it arrived the blaze was under control. The Roanoke Rapids Fire Department was on the job at once.

The building was owned by the Daniel estate. Damage to it was estimated at \$15,000 to \$25,000. Loss of office furnishings by various professional men who had offices in the building and the telephone company's loss combined with the loss to the building to make up the total estimate of \$50,000.

Partial north and south telephone service was restored that afternoon but the town was still without telephone service Saturday. The blaze was discovered about 8:30 in the morning in the rear of the building. While the cause has not been determined, the theory has been advanced that it resulted from an overheated stove in one of the offices.

The loss is understood to be partially covered by insurance.

### TO SURVEY ROANOKE

Government To Spend \$200,000 In Investigation; Lindsay Warren Pleased

Washington, Dec. 20.—The United States Government will spend the sum of \$200,000 for a survey and investigation of Roanoke River, with the view of control of its floods and investigating its water power possibilities, according to Congressman Lindsay Warren who was today notified by the board of engineers that they had approved the preliminary report of Major W. A. Snow, district engineer and had sent the matter back to him for a complete project study.

The investigation will require many months. After his next report if still favorable, Congress will be asked to appropriate many millions of dollars for the work. Mr. Warren stated this was in addition to the navigation project for Roanoke River, which will be included in the rivers and harbors bill.

The preliminary report for the flood control of Tar River was unfavorable, but Mr. Warren today requested the chief of engineers to send it back to Major Snow for further investigation as a disastrous flood has occurred since he filed his report. Congressman Warren requested that public hearings be had on this newly discovered evidence at Rocky Mount and Greenville.

The bills for the flood control of Roanoke and Tar Rivers were introduced by Mr. Warren three years ago and passed by Congress. Congressman John R. Keer, through whose district both rivers also run, is actively interested and rendering full cooperation. Excessive and unprecedented floods of the two rivers have made farming along their banks quite precarious. The expenditure of \$200,000 for investigation alone of Roanoke River is one of the largest appropriations for that purpose of any Southern river and Mr. Warren is quite pleased.

### Mrs. Hazel Wheeler Halifax Chairman

Appointment Made by National Office of Better Homes in America This Week

Mrs. Hazel Ervin Wheeler has been appointed to head a committee of local citizens for the purpose of planning a Better Homes campaign in Halifax County.

The appointment was made from the National office of Better Homes in America in Washington, D. C., which each year sponsors a nationwide program for the improvement of housing conditions. The organization is headed by Secretary Wilbur, who succeeded President Hoover as its president. Mr. Hoover now serves as honorary chairman. Dr. James Ford is in active charge of the campaign.

Better Homes in America is a non-commercial, educational organization which has as its object the improvement of housing conditions and the promotion of a wholesome type of home and family life. Its program is adapted to local needs by each of the thousands of committees which have been established in cities, towns and villages throughout the country. The campaign is sponsored locally by parent-teacher associations, women's clubs, civic organizations, and in some communities by schools and colleges, as a part of their educational program. This is done in the study of home economics, manual training, civics, English and art.

### KIWANIS HAS NEW OFFICERS

Officers for the coming year of 1930 was elected Thurs. Dec. 19, by the local Kiwanis Club after a regular election with ballots, flamboyant political signs, campaign promises and all the other ballyhoo which attends the average selection of officials by the great common people.

Getting down to serious business, the members of the club chose the following men to lead the club during its second year: Frank Wilson, President; Carroll Wilson, Vice President; Hugh Bradley, Secretary; J. W. Ross, Treasurer.

Frank Joyner, immediate past president, was chosen as Club Trustee and member of the Board of Directors ex-officio.

The new Board of Directors chosen consists of George N. Taylor, Alfred N. Martin, Ned Manning, J. T. Chase, A. E. Akers, Howard Pruden and Julian Allsbrook.

All new officers will be installed the first meeting night in January, with appropriate ceremonies.

The Kiwanis Club, which is a service organization of business and professional men, with a limited membership divided among the different classifications in the business world, was originated here in March of this year. There are fifty active members and meetings are held in a special club room each Thursday night. Supper is served and a business session follows at which time matters relating to the welfare of the community are discussed.

The meetings serve to make closer friendships, teach the men to speak their minds and with a social program each night in addition to the business session and the committee work, Kiwanis serves to teach the members how to cooperate, how to enjoy life, how to be better citizens and neighbors.

### Policeman Knocked Down by Autoist

Policeman C. L. Lewter of Rosemary was knocked down and severely injured Monday afternoon by a car driven by Luther Powell, colored, of Thelma. The Negro was driving North in front of Smith's Service Station and swerved his car to miss another car backing out. Mr. Lewter was crossing the street and was hit before the driver saw him. The blow threw Mr. Lewter into another car, knocking him unconscious for the moment and cutting his neck severely. He was rushed to the hospital for first aid treatment.

### NORTH'TON SOIL SURVEY

Interesting Report With Maps And Treatments in New Book-let to be Sent Out

The soils on all the farms of Northampton County are mapped and described in the Soil Survey Report of the county just issued by the Bureau of Chemistry and Soils of the U. S. Department of Agriculture, and the North Carolina Experiment Station.

Farmers of the county and other persons interested can now learn the names and location of the different soils on any particular farm in the county by reading this report and studying the map in it. The report names 35 different types of soil in addition to meadow and swamp in Northampton County and locates them on the map by giving a color for each soil. It tells the color, the texture, and the depth of every type of soil, how far down the subsoil under each kind is, and whether the subsoil is favorable to the downward drainage and upward movements of soil moisture or whether it is hard pan or an impenetrable subsoil which retards root growth and the movement of soil moisture.

Farmers who know their soils well will enjoy comparing their judgment of the different soils on their farms with that of the soil experts of the State and the U. S. Department of Agriculture have to say. Where the average farmer or landowner knows his soil to the plow depth the soil surveyor knows it to a depth of four to six feet, and they describe it so minutely as to tell why some of the soils are droughty and unproductive in dry seasons while others hold water for the crops even in the driest years. The report advises as to the treatment, fertilizing, and cropping of the different soils.

The report tells which of the county's soils are the most productive and how to increase crop yields on some of the less productive soils. The map may show a considerable acreage of rich, productive land hidden away in the weeds which the landowner is likely to ignore while he is wasting time and money on less productive land that had better be growing timber. These are matters upon which the report will help the best of farmers to make sure they are using all their soil to the best of advantage.

Norfolk fine sandy loam is the most extensive and one of the most important soils of the county, the report says. Fertilizing practices, crop rotations, and other practical problems of farming are discussed in the report.

A copy of the report may be obtained free from a Member of Congress or the Department of Agriculture, Washington, D. C.

### RICH BOY IS KILLED

Another Is Seriously Hurt When Driver Leaves Road to Miss Wrecked School Truck

Riding South to spend Christmas with his millionaire father, Warren Behrend of Erie, Pa., was instantly killed and his schoolmate, Ned Richeson of Richeson Springs, Cal., was seriously injured when they sought to avoid hitting a school truck on the Pleasant Hill road last Friday.

The two boys attended school in Massachusetts and were traveling South in a La Salle roadster, property of young Behrend.

Between Pleasant Hill and Weldon, they ran up on a Northampton County school truck which overturned in the road in front of their car. Behrend turned out of the road to miss the truck and their car turned turtle, pinning the two boys underneath.

The body of the dead boy was taken to Weldon, and his father, who is reported to have been waiting at Wilmington for him with a beautiful yacht as a Christmas present, was notified of the sad news. The body was shipped back to Pennsylvania. Young Richeson was brought to the Roanoke Rapids hospital for treatment and is still there, having suffered severe cuts, bruises and shock.

### School Children Win Gold in Essay Contest in County

School children of Halifax County may enter the school essay contest which is now open and which closes March 15, 1930. The subject is "The Aims of Forest, Fish and Game Conservation."

The essays for Halifax County will be judged by the County Superintendent. The winner will receive five dollars in gold, and his essay will be sent to Raleigh where officials of the State Department of Conservation will judge for the best essay in the 18 counties entered for an additional ten dollars in gold.

The rules are as follows: The essay must be original work of the contestant. Should not be more than 3,500 words. Typed copy preferred, although not necessary. Pupils from any grade may compete. Essays must be submitted to the office of the County Superintendent by March 16.

### WHITE WAY PROGRAM

New White Way is Officially Turned on With Appropriate Ceremonies Friday Night

It was exactly 22 minutes past seven o'clock last Friday evening when the new White Way flashed on for the first time after a brief but pleasant ceremony attended by at least one thousand people at the City Park.

The chilly weather is probably responsible for the program started as advertised promptly at seven o'clock, and also for the briefness of the speeches. The crowd was entertained by several selections by the Rosemary band, which by the way, deserves special mention because of the many services it has rendered on many public occasions.

R. Hunt Parker, master of ceremonies, opened the meeting with a short talk and introduced Mayor T. W. M. Long, who welcomed the crowd on behalf of the city government. Mayor Long pronounced the completion of the White Way as only one of many forward steps contemplated and stressed the fact that this was soon to be one big city with all the improvements and comforts a city of this size should enjoy.

J. T. Chase, Carolina manager of the Virginia Electric and Power Company, was the final speaker, commending the Town Board of Roanoke Rapids, to whom he gave the credit of the White Way. He publicly praised those men of his force who speeded the work up so that the celebration might be held Friday night, and stated the Power Company which he represented could always be relied on to do its share in the upbuilding of this community.

Following his speech, Mr. Chase pulled the switch which turned off the lights at the band stand. The fire siren sounded and the White Way flashed on, amid the cheers of the crowd.

The fire truck came speeding up the Avenue with old Santa Claus on top and there followed a busy half hour while he dished out candy to all the children in the crowd and many of the grownups. He was assisted by the members of the fire department, who like the band are ever ready to assist at any public function.

### Cement Official Says South's Business Will Improve Much in 1930

W. A. Edgerton head of the Portland Cement Company for several Southern States, was a business visitor from Wilson here last week. He is an uncle of movie magnate Edgerton of this city. The elder Mr. Edgerton was one of the several business leaders of the country who attended the Hoover business meeting in Washington recently and pledged themselves to carry on a most extensive building program in the country in 1930.

He stated that 1930 would be a better year in the South because an extensive building program is being arranged to include dams by power companies, improvements by railroads, more road building, construction of many Federal buildings etc.

### WOMAN IS DEAD FROM INJURIES

Mrs. Haywood Williams Dies This Morning From Injuries Sustained in Auto Crash

CONVICT IS HELD

Hit by D. J. Lewis, Reported Escaped Convict, Who is in Hospital Under Guard

Mrs. Haywood Williams, Weldon died at 9:15 this morning from injuries received Friday when she was struck by a car driven by D. J. Lewis, said to be an escaped convict from Caledonia. Lewis, who was injured in the crash, is still in hospital under guard and in addition to other charges, now face a charge of manslaughter.

Mrs. Haywood Williams was killed down and suffered a broken when she was struck by a car driven by D. J. Lewis, who then drove her into the auto of Mrs. St. Hilliard, wrecking her car and injuring her to sustain severe cuts and bruises.

The two accidents occurred a few minutes of each other last day week in front of the She Motor Co., in Weldon.

It was later discovered that Lewis had been going under an assumed name while employed at the P. son Mills Co., and that he was escaped convict from Caledonia Farm.

He was badly injured and brought to a local hospital for treatment. While there, he was constantly guarded by local police and will be turned to the State Farm serve out his sentence and all later charges of driving intoxicated and assault, as well as escaping guard.

While working here he assumed the name of Parker and had here several weeks. Mrs. Williams was removed to home last week. Mrs. Hilliard, an employee of the Bounds Co., received hospital treatment was able to return to her home the accident. Her car was damaged. Lewis was badly hurt about head and skull as well as sufficient body cuts and bruises.

### Battered Safe Is Left By Robbers Theft Is Mysterious

The epidemic of safe robberies, continues with the Northampton Gro. Co., the latest victims. Thieves broke in their wholesale grocery store last night and attempted to rob the

Whether they were successful or not remains a mystery, as the combination was so badly battered one has been able to open it yet. The robbers entered by the door after tearing away enough of the door to prize the lock. Night policeman Lewter is said to have noticed the lack of light, tried both the back and front doors but found them locked. It is thought that he might have frightened the thieves away before they finished their work.

It is reported that the safe contained several hundred dollars in cash and checks. It had not been opened since the robbery.

### Service Station Sold

The Avenue Service Station, sold this week to the Standard Company of New Jersey by J. R. Rick and associates. The deal closed yesterday. The new owner plans extensive improvements and remodeling, work to start the first year which will make the station one of the finest in this section of the State. Standard Oil recently completed a new station at the location.

Mrs. F. C. Hago and Miss Hine Hago of High Point are spending the holidays here.