

## RED CROSS DRIVE IS SUCCESS

**This Year \$200 Ahead of Last Year And Rates Well With War Day Roll Calls**

The local Red Cross drive went over the top with a bang, totaling \$200 more than the amount obtained last year. This year the total reported to date is \$614.18 while last year \$415.61 was obtained.

Employees of Roanoke Mills Co. led the field with those of Patterson Mills Co. coming in second and Rosemary Mfg. Co. third.

Roanoke and Patterson Mills, where Red Cross orders were filled last year for flannels, were speeded up in the Roll Call by an explanation from F. C. Williams, who led the drive for those two mills. Mr. Williams had reminded the employees of the Red Cross orders and they responded in handsome manner.

The Virginia Electric & Power Co. contributed the largest single subscription of the Roll Call. That company took out a fifty dollar membership.

Particularly good reports came from the two business sections where H. S. Loy, C. C. Shell, Bob Cleaton and Heath Lee did good work seeing all the business and professional men. There was no house to house canvass, as most of these were covered in the mills or on the Avenue.

Steve Lipscomb, in charge of special memberships, handed in an excellent report.

Coming on the heels of the Associated Charities drive, and as someone said, with a half dozen other requests having been made in the last two months of similar nature, those in charge of the Roll Call were more than pleased with the results and wish to thank every person who helped put over such a successful drive.

### Show Friday Night

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There are seventeen different scenes in the show and the scenery is better than any previous show, the songs are better and the action and dances are more difficult.

It is impossible to mention all the features one will see Friday night, but a few of them include stellar work by Frank Hawley, Roland Johnson, Graham Poyner, Lyle Wilson, Sterling Pierce, Steve Lipscomb, Edith Elmore, Dick Martin, Otelia Vaughan, Arlene Batton and others.

The Minstrel parade, led by Jay Saunders and his Bandsters, will take off at noon Friday for the annual jaunt down the Avenue.

The curtain rises on the show at 8:15 promptly. Advance sales of tickets have been up to the average but with an auditorium of 2,000 seats there is room for plenty more and good seats for all.

The proceeds from the show go to the club fund for Boy Scout work and work with the underprivileged children of the community.

Plenty of singing and dancing, jokes, beautiful costumes on beautiful girls, just a splendid program of minstrelsy and revue, everything you could ask for—and all with local people for you to laugh with and at. You will get more than your money's worth and your money will be going for a good cause.

See you at the High School Friday night.

## UP AND DOWN The Avenue WITH THE EDITOR

(Continued from page one)

Miss Irene Gordon or Miss Winifred Beckwith. There will also be a table of hand painted cards and novelties for sale. Please reserve tables in advance if possible.

The Social Committee of the Woman's Club, directed by Mrs. David Clark, Mrs. T. J. Alford and Mrs. Carl Hale, were responsible for a delightful tea-dance at the Womans Club on Friday afternoon for the entertainment of the boys and girls who were spending the Thanksgiving holidays here.

The Christian Science Society announces a free lecture on Christian Science by Dr. John M. Tutt, of Kansas City, at the Imperial Theatre Sunday afternoon, December 17th, at 3:30 P. M. The Public is cordially invited.

## NEW FORD CAR HERE SATURDAY

**Roanoke Motor Company Announces New Models To Be On Display Here**

The new Ford V-8 for 1934 is to be put on display here Saturday in the showrooms of the Roanoke Motor Co., on Roanoke Av. at Ninth.

According to V. F. Harrison, manager of the local distributors, the new Ford V-8 has greater power, more speed, quicker acceleration, smoother performance, more miles per gallon, especially at higher speeds, and quicker starting in cold weather, plus refined body lines and a new built-in system of clear-vision body ventilation.

The improvements in engine performance are the result of the use of a new dual down-draft carburetor and dual intake manifold which increases the engine's power approximately 12 per cent and provide a remarkable improvement in pickup. New water line

thermostats enable the engine to reach quickly and maintain proper operating temperature.

"We are anxious to have the public inspect the new Ford V-8 because it is the best car the Ford Motor Co. ever built," said Mr. Harrison. "Basically, it is the same car as the hundreds of thousands of other Ford V-8's on the road. It simply incorporates numerous improvements in engine and chassis design, the new body ventilation system and refinements in body styling and appointments developed during the past year."

Mr. Harrison left Thursday afternoon for Norfolk, division headquarters of the Ford Motor Company, and expects to have at least one or more models on display early Saturday morning, at the same time the New Ford V-8 will be unveiled all over the country. The public is cordially invited to the advance showing.

### NOT "PINKIE"

The J. O. DeVane's announce that it is not "Pinkie," in spite of the fact that little Jack Jr., first christened the new arrival thusly. The little fellow has been named Thomas Stuart.

Alton James and Paul Overton spent the week-end in Oxford.

### City May Get

(Continued from page one) this work is in labor, and it is possible that if the plans go thru, each property owner may be assessed not to exceed \$6.00 per lot for his total share of the work.

State engineers arrived in the city this week to make a survey of Roanoke Avenue, preparatory to its paving soon. With this work assured, and plans for the new municipal building and sidewalks, it would appear that the city is entering an era of great municipal improvement. In addition to the beautification and convenience it will bring, it will provide jobs for many men.

### STORE ROBBERY

The most recent robbery outbreak in the city was Tuesday night, when thieves, who have not been apprehended yet, broke in a department store in the South business section. A number of suits were taken, it was learned, altho' an accurate check-up could not be made. M. Greenburg was the owner of the store.

Mesdames Gus Smith, and B. F. Taylor, of Boykins, spent the week-end with relatives in Rosemary.

# On Display Saturday THE NEW FORD V-8 for 1934

**An amazing automobile. New, yet time-tested, proved. The 1933 Ford V-8 was good—but this is better. Dual Carburetion and Clear Vision Ventilation lead list of refinements. This 1934 V-8 is the finest car we have ever offered our customers.**

**BETTER PERFORMANCE.** Greater power, new speed, quicker acceleration, smoother performance, more miles per gallon especially at high speeds, and quicker starting in cold weather—all these result from the new Dual Carburetor and Dual Intake Manifold. New Waterline Thermostats enable the engine to warm up more quickly and to maintain an efficient operating temperature. Added engine refinements reduce oil consumption, further improve operating economy and reduce maintenance costs.

**NEW VENTILATION SYSTEM** permits clear vision, prevents drafts and provides desired amount of fresh air in any weather. Individual control for front and rear side windows. When ventilation is desired the window glass is raised to the top. Then the handle is given an additional half-turn. This slides the glass back horizontally to form a narrow slot. Through this slot air is drawn out by the forward motion of the car. This simple ventilation system maintains draft-free circulation, insures passenger comfort, prevents fogging windshield in cold or stormy weather. Both windshield and cowl ventilator can be opened to supply additional air needed for comfortable warm weather driving.

**DISTINCTIVE NEW APPEARANCE** enhanced by the newly-designed chromium-plated radiator shell and grille, new hood louvres, new hubcaps. Interiors are attractive, with new tufted upholstery, new mouldings, new cove-type headlining, new instrument panel, new arm rests, new hardware. Swivel-type sun visors in de luxe bodies prevent glare from front or side. On de luxe cars fenders are in color to harmonize with body colors—Wheel colors optional. New enamel finish on all bodies and fenders has greater wearing quality and more enduring lustre.

**GREATER RIDING COMFORT** results from increased spring flexibility. The spring leaves are newly designed for quieter and easier action. Shock absorbers are improved. Seat cushions are deeper, with new, softer springs. New type, individual bucket seats provide increased comfort for front seat passengers in the Tudor sedan. Adding to comfort is the new driving ease of the 15-to-1 steering gear ratio.

Phone and we'll send a car to your home or office.

# ROANOKE MOTOR CO.,

## DIAL R-382

