

Offering a Thorough Coverage of the Greater Roanoke Rapids Trade Territory.

"ALL FOR ONE AND ONE FOR ALL" ROANOKE RAPIDS HERALD

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ROANOKE RAPIDS, N. C., THURSDAY, JULY 16th, 1931.

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UP AND DOWN THE AVENUE WITH THE EDITOR

Empty houses will soon be at a premium in Roanoke Rapids, if we understand correctly that several new citizens plan moving here. Now is a good time for some one to build a few good houses of modern construction with all conveniences. Low cost of building will add to investment value in the future. Low rents will attract many prospective citizens. Let's fill up some of the vacant spaces on the Avenue during 1931-32.

Among textile grads at State College who have secured positions are W. J. Honeycutt of Franklinton and W. R. Rogers of Oakboro, both of whom are now employed by Roanoke Mills Co. We welcome them to our city.

The Chockoyotte Golf Course needs 30 more monthly members to make it a going and permanent thing in the community. All but a half a dozen of the needed number were secured last week. Join up today and let's keep that alive. As a means of recreation and a place to take your visitors, it can't be beat.

The Merchants Association, live-wire, go-getting crowd in the South Ward extends the welcoming hand to other merchants in the new city. That Association has done a wonderful piece of work over a period of years. With its nucleus and backbone, there is no reason why the retail merchants of the new city should not have the largest and most active Association in this section of the State. With financial worries and problems taken from its shoulders, the Association can give more time to improving the status of its members. We hope the other merchants will make it a point to attend the next meeting and ask for membership as we look to the Association as one of the biggest factors for good in the community.

Benny Webb has painted the fronts of his Avenue Stores and things are looking brighter on the bank corner.

S. C. Cook has moved. He is opening a new store on the East side of the Avenue.

Five hundred and fifty-five voters voted in the city election. There was no contest and no effort was made to get out the vote. But there was a time, under the same circumstances, when they voted exactly 16 in the city elections here. Seems we are improving. One man said he had been here sixteen years and had never voted for a city officer until Tuesday. Says he's got the voting habit now. That's the ticket.

We have tried to keep off the 17-1 racket this time because if we got started on the subject, we couldn't stop. Moving that Federal Highway again and at this particular time is going to be bad medicine for somebody. You know there are some things you can't get by with and this is one of them. This country is not a monarchy—yet.

The Chase house, recently destroyed by fire, is being rapidly rebuilt. It will be a full two story brick and the walls are practically up.

W. G. Bunch is planning to build a home on the main road near the Country Club and commute.

A new house is now under construction in the city limits just across the highway from the depot.

Before a new house can be built or an old one repaired, a building permit must be gotten from City Building Inspector Henry Pitts. This applies everywhere in the city.

People on South Hamilton Street were delighted to see a street crew at work this week. Now that the county has no need for its road equipment, perhaps the city can pick up some good bargains so we can keep all our streets in condition.

The new city fathers were amazed at the amount of past due taxes. They say the city would be in fine financial shape if the back taxes were paid up. They plan to give that their immediate attention. The better taxes are paid the lower the tax rate.

Mr. and Mrs. Jack Williams announce the birth of a daughter.

Mr. and Mrs. D. P. Wike announce the birth of a daughter.

NEW STORE OPENS IN TWO WEEKS

OLD MAYOR WELCOMES SUCCESSOR

At Three - Night Moonlight Jubilee Staged By Strong Man

MANY FREE SHOWS

Albert Ritchie, gloom destroyer around these parts for the past three weeks, is putting the finishing touches to his first Moonlight Jubilee in North Carolina, when with the cooperation of some forty merchants and business men he will be ready on the night of July 30 for Mayor George Taylor to switch on the lights that will illuminate the Avenue with hundreds of electric lights and colors galore. This will be a welcome to the new city of 10,000 people and the incoming mayor and six commissioners.

Equipment Arrives Tuesday
Mr. Ritchie has arranged to have all decorations, lighting and the American Legion Frolic material in Roanoke Rapids on next Tuesday. This is in direct charge of Mr. Fred W. Rah, who has devoted his entire life to glorifying public festivities.

Novelty Street Parade
Opening at seven o'clock Thursday night, July 30th, the world's foremost super man, Albert Ritchie, will do his feature stunt of pulling six loads of some 200 girls thru the streets by his neck. He will swing some twenty men on his neck, teeter an even dozen girls on his shoulders, tug-o-war against any fifty men and do many other free stunts.

A large athletic arena that will seat fifteen hundred people where each of the three nights the local Legion Post will hold an athletic show. Adjoining this will be the Legion portable dancing parlor 49x89 feet, with music from a well known orchestra. Along the street will be lined booths of the variety style.

There will also be several contests, (Continued on back page)

TRYING TO OUST DELYSLE

Atlantic Coastal Highway Association Has Two Sets of Officers JACK IN FLORIDA

Captain Jack DeLysle, Atlantic Coastal Highway official, who is instrumental in getting the Federal Highway routing back here several months ago, is in Florida. He will return next week and has written local road workers that he will give the matter his prompt and personal attention at that time.

He expressed himself as being astonished at the change of routing, he being busy for the last few weeks with personal affairs as shown by the following dispatch from Norfolk, Va., July 15.—The tangled affairs of the Atlantic Coastal Highway Association, now apparently having two sets of officers following the annual convention in Norfolk in June, will come before a meeting of the executive board of the organization called by the chairman, F. O. Miller, at Jacksonville, Fla.

Colonel E. E. Goodwyn, of Emporia elected president of the association at the convention was in Norfolk for a conference with the Norfolk motor tourist committee on the course to be pursued at the Jacksonville meeting, but what steps are to be taken by the newly-elected officers were not revealed.

Chairman Miller has held the election at Norfolk is illegal, and that the executive board is still in control of the organization with Jack DeLysle of Norfolk, as executive vice-president. The row in the convention here appeared to be a move to oust Captain DeLysle, who has been upheld by Mr. Miller and by Colonel J. C. Stahlin of South Jacksonville, who declined election at the convention. (Continued on back page)

Recognize Him?

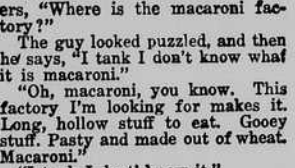


Americans are accustomed to the sight of Will Rogers, actor and philosopher, in rather slouchy attire; indeed, Mrs. Rogers said recently Will never owned evening clothes. But here he is in formal dress and still looking happy. Never before has he been thus photographed.

Will Rogers Picks A Story For This Spot

By WILL ROGERS

A STRANGER that was walking around in Minneapolis was lost, and he says to a fellow with whiskers,



"Where is the macaroni factory?"
The guy looked puzzled, and then he says, "I tank I don't know what it is macaroni."
"Oh, macaroni, you know. This factory I'm looking for makes it. Long, hollow stuff to eat. Goody Macaroni!"
"I tank I don't know it."
The stranger walked on, but after he had gone a block this old party with the whiskers caught up with him, puffing like everything.
"Say, I know it macaroni! What we say noodles!"
"Yes, you might call it a noodle factory."
"Oh, I thought so! That factory, I don't know where it is too."
(American News Features, Inc.)

REDUCE TAX LEVY 55 CENTS

County Tax Rate Drops 55 Cents Due to Roads and Schools STATE OPERATED

(Special To The Herald)

Raleigh, July 16.—Property taxpayers in the 100 counties of North Carolina will receive an average tax reduction for roads and schools of 41 cents on the \$100 valuation, or a total of \$12,167,849, based on a total State valuation of \$2,975,208,279, as a result of the actions of the 1931 General Assembly, figures just made public by Dr. Fred W. Morrison, of the Tax Commission, show.

These figures show that the tax reduction provided under the 15-cent levy for current expenses of school operation for six months will amount to an average of 32.5 cents on the \$100, or a total of \$9,652,491, while the net reduction for roads and bridges will be an average of 8.5 cents on the \$100, or a total of \$2,515,358. The 15-cent levy for school will be about \$4,462,807, the compilation shows. The tax levy for roads and bridges in 1931 totaled \$5,252,113, in addition to the \$2,736,755 in State aid for roads, devoted largely to debt service in most of the counties.

In only one county, Clay, will an increase be required, the increase being 18.2 on the \$100 to produce \$3,185, more than last year. Thirty (Continued on back page)

GOLD STAR MOTHER TELLS ABOUT TRIP TO EUROPE

BOARD MILL IS BEING REBUILT

Crew of 25 Busy This Week Remodeling Building—Overhauling

READY NEXT WEEK

Making a new mill out of an old one is what the Southern Paper Board Mills, Inc., is doing to the old mills of the Roanoke Fibre Board Co.

The three officials of the new company, Messrs C. R. Karlstromer, Uno G. Frykland and John W. Sale, have a crew of twenty-five men at work and they are practically rebuilding the plants.

The first thing to catch the eye is the black and silver painting of the huge smokestacks of the plant. Hidden from the eye is a crew of men pouring concrete for the rebuilding of the foundation of the main floors of the plant. The new officials pointed out that the old wooden piers were inadequate and the cause of broken cogs and general breakdowns. They are tearing out all this and putting in concrete piers under floor and the heavy machinery.

The loading platforms on the railroad spur have been wiped out by a wrecking crew and new platforms are being constructed in front of the mill, these also with concrete piers instead of wood. There was much merriment one day this week when the wrecking crew, by mistake, broke off one of the automatic heads of the sprinkler system and everybody got a good bath before the new cap could be found and forced on.

The interior of the plant is being repainted thruout and every piece of machinery is being overhauled by machinists.

Although it might not appear so to the uninitiated, officials say they will have the plant in first class shape and will be making paper and box-board some time next week. A visitor is made aware of the fact that much money is being spent in getting ready for speedy operation and that business is meant by every move.

Mr. Sale, one of the officials, will be remembered by many as a former citizen of the community employed by the Halifax Paper Corporation. He left several years ago to accept a position with the Hummel-Ross Co. of Hopewell, Va. and made good there, being made superintendent some time ago. He will be actively engaged in an official capacity and as a stockholder in the new company. His many friends here welcome him back to the bigger city.

While the plant is at present in the shape to be expected of one which is being remodeled and overhauled the new company hopes to have things inside and out spick and span in another week and after that time they will welcome citizens who care to make a visit of inspection.

Ten Free Tickets In Display Ads This Week

The chances are only "two-hundred to one" that your name ISN'T in the display ads of The Herald this week instead of "one thousand to one" as usual, for there are ten names of local subscribers of the paper in the "hidden" in the ads this week, and each one of those ten fortunate individuals are entitled to a FREE ticket to see "The Lawyer's Secret" at the Roanoke Rapids playhouse next Monday and Tuesday.

Look through the advertisements, if you find your name there, call at The Herald office for your free ticket. If you see your friend's name in one of them tell them about it. It always pays to read the ads in The Herald. (Continued on back page)

An interesting visitor in the person of Mrs. Sallie Turner of Gadsden, Ala., is spending some time here with her son, Mr. T. B. Turner in South Rosemary. Mrs. Turner is a Gold Star Mother and has just returned from a visit to France and England where she visited the grave of her son, Joseph Turner, 25, who died at sea during the World War.

Mrs. Turner who is too young looking to be asked her age, is most attractive, and very enthusiastic about the whole trip. She says that everybody was lovely to them from the time they left New York for the outgoing trip to the time they returned. She has this to say about the trip: "Before starting on the voyage each member was given a silk U. S. A. flag by the city of New York to take with them. There were 225 members of the party which sailed from New York May 27th on the steamer President Roosevelt.

When we reached mid-ocean the steamer was brought to a standstill and an impressive memorial service was held, each mother casting into the ocean a lovely wreath of flowers purchased in New York. The most beautiful sight I have ever witnessed was the flowers floating on the water in honor of the boys who died at sea. The steamship company presented each Gold Star mother with a medal on which was engraved, "Pilgrimage of Gold Star Mothers and Widows to the Battle Fields of the World War."

An elaborate dinner was given in their honor by the steamship companies to and from Europe. The party spent five weeks on the trip, two weeks in Paris, visiting the battlefields and cemeteries. The place that was most interesting to Mrs. Turner was Brookwood cemetery located about thirty miles from London. At this cemetery a lovely chapel is just about completed with the exception of carving the names of the men who were lost at sea, on its white marble walls. The name of Joseph Turner, her son, will be placed on this wall. The three acre plot around this chapel is made beautiful with grass and flowers, as well as the other cemeteries which she visited. The tomb of the "Unknown Soldier" was visited by the party and the oldest Gold Star Mother was given the privilege of placing a lovely wreath of flowers on the tomb.

In England, Buckingham Palace, Westminster Abbey, and many other places of interest were visited. King George and Queen Mary were returning from the races as the party reached the palace, and a sight of the King and Queen was an added pleasure on the trip.

The return trip was made on the steamer George Washington, nine days being required for the trip.

WOMEN TOO MUST HAVE LICENSES

Northampton Game and Fish Warden Lays Down Law

Halifax County fishermen and fishermen may have been breaking the game laws in Northampton County, for the game warden of that county has requested The Herald to reprint his letter concerning fishing licenses. J. H. Ramsey of Seaboard, State Forest, Fish and Game Warden for Northampton has the following statement to make in regard to the fishing laws.

There still seems to be some misunderstanding of the Angler's Act, otherwise, The Fishing Law, passed by the 1929 Legislature. Some are under the impression that women are exempt from purchasing fishing license. Believe it or not: Chapter 335, Public Laws of 1929 says: "A license is hereby required of all persons above the age of 16 years to fish by any and all methods of hook and line or rod and reel fishing in the waters of N. C., other than in the waters of the county in which such person permanently resides, or waters abutting thereto, as hereinafter provided." This means men, women and others (Continued on back page)

Max Still Is Champ



Max Schmeling of Germany, who retained the heavyweight championship by defeating Willie Stirling of Georgia, in a 15-round battle in Cleveland, Ohio.

MAKING NEEDED CHANGES

R. R., P. O., Telegraph, Long Distance Tangles Being Untangled

Three plans of simplifying matters and giving better service from railroad and postoffice received favorable replies in letters to the Kiwanis Club this week from the first assistant postmaster general and from officials of the Seaboard Air Line railroad.

The request made to the postoffice department at Washington by citizens' petitions and resolutions was for the consolidation of postoffices under the name of Roanoke Rapids. The first assistant postmaster general replied that the matter would be given prompt attention and an inspector would make the proper investigations and reports in the very near future.

The railroad company was petitioned to change the name of the depot from Roanoke Junction to Roanoke Rapids and to repair the crossing at the depot. Both these matters would be taken care of as soon as the necessary arrangements could be made, according to prompt replies received here from railroad officials.

Agent Eubank also received a letter from officials asking for the exact location of where the city limits pass over the main line of the Seaboard track so that suitable limit signs could be placed at once.

The Carolina Telegraph and Telephone Co., operating the Western Union and long distance service here will be petitioned this week to change the name of the telegraph station to Roanoke Rapids and to report all calls from this city as from Roanoke Rapids in the future.

One of the new city commissioners is in the habit of losing his temper each time he puts in a long distance call. "Weldon calling Mr. Speedunk," says the long distance operator. And the Commissioner yells into the phone "Weldon—Tell 'em Roanoke Rapids is calling."

Sell School Bonds Below 5 Per Cent

The Roanoke Rapids Graded School District sold last week through the Local Government Commission in Raleigh, \$50,000 in school bonds to A. C. Allyn & Co., Chicago at an interest rate of 5 per cent and with a premium of \$435, making the rate considerably below 5 per cent. Ten firms bid on the bonds, the rate running as high as 5 1-2 per cent with a \$25 premium. Local Government Commission officials consider it an excellent rate, considering present business conditions.

LEGGETT AND BELK IN CITY

Huge Department Store Locates Here; Moving Fixtures In Now

LOY IS MANAGER

The new city will have a new store to be proud of when Leggett's Department Store, one of the Belk stores will open for business here about the first of the month, according to information today from H. S. Loy, who will be resident manager of the new store and is now superintending the remodeling and installation of fixtures and stock.

Mr. Leggett, who is a partner of Mrs. W. H. Belk, one of the leading merchants of the South, was a business visitor here recently and closed a deal for the lease of the three store-rooms formerly occupied by the L. G. Shell Co., at the corner of Roanoke Ave. and 11th Street.

This is the largest store building in the city and formerly was occupied by the L. G. Shell Co. which used one room for a grocery store and the two adjoining rooms for a furniture store. Under the direction of Mr. Loy, carpenters, painters, electricians and plumbers have been busy for the past two weeks. All partitions have been taken out and the entire building will be used as one store, divided into many departments.

The latest word in interior decorating, the newest fixtures, rest rooms, display windows for a quarter of a block, are being installed and the new company plans to make this the largest and most attractive store in this section of the country.

As far as stock is concerned, Mr. Loy stated that people of this trading territory will be able to purchase anything in the clothing line, regardless of size or value, that they could buy in any city store. The local store will compare favorably with the stores of the company in Charlotte, Greensboro, Winston-Salem, Raleigh, Wilmington, Durham, Danville and Lynchburg, Va., and 63 other cities in three states.

The Roanoke Rapids store will be No. 72 of the Leggett and Belk stores. The reputation of these stores for full stocks and honest values is well known to all who have dealt with them in the cities in which they are located.

The store is owned by a North Carolina corporation with headquarters at Charlotte. The line includes clothing for the entire family including special baby departments, shoes, dry goods, notions, ready to wear, millinery and other special departments.

Mr. Loy says he hopes to be able to employ twenty-five people in the local store with extra employees at certain seasons. He also said his experience of several years with the Belk and Leggett people was that their stores could be found backing every civic movement and heading the list in all donations to worthy causes. Mr. Loy is a native of Burlington. He came here from Oxford where he was manager of the store for several years and prior to that he was with the Lynchburg store for several years.

The Belk Stores were started almost 40 years ago with one small store at Monroe by W. H. Belk and his brother, J. M. Belk. The latter is dead and his heirs still reside in Monroe. They went to Charlotte and began a program of expansion which took them into five states; North Carolina, South Carolina, Virginia, Tennessee and Georgia.

In recent years, it has been the policy to take in other partners, one of the leading of which is Mr. Leggett, who is general manager of all the stores bearing the name Leggett's or Belk-Leggett's. Mr. Leggett lives in Durham.

Mr. and Mrs. Aulander H. Dunlap, Miss Ellen Ramsay and Mr. Burroughs of Washington, D. C., are spending several days here as the guests of Mrs. Charlena Hart.

J. M. Ramsay, who has been spending some time with relatives in Washington, D. C., has returned home.