

*The*  
**ROANOKE RAPIDS HERALD**

Roanoke Rapids, North Carolina  
HALIFAX COUNTY'S LARGEST NEWSPAPER  
North Carolina's Only TABloid NEWSpaper



CARROLL WILSON,

Owner and Editor

Entered as Second Class matter April 3rd, 1914, at the post office at Roanoke Rapids, North Carolina, under Act of March 3rd, 1879.

PRINTING — — — — — EMBOSsing — — — — — ENGRAVING

**EDITORIAL**

**LEFT OUT IN THE COLD**

The editor of The Roanoke Rapids Herald is in receipt of the following letter dated April 7th:

"Dear sir: The Good Will Tour for Rocky Mount's Exposition and Automobile Show will reach your city on Friday, April 13th, at 10:15 a. m. The members of the Tour will appreciate your fullest cooperation in having as large a gathering as possible to meet us.

Signed: S. H. Austin, Rocky Mount Chamber of Commerce"

Prior to that letter exists interesting history to Roanoke Rapids folks. Most recent is the visit of the advance publicity man for the Rocky Mount Tour to our office. He left us news stories, advertising, complimentary tickets, etc.

We looked over the material and this is what we saw: Roanoke Rapids had been left off the Tour. From Weldon, the motorcade went to Jackson, skipping our own home town.

Here we were, the biggest town on the entire itinerary, with the largest payroll in Eastern Carolina, and we had been left out in the cold while the motorcade would visit such thriving metropolises as Battleboro, Rich Square, Oak City, Hamilton and Bethel. With no disparagement of these fine towns, we are not exaggerating much when we say you could put all these towns in one good sized room of the Rosemary Mfg. Co.

Naturally, our civic pride was hurt and we demanded of this advance man what the idea was in leaving us off the trip. We told him what kind of a town we had here and our language may not have been the choicest, but it was very plain and understandable. We were not being personal, but we had something uncomplimentary to say about those who had planned the trip and left us off.

Net result was the letter you have read above. The plans have been changed to include Roanoke Rapids, the best and liveliest little city in all Eastern North Carolina, the place where something always happens and where you can't grow old because there is so much to live for.

After receiving this letter, we began to look a little to the past, trying to figure out just why Roanoke Rapids had been overlooked by our Rocky Mount neighbors. We looked at the maps, something all trip-takers must do in arranging their visits. And there we found the answer.

Roanoke Rapids was left out in the cold because, according to the highway maps, Roanoke Rapids is out in the cold.

Spring, Beautiful Spring — but not to mother — By Albert T. Reid



No main highway, North and South, runs thru this city of ours. State Highway No. 40, the natural route for Rocky Mount to follow on an Eastern tour, no longer passes thru Roanoke Rapids. The State maps show us way off on a spur road and on a secondary road.

Those Rocky Mount boys, figuring out from the maps which way they would go, did not even see Roanoke Rapids on that map, because they were following main highways. We find we cannot blame them for the oversight.

We must go further back into the years for this study. There was a time when Roanoke Rapids was on Route 40, the main highway in this section of the State. There was a time when no such oversight would have been possible by Rocky Mount or anyone else. A time when we saw plenty of tourists and foreign cars coming thru Roanoke Rapids and skimming up and down the Avenue, stopping at our filling stations, our drug stores, our restaurants and lunch stands.

Then one morning we awoke to find them moving the highway markers. We had lost Route 40. We later lost Federal Highway 17-1. It was the same road, the same distance, the same Roanoke Rapids, but it was all different. We were on a sideroad.

Just what happened up in Raleigh at that time, just what wires were pulled, just what trades were made, we have never been able to find out. Those in political control of city and county have never furnished any explanation of what really happened. We have heard rumors of what happened, but not being able to confirm them to our own satisfaction, we have never printed them. But, as the old folks would say, things point "to dirty work at the crossroads."

We do know this: Roanoke Rapids lost the State Highway, it lost the Federal Highway, and on the map of the present time and for several years past, we are on a secondary marking which nobody ever looks at unless they are go-

ing to that particular spot. We do feel that we cannot blame the Rocky Mount trip-plotters who were going by the map, the official State Highway map, no doubt. According to that, Roanoke Rapids is way off the main highway; particularly when time is short and the trip long. It might be well for Roanoke Rapids to turn out en masse on Friday morning, the Thirteenth, (what a date to make a Good-Will Tour) and just show those Rocky Mount fellows what a good thing they almost missed—just because of a mysterious switching in road numbers a few years ago.

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