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Trade Territory

# DO YOUR CHRISTMAS SHOPPING IN ROANOKE RAPIDS THE ROANOKE RAPIDS HERALD

Eastern Carolina's Class A  
Weekly Newspaper  
"The Paper That Goes Home"

VOLUME 17.

ROANOKE RAPIDS, N. C., THURSDAY, DECEMBER 24th, 1931.

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## UP AND DOWN The Avenue WITH THE EDITOR

There's a lot of Old Timers here we have not had the pleasure of meeting yet, but every week we come to know more of them. Tuesday we became acquainted with R. O. Bray, who has lived here for 30 years. While he had several nice things to say, here is what we remember best. Mr. Bray said, "I have lived here for a long time and I just want to tell you that we never had a real newspaper until you came to town. I enjoy it every week." Of course, most of you will say that the best way to an editor's heart is to praise his newspaper. True, very true. But so few try to reach our heart that when someone does show appreciation, we can't help but feel good about it.

The public and our advertisers do not realize the hard work that goes into The Herald every week. For example, they did not realize that, while the rest of you were asleep, the entire force of The Herald was working all night last Thursday night so your paper would be in the postoffice at 7 o'clock Friday morning. No special reason except that we wanted you to have your paper on time. It was broad daylight when we "hit the hay." And we worked every night this week so your paper would be in the postoffice Thursday morning, knowing there would be no mail delivery Friday.

And furthermore, just try to remember that 365 days in the year, 52 weeks of the same year The Herald is working for Roanoke Rapids; fighting its battles; striving for its betterment; boosting its business houses; grieving at its sorrows; elated at its joys and successes. As the politician would say: "Our record proves it."

And having gotten that off our chest, we can now get down to business again and wish everyone of our readers, every friend — yea, every critic — a Merry Christmas; and looking forward, with faith in the future of our city, with the feeling that in times of adversity we grow in stature, in knowledge and in kindness, we wish for you all a Happy 1932.

If the finder of the seven One Dollar bills lost between my home and Joe Vaughan's place Sunday needs them worse than we do, he should keep them, but we will share with the finder if returned. J. H. Lampley, 309 Jackson Street.

Governor Gardner has turned literary and broken into the Saturday Evening Post with an article that will appear in the January 2 issue, out December, 30. Governor Gardner wrote on "New Wine In Old Bottles," holding the new conditions demand new remedies. However, Editor Lorimer has written him that the article is so timely, dealing with the reorganization of State government, that he has changed the title to "One State Cleans House." The article is expected to be extensively read, not only in this State, but over the nation.

Ottis Elmore killed another deer down near Lewiston Saturday. It looks like they will get them all this season.

There was much rejoicing in some county schools over the action of the County Board of Commissioners in giving the Board of Education permission to use \$5,000 left from last year's budget for retention of eleven teachers, ordered dropped by the State Board of Equalization. The local schools may squeeze through by much the same process. More power to them and less to the Equalization Board.

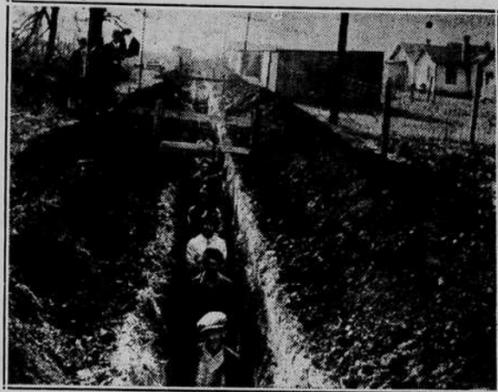
From Faucett's Mill near Littleton comes this tale. A salesman driving a car, seeking to avoid hitting some children, drove the car under a filling station, knocking a prop out, and then crashed on into the grist mill, stopping at the grinder. The man grinding jumped to safety — into a flour barrel — and came up looking like Hamlet's ghost. The startled salesman sat in his car, scared to death, finally summoned strength to say, "How do you do." The "ghost" sputtered flour, choked, could not answer the polite salutation.

Another mill story reported to us from the grist mill of M. F. Harrison

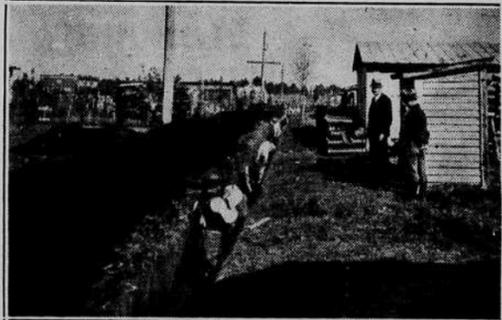
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# LABOR DEPT. FAVORS HAND LABOR

## The Way Roanoke Rapids Does It



Photos by The Herald staff photographer last week showing progress of sewer work in Roanoke Rapids. The above picture shows part of the crew of 135 men, working the stagger plan, which was paid off last Saturday noon. This ditch, two blocks long, between 13th and 15th Streets, East of the Avenue, is now finished and sewer pipe has been laid in it. By today, five blocks will have been completed. This particular ditch went down nine feet.



Men at work on the ditch between 12th and 13th Streets, which went down a depth of fourteen feet, more than twice the height of the tallest man, and which was completed this week. Inspecting the work are J. W. Smoot, superintendent, and Engineer Christian, inspecting Sanitary engineer of Spoon & Lewis, Greensboro. To their rear can be seen one of the "telephone booths," so many of which are here that a visiting lady once said we used telephones more than any community she had ever seen. Another year, we hope, will see a lot of these booths turned into chicken coops.

From the President's Committee on Unemployment Relief and from the State Department of Labor have come commendation of the special plan now

in use by Roanoke Rapids for providing temporary work for the unemployed. Money loaned to the Kiwanis Club is being used for payrolls until the sanitary bonds are voted and sold. The bond election is on the 12th of next month. Because of the boundaries of the sanitary district, a new registration is necessary and the books are now open. Because it is a bond election, citizens are urged not to register unless they intend to vote. But for a quick sale of bonds a good vote will be helpful. J. F. Welch is registrar. He is at the High School building on Saturdays; will have his books with him during the week days. Vote for this bond issue and insure more work for more men during the coming year; give Roanoke Rapids water and sewers.

## WINE BRICK SALESMAN DISAPPEARS

### Alleged Norfolk Man Leaves Customers Holding the Sack

### ANOTHER GOLD ONE

"There's a sucker born every minute," according to the late P. T. Barnum, and judging from the experiences of one H. R. Walker, wine brick (or "gold brick") salesman for the alleged "Vino Sano Co." of Norfolk, they not only live, but a great number of them live right here in Roanoke Rapids.

Walker, a sleek, suave, smooth-tongued salesman visited the city last week booking orders for wine bricks, brandy, rum, ginger and other potent liquors containing more than the legalized one-half of one per cent. He not only offered a complete menu of intoxicating beverages, but his company very generously offered "depression prices" on the same.

Of course, Walker explained, his liquors and brandies were sold for flavoring purposes only, and it was not customary for his concern to book orders except to ice cream manufacturers, bakers, etc. However, considering the fact that it was Christmas time, the good old holiday season would not be the same without "Christmas Spirits," and Walker, re-

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## THIEVES GET XMAS MONEY

### Snatch Roll From Man's Pocket and Make Getaway—One Caught

Garland and Johnnie Clark, ages 20 and 18, took J. C. Crane down on Chockoyotte Creek late Sunday afternoon and snatched \$35 in money away from him, according to reports which reached the officers here.

They finally got in touch with Crane who told them how the Clark boys had got him to go out with them and when he showed them his roll, which he had saved for Christmas shopping, John snatched the money from his shirt pocket and the two fled.

Officer Dobbins got a tip the two boys were at their home in South Rosemary, where they had moved recently from the Junction. They were acting in a peculiar manner and flashing the bank roll. They hired a car and were trailed by Dobbins to Lakeside Filling Station where he arrested John. The older brother, who had taken charge of the money, escaped thru the back door of the filling station and into the woods.

Crane works at Roanoke Mills Co., and has a wife and several small children. Their Christmas money is all gone. Somebody reported their case to Associated Charities and it is thought the children will be given some Christmas by that organization. The father of the Clark family is on the roads for non-support and the family has been aided by Associated Charities to some extent. Johnnie's case will come up for trial Monday.

## Christmas Singing at Tree Tonight

Everybody is invited and urged to attend the community service at 7 o'clock tonight at the Community Tree across the street from the Hospital. It will be a short program but one in which everyone should take part. Music will be furnished by the Rosemary Concert Band and Steve Lipscomb will be in charge of the singing. Rev. J. N. Bynum will make a short Christmas talk. The following songs will be sung by everybody. Clip them out and bring them to the singing. Better bring a flashlight, too, in case you can't get near a light. Church choirs will help in the singing and the Kiwanis Club will go in a body from their regular meeting. Every man, woman and child in this section is invited. Everybody come; everybody sing.

### SILENT NIGHT

Silent night! Holy night! All is calm, all is bright,  
Round your virgin Mother and Child! Holy infant so tender and mild,  
Sleep in heavenly peace, Sleep in Heavenly peace.

Silent night! Holy night! Shepherds quake at the sight!  
Glories stream from Heaven afar, Heavenly hosts sing Alleluia,  
Christ, the Savior is born, Christ, the Savior is born.

Silent Night! Holy night! Son of God, Love's pure light,  
Radiant beams from Thy holy face, with the dawn of redeeming grace,  
Jesus, Lord, at thy birth, Jesus, Lord, at thy birth.

### OH COME, ALL YE FAITHFUL

O come, all ye faithful, Joyful and triumphant,  
O come ye, O come ye to Bethlehem,  
Come and behold Him, Born the King of Angels;  
O come let us adore Him,  
O come, let us adore Him, O come, let us adore Him,  
Christ the Lord.

Sing, choirs of Angels, sing in exultation,  
Sing, all ye citizens of Heaven above:  
Glory to God In the highest, glory!  
O come let us adore Him,  
O come, let us adore Him, O come, let us adore Him,  
Christ the Lord.

### IT CAME UPON THE MIDNIGHT CLEAR

It came upon the midnight clear,  
That glorious song of old,  
From angels bending near the earth,  
To touch their harps of gold;  
Peace on the earth, good will to men,  
From heaven's all-gracious King;  
The world in solemn stillness lay  
To hear the angels sing.

Still through the cloven skies they come,  
With peaceful wings unfurled;  
And still their heavenly music floats  
O'er all the weary world;  
Above its sad and lonely plains  
They bend on hovering wing,  
And ever o'er its Babel sounds  
The blessed angels sing.

O ye, beneath life's crushing load,  
Whose forms are bending low,  
Who toil along the climbing way  
With painful steps and slow!  
Look now for glad and golden hours  
Come swiftly on the wing;  
O rest beside the weary road  
And hear the angels sing.

For lo! the days are hastening on,  
By prophets seen of old,  
When with the ever-cycling years,  
Shall come the time foretold,  
When the new heaven and earth shall own  
The Prince of Peace their King,  
And the whole world send back the song  
Which now the angels sing.

## THE VEPCO BASKETERS

### Issue Challenge to Play Any Team—Three Teams Out For Practice

A challenge to any basketball team, amateur or professional, has been issued to play anywhere at any time. Those desiring games need but get in touch with Manager Ray Goodmon, Roanoke Rapids, who has had his boys out for practice this week.

A squad of 16 employees of the Virginia Electric & Power Co. here reported for first practice at the High School gym. Several college stars are in the lineup, headed by Fletcher Dickens, one time All-State forward (and still too forward).

Others on the team are Cow Vaughn, an N. C. State; Flip Edmondson, State; Pat Hoggard, V. P. L.; Zollie Powell, State; Gene Kimball, State; Elbert White, State; Wilbur Anderson, U. N. C.; Bull Anderson, Trinity and Duke; James Harris, Wildwood High; Bruce Mason, Army; Geo. Burd-gwyn and Jeff Lassiter, Jackson Hi; Edgar Simpkins, State; Joe Glenn, Richmond; Tub Speight, I. C. S.; and wrestling team.

## Present Line-Up of City School Board

Frank D. Wilson was chosen at a meeting of the School Board this week to fill out the unexpired term of Alfred N. Martin as a member of the Board, Mr. Martin retaining his office as a member of the Town Board of Commissioners.

Last week, Dr. Bahnsen Weathers and E. W. Eubank were selected to fill unexpired terms of R. L. Towe and Wells D. Tillery.

The present line up of the City School Board now is: T. W. Mullen, chairman, L. S. Cannon, J. R. Allbrook, J. T. Chase; W. L. Manning and Dr. T. W. M. Long, recently elected by the people, and the three new members, Messrs Weathers, Eubank and Wilson.

W. T. Wright, who has been a patient in the hospital for several weeks has returned to his home on Jackson street.

Frank Pittman, Buies Creek. Manager Goodmon, Brick, '19, says the team is better than the best one ever put out by his Alma Mammy. Jack Young, Vassar '20, has also called for volunteers for his Vepco and wrestling team.

## Merry Christmas



Old Santa Claus himself, in person, called at The Herald office last night and we had our staff photographer snap this photo of him hurrying out of the office with a Roanoke Rapids Herald under his arm. Santa is one of our most loyal readers and he says Mrs. Claus likes us too.

Here's his wish and ours: To All of You, A Very, Very, Merry Christmas.

## EVERY XMAS FAMILY HAS BEEN TAKEN

### Rev. Bynum Reports 100 Per Cent Success of Opportunity Plan; Without Parallel

### SHOWS REAL SPIRIT

"The finest Christmas spirit on the part of any community I have ever witnessed," was the answer of Rev. J. N. Bynum, president of Associated Charities to the query as to how Roanoke Rapids had responded to the call for Christmas Opportunities, printed in this newspaper the last two weeks.

"In all my experience," said Mr. Bynum, "I have never seen such a wholehearted outpouring as that on the part of our citizens this Christmas. Every single family listed in The Herald has been taken by some person, family or organization."

And so we come to this Christmas in Roanoke Rapids with something else worthwhile accomplished; with a record of having provided some sort of Christmas to every known needy case in the city. A total of forty-nine families, a total of over 150 children and adults, will be happier this Christmas Day because of the organized effort and work on the part of those more fortunate.

"Please don't forget to mention again about our school children and what they did for the needy families," concluded Mr. Bynum. "Their response was amazing and deserves special praise."

And so it was. Complete figures compiled today show that the children of the Roanoke Rapids schools, thru their 60 rooms, their clubs, teams and organizations, gave in money, food, toys and clothing a grand total of \$486.05 to opposite City families. The High School gave \$153.60; the grades \$346.45.

One child, who could not afford to bring other things, brought a live, old, red rooster. Say, did they have fun? That youngster and Miss Hearn got in a car and delivered that old rooster in style to a needy family that will have a big meal this Christmas Day. And then there were many other similar gifts, but we can't tell them all now. That was just to show you the spirit in which this thing was done.

On behalf of Associated Charities, this paper wishes to thank every person who contributed in any way to the success of the Opportunity Plan. It went over 100 per cent and what more could be asked. And we know that if it were possible, those families who will be helped would be asking us to thank you, too. It has been a wonderful Christmas for everybody.

## GRIST SAYS BUILDING COSTS LESS

### Than In Generation — If Bond Election Carries Figures Work 300 Men a Year

### VOTE JANUARY 12

Hand labor on the Roanoke Rapids Sanitary District work, if the bonds are voted and sold next month, is recommended by the State Department of Labor in a letter to this newspaper, and work for 300 men for a period of a year is estimated by L. L. Mallard, Chief Statistician of the Department.

There has been some discussion about the economy of hand labor in digging sewer ditches and water mains for the sanitary district. The Kiwanis Club had this in mind when that organization sponsored the emergency work of the sewer system now going on. That Club felt that hand labor in these times, would be just about as economical as machine labor and a lot more satisfactory for everybody concerned.

The first estimates of the new supervising engineer seem to bear out this contention. And now comes the State Dept. of Labor to recommend just that kind of work and put their official stamp of approval on the plan. Here's the letter.

STATE OF NORTH CAROLINA  
DEPARTMENT OF LABOR  
F. D. Grist, Commissioner  
RALEIGH

Editor, Roanoke Rapids Herald, Roanoke Rapids, N. C.  
Dear Sir:

I note with pleasure that your community will vote on a sewer bond issue on Jan. 12, 1932. It is probable that not again in a generation will the cost of labor construction be less than it will be this winter.

The U. S. Department of Labor gives commodity index for building materials, January-June, 1930, as 80, compared with 94.2 for the first half of 1930, 97.3 and 100 for the same periods respectively of 1929 and 1926. Further breaks to new low levels have occurred since June. Building materials cannot go any lower than they are today without a downward revision of freight rates, for which no hope can be seriously held at this time. Actual contracts suggest a saving of 25 per cent under construction two years ago.

No one would countenance driving a hard bargain with labor in a period of depression, but it is quite proper to reckon with the realities of the acute situation that prevails at the present moment. Labor employed at living wages is preferable to no wage at all. The food index for January-June, 1931, stood at 75.8, compared with 84.0 and 99.2, for the corresponding periods in 1930 and 1929. The saving in labor cost will reflect the lower cost of living.

Engineering costs will be lower in the same degree that labor and materials are reduced, for the reason that the engineering fee is based on construction cost.

A common error which we all make is to over-estimate capital expenditures and under-estimate maintenance and operating costs. We drive a car long after the extra cost of repairs, gas and oil would more than carry the interest and amortization cost of a new car. A successful business, public or private, is not run that way. A primary consideration in this project is a comparison of the cost of having a sewer and the cost of not having it.

It is frequently said that a period of economic stress is not the proper time to undertake public improvements. The contrary is exactly the case, as it will not only be found that a great saving will be possible, but it will provide employment at a time when it is sorely needed to relieve a serious emergency.

I have listed here several cities in which public improvements are contemplated which would provide the kind of work mentioned above. They are: Roanoke Rapids, Raleigh, Morganton, Sanford, West Jefferson, Statesville, Charlotte and Tarboro. I have made a study of the Roanoke

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