

UP AND DOWN The Avenue WITH THE EDITOR

In case of fire or for Police, Dial 668-1.

"Up and down the Avenue With the Editor" will be "Up and Down the Avenue With the Advertising Man" this week, and it may be mostly "down!" At any rate we'll wager you will know why someone else is pinch-hitting for the usual skipper of this column when you see the Kiwanis Minstrel Friday night.

Don't know how many Mutt and Jeff fans read this column, but we'll promise right now not to take Bud Fisher's famous comic strip to heart and try to turn "Broadway Columnist" on you. Not that any local citizens would likely be perturbed about what we might print about them (not unless they were non-advertisers anyway) but we think Roanoke Rapids is becoming more lively every day—and without the journalistic menace: "The Broadway Columnist."

And speaking of Broadway reminds us of a headline in our favorite, and former home town, morning newspaper (The Durham Herald) we saw the other day. In glaring type on the front page was the head:

Al Capone Offers To Produce Baby If Given Chance

Of course we suppose "What-a-Man Capone," the big Chicago gangster, knows his business, and they do say that nothing is impossible—but personally, we think it is a pretty big order, don't you?

Leslie Towe says he thinks the weather man got Christmas and Easter mixed up this year, but it is our opinion that Mr. Towe does not realize this nearly so acutely as some of the merchants Up and Down the Avenue. It takes somewhat more than "brute salesmanship" to sell a lady a new Easter bonnet, or a pair of the new "cut-away-sandals" they are featuring for Spring, when it is snowing outside. Yes, we should say, "something more than somewhat."

Who says the boarding house lady doesn't have a heart? City school teachers who this week received only one-half of the customary pay checks (temporarily, of course) have in several instances, we understand, been extended the magnanimous offer, by their respective landlords, of paying only one-half of their room and board bills, until they are re-imbursed with the other half of their salary, which would be long, so we are told.

Ed Donahue, State manager for General Outdoor Advertising Co., says that business is on the "up and up" in a big way! His company has repaired several big poster boards in the city, blown down by recent storms. New signs, advertising new products are now appearing. Mr. Donahue, who is attending a meeting of his company in Chicago has discussed plans for erecting a couple of large signs perhaps to be illuminated at night, at the approach of the city, or rather at the point on the N. Y.-Florida highway where State Route 40 alternates, 40-A coming via Roanoke Rapids. The sign would be intended to direct traffic this way, and might mean consequent improvement of the Avenue by the State Highway Commission.

S. M. Thompson has announced his intention of holding a big auction sale of his property including 40 residence lots, the two-story Thompson building in the Rosemary Mill Village, and other parcels of real estate in the near future, further details of which will doubtless be carried in The Herald. Mr. Thompson says it is a "buyer's market," and that some one with a little capital will have a marvelous opportunity to make some very wise investments.

The "wine brick" salesman who victimized several of the boys just before Christmas last year, taking orders for "the real stuff," securing it with a deposit from his prospective customers, the balance to come C. O. D., has been heard from again. To the surprise of the would be buyers of the contraband the packages have actually arrived, but we understand, for the most part, they haven't been taken out. Upon getting up a "pool" among

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50 MEN GIVEN WORK BY CLEAN-UP WEEK

Mr. Wyche III

C. A. Wyche, prominent local business man is very ill at his home on the Weldon Road with Pneumonia. It is said that his condition at this time is considered to be critical, and he is being constantly attended by physicians.

MAY SEND TEAM TO ASHEVILLE

Local Fire Fighters Are
Invited To Attend
Drill School
There

DANCE TO FINANCE

According to word received here by E. R. Myrick, local fire chief, the annual Drill School and Fire College is to be held in Asheville on April 26, 27, and 28th, and the local department has been especially invited to send a drill team by Sherwood Brockwell State fire marshal.

Every year this school is held, and principally every fire department of any consequence in the State is represented there by a drill team of their selection and their local chief. In addition to receiving expert instruction in the latest ways and devices of fire fighting, it gives all delegates a chance to discuss various problems, and exchange ideas with visiting firemen.

The good accomplished at these meetings is conceded to be very helpful to these boys who are willing at all times to risk limb and life to save property from man's worst enemy—fire.

The only expense attached to the proposed training of the local drill team which will be selected to go to the meeting will be their actual expenses while there. According to estimates, this will be at a minimum, or not to exceed \$3 per day at the most. However, it will be necessary for the boys to raise sufficient funds to send their delegation. At present, plans are to send not more than six, including the chief.

It is generally thought that the boys will not have a great deal of difficulty in raising the necessary amount. The dance given by the local department on Thursday evenings of each week nets some little earnings, and this money will be used to defray the expenses of the drill team, as well as to buy new equipment for the company from time to time.

START WORK ON HEALTH CAMPAIGN

Only One Cow for Every
Eighteen People
In Halifax
County

MILK FOR HEALTH

Halifax County has organized to join hands with the rest of the State in sponsoring the Milk-for-Health campaign that is being set in motion by the State Board of Health.

This campaign has the endorsement of the Governor, the State Board of Health authorities, Supt. of Public Instruction as well as the approval and co-operation of all agencies and individual citizens interested in the health and welfare of the people. It is being launched with the county as the unit and with an intensive educational drive set for this week.

"The object of the campaign, as the name implies, is to promote the use of more milk for better health, to change the State's rating as a milk-consuming State from one far below the average to one in keeping with its rank in other progressive lines."

Perhaps there are some counties in North Carolina worse off than Halifax with respect to the number of cows and the amount of milk consumed therein, but there is only one cow, according to a survey, for every eighteen people in our county; that of

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Work Progresses Under Supervision of Street Superintendent Etheridge

GOAL SURPASSED

The "call to arms" has been answered by city business men and public spirited citizens, who generously supported the "Clean-Up Week" movement instigated by the Damask Post of the American Legion to the extent that a substantial sum over and above the financial quota has been raised. Enough to accomplish all that the Legion started out to do, and it is thought that the funds raised will enable the directors to carry the work over to next week, putting many needy and former unemployed men to work.

Plans for a local "Clean-Up Week" were carefully laid by Legion members soon after the National Legion Unemployment Campaign was started, and the quota for the work to be done in Roanoke Rapids set at \$450. It was not until last week, however, that a committee, composed of J. R. Manning, chairman, F. S. Kemp, Geo. Taylor and H. E. Lee, started an actual drive for financial subscriptions. The drive was so generously responded to that Thursday noon approximately \$500 had been raised, which was \$50 more than the quota.

This money is being used by the Legion to clean up all city streets of trash, rubbish, etc., and one needs to but look around to see the fine manner in which the plans have been carried out. Under the able direction of Paul Etheridge, city street superintendent, who regularly employs ten men in his street work, the number of men given employment in the work this week has ranged from 10 to 50, which is in addition to Mr. Etheridge's regular crew.

Starting at the extreme North end of the North ward Monday morning, the men have carefully worked their way until with Thursday's progress progress they had made a "clean sweep" to the Junction. The plans are to go back over the territory covered, and work as far to the left and right of the Avenue on the side streets and in the alleys as time and men will allow.

Leaders of the Legion movement expressed their desire to especially thank all merchants and contributors to the campaign, and to assure all that it has been a worth while undertaking and a means of help to the men who were employed.

Woman's Club Has Several Distinguished Visitors at Meeting

The Woman's Club held its regular monthly meeting Monday afternoon of last week. It was the pleasure of the club to have with them at this time Mrs. Dennis Brummitt, president of this district. She made a talk outlining the outstanding work to be done by the various clubs, this club having already put through most of the projects as outlined. Mrs. Wyche, president of the local club introduced Mrs. Brummitt and also Mrs. John Anderson of Raleigh, who made a talk on Washington's trip through this section of the State.

During the business meeting reports were given by the leaders of the various departments. The most outstanding work this year has been accomplished by the Civics Department and the Welfare department. The Civics department reported over two hundred trees having been planted during the year.

A nominating committee was appointed by the president.

Mrs. Meikle gave a report on the lots available for the club. This committee was given the power to purchase the lots. Refreshments were served at the close of the meeting.

Mrs. Mamie Hockaday Buried at New Hope

Mrs. Mamie Johnson Hockaday, aged 41, wife of W. M. Hockaday, died Friday, March 11th at her home near New Hope Church. Funeral services were conducted Sunday, March 13th, at 3 o'clock p. m., the Reverend D. M. Sharpe of the Rosemary Methodist Church, officiating. Interment at New Hope Church cemetery. Mrs. Hockaday was survived by four children, her husband and a sister, Miss Stella Hicks.

Four Years to Their Next Birthday



Above is pictured the twin sons of Mr. and Mrs. Frank Parakas of Pittsburgh, born on February 29th, 1932.

Roanoke Rapids' "leap year twins," a boy and girl, born to Mr. and Mrs. Rowe Williams, while visiting at 722 Charlotte Street, here on February 29th are doing nicely, it is reported. It is understood that the young lady has been christened Barbara Dean, while the chap takes the name of Reginald.

EASTER HOURS AT STORES

Stores Open Until 8 For
Convenience of
Pre - Easter
Shoppers

RESUME OLD HOURS

At a recent meeting of the Merchants Association it was decided that all dry goods ready to wear, department and clothing stores would remain open evenings until 8 o'clock for the convenience of Easter shoppers, after which time they will resume their new closing time of six o'clock, except on Friday and Saturday evenings.

The plan inaugurated by shops here of closing at six, except two evenings a week, has been highly successful, it is said, and local managers and clerks, as a whole, are highly pleased with the results.

"It gives employees a chance to get a little more rest during the week when things aren't in such a rush," one enthusiastic leader of the movement to close the stores at six o'clock said, "and after all that means better service to the public when they are on duty."

If after the Easter season is over, the stores resume their six o'clock closing hours well up into the summer months it is thought that they will do away with closing on Wednesday afternoons, as was the policy last year and year before.

LOW COST HALIFAX SCHOOLS

Co. Rural School System Here Is 98th In
State In
Cost

ONLY TWO LOWER

(Special To The Herald)
Raleigh, March 17.—Public school expenditures in North Carolina have increased more than six times in the past 16 years, or from \$5,449,644.55 for the school year 1914-15 to \$33,425,754.59 for the year 1929-30, while the current expenses per pupil enrolled increased from \$6.95 to \$33.01 in the same period, State School Facts published by State Supt. A. T. Allen, shows in its current issue.

Of the 1929-30 cost of schools, \$28,616,603.14 was for current expenses and \$4,809,151.35 was for capital outlay while \$20,825,335.85 was spent by rural schools and \$12,600,418.91 by charter schools. A decrease in total school costs is shown for four years; the high peak having been in 1925-26, when \$36,701,501.36 was the cost, or above \$3,000,000 more than the 1929-30 costs.

The tendency has been for rural school costs to grow more rapidly than for charter schools thus lessening the big difference in costs for the two groups. In 1914-15 the rural current cost per pupil enrolled was \$5.78 while for the charter schools it was \$12.62. In 1929-30, the rural pre pupil current expense was \$28.92 and for charter schools, \$44.27.

In the Halifax County rural system, it is shown, the 1929-30 total cost was

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BIG CROWD ATTENDS BOX FIGHTS

One Knockout; Four
Draws and One
Decision For
Evening

OUTLAND GETS KO

(By Jimmie Shell)
Again local pugilistic fans were entertained last Friday night when some of the local flashes met boys from various parts of the State.

Two junior bouts met in bout one and slugged to a draw. Kid Moseley, a sub on the High School pug squad, displayed good form in drawing with his scrappy rival, Pal Blanton.

Another junior bout brought together two very characteristic pugilists featuring Red Humphreys, the pride of the Jr. High School and Fuzz Owens, pride of Pattersontown, Fuzz awarded the decision.

The senior bouts began when Battling Love, 134 pounds, met Moore, promising young lightweight from Rocky Mount, weight 130. Love seemed to have a slight edge over his opponent but his fighting style did not work against him, and the bout ended a draw.

In the second bout of the main loop, Hurley Midgett of Roanoke Rapids met Red Evans from Rocky Mount. Both lads topped the scales at 118 and fought four rounds to a draw.

Freddie Mills opposed Kid Staton in the semi-finals and put up a great scrap against the State title holder. In the final bout, "Scrapper" Outland, weight 139, got a KO over Robinson. The fatal lick came after Outland had arrayed the visitor with a series of short jabs to his left jaw.

Another show will be put on soon and everyone in town who is interested in fighting should attend. Young wives could get some good dope on the KO punches.

Palm Sunday at Catholic Church

Commemorating the triumphal entry of Jesus into Jerusalem, when the people spread palm branches before Christ and proclaimed Him the Son of David, the King of the Nation and Messiah, special religious services will be held at the Catholic Church, corner Hamilton and Ninth Streets, next Sunday, according to an announcement by the Rector, Father McCourt. The ceremonies will begin Sunday morning with the blessing and distribution of Palm by Father Murphy, the assistant pastor, at 11 o'clock. Immediately will follow the Missa Cantata, or the sung High Mass, during which the Passion of our Lord Jesus Christ, according to one of the Evangelists, will be read both in Latin and in English. Holy communion will be given during the mass. Confessions will be heard for twenty minutes before the services. At 7:45 p. m., the Rosary will be recited, a special Palm Sunday sermon will be preached by Father Murphy, the Stations of the Cross conducted and benediction of the Most Blessed Sacrament given. Monday morning at 6 o'clock the Holy Sacrifice of the Mass will be offered and Holy Communion given. The public is cordially invited to be present at all services.

W. C. William transacted business in Littleton Thursday morning.

RECORD CROWDS EXPECTED FOR MINSTREL FRIDAY

Infant Dies

Leonard Lee, little 10 months old son of Mr. and Mrs. M. F. Lee, of this city, died in Roanoke Rapids last Thursday, March 10th. The body was taken to Washington, N. C., for burial, which was on March 12.

Crowning Achievement Of Minstrelsy Tomorrow Night

ALL SET TO GO

The stage is set! Everything is in readiness for the third annual Kiwanis Club Minstrel Friday night, at the High School auditorium, which, according to authentic reports will be the biggest, most elaborate, stupendous production ever staged locally.

With the greatest array of local talent ever assembled on a single stage; the most elaborate stage settings that skilled artists can design, employed to carry out that perfection of detail which characterizes every part of "Minstrel Monarchs," and after constant, painstaking rehearsals for the past ten days, the show promises to be one of those never-to-be-forgotten affairs that will carry you through five scenes of mirth, melody and superb entertainment.

Minstrels staged by the Kiwanis in yesteryears have been highly successful, both from a standpoint of the worthy cause for which they are given and for their wholesome entertainment, but "Minstrel Monarchs" bids fair to top them all.

J. W. Hutchins, director for John B. Rogers Prouding Co., of Fostoria, Ohio, has used exceeding care in picking his characters for every part. With a wealth of material from which to choose of whom it might be correctly said are really passed the amateur stage in Minstrelsy, owing to their experience of the past two years, Mr. Hutchins has used the most exacting care in casting the show and there isn't a single dull moment in the entire show.

With an ingenious theme, which took minstrel masters years to work out, the show opens with "The School of Fun," scene one, and from that moment on wise cracks come fast. The hilarious, witty, clever dialog will keep you laughing from beginning to end. The chorus, sparkling with youth and beauty is especially well trained. The vocal numbers have been carefully selected and well timed, some of the outstanding talent of the show taking part in these solo numbers.

All in all, "Minstrel Monarchs" may be well described as being the crowning achievement in this field of endeavor, and promises unsurpassed entertainment for young and old. The curtain will rise promptly at 8 o'clock Friday night, and a record breaking attendance is expected.

The cast includes: J. T. Chase, Howard Pruden, Lyle Wilson, Roland Johnson, Ned Manning, Graham Poyner, Carroll Wilson, Leslie Towe, Alonzo Akers, Ted Speight, Fletcher Dickens, Frank Hawley, Frank Pittman, Wilson Mullen, Hugh Bradley, Hugh Camp, Jack Young, Ray Goodman, Steve Lipscomb, Wilbur Anderson, Tommy Gates, Ikey Johnson, Charley Davis and Lester Edmondson.

"Daisy Girls" include the following young ladies, Misses Mabel Johnson, Arlene Batton, Nannie Lou Etheridge, Gladys Merritt, Mildred Tudor, Maria Long, Phala Vick, Geraldine Parrish, Margaret Allen, Mary Wolhar, Viola Collier, Alice Hicks Smith, Beaunie Holliday, Edith Welch, Elizabeth Joyner, Ruth Long, Mabel Mills, Cornelia Batton, Olive Lamm, Audrey Hardy, Virginia Akers, Ella Brown, Virginia Gentry, Margaret Anderson, Edith Elmore, Otley Cranwell and Pauline Brewer.

The following young men appear as "cowboys": John Glover, Paul Matthews, "Pig" Speight, Cyrus Kitchens, Herman Tickle and Jack West. The orchestra is composed of Mrs. E. Martin, pianist; Louis Johnson, violin; Clyde Martin and Ernest Vaughan, saxophone; Byron Gurley, clarinet; Bruce Mathison, trumpet; Gerald Simms, trombone; Ruby Gums, bass; Russell Buxton, banjo.

Services Continue

Revival services at Rosemary Methodist Church every evening at 7:30 o'clock will continue through Easter, according to announcement coming from the pastor, Rev. D. M. Sharp. Rev. W. C. Wilson, of Halifax will lead the song services.

LIPSCOMB CONTEST WINNER

Final Eliminations State
Division of Vepco
Held Here On
Wednesday

BELL WINS SECOND

Steve Lipscomb, head of the accounting department of the Carolina division of the Virginia Electric and Power Company, won first prize in final eliminations of the State division in the National Oratorical Contest sponsored by the National Electric Light Association, held here Wednesday afternoon in which four contestants, winners of first and second eliminations competed.

This contest is an annual affair, sponsored by the National Electric Light Association, of which a great portion of the public utility companies of the nation are members, and is open to employees of the member companies. With a grand prize of \$500 to final winners of the national contest, which is held yearly in Atlantic City, other handsome prizes in accordance are distributed to regional winners.

In yesterday's eliminations, first prize of \$25 went to Mr. Lipscomb, while Noah Bell took the second prize of \$15, and Pat Hoggard won third prize of \$5, all in gold. C. B. Winecroft of the Williamston office was the fourth contestant. Judges Wednesday were D. W. Seifert, president of the Weldon Bottling Works, T. W. Mullen, general superintendent of the Rosemary Mfg. Co., Rev. Hugh Bradley, pastor of the Presbyterian Church, Reed Carlisle, manager of the V. E. P. Co., at Suffolk, A. E. Akers, Halifax County School superintendent, and Carroll Wilson, editor and publisher of The Herald. The subject was "The Relations of Government and Business."

BASEBALL TO START MONDAY

Many Good Games Are
Planned For This
Season By Local
Club

Baseball will start in the city next Monday when practice is called for Simmons Park. The different mills will probably combine and have one team to represent the entire town.

During the past two years an Industrial League composed of the various mills played a schedule and after the schedule was completed an All Star team was picked to represent the town, however, it was found to be impractical and beginning this season one team will represent the city. All boys and men who desire to go out for the team should be out at practice on Monday. At the practice Monday a coach will be elected to handle the team for the rest of the season.

Clyde Liske of Patterson Mills Co., will be in charge of the schedule and business matters. He is already getting out a schedule and is closing with different teams for games. Chief among those listed are the House of David team whom fans will remember as the outfit with the long beards, "Evancee" and the Navy Yard nine of Portsmouth and the Orioles from Norfolk, also N. C. State College, Wake Forest College and the Henderson Independents, under Otto Palham, former league star. All boys who are interested please be at Simmons Park Monday at 5:30 p. m.