

# VEPCO WINNER OF NATIONAL AWARD

Render Greatest Aid In Rural Electrification In The United States

The Virginia Electric and Power Company has won the Martin award for showing the greatest contribution to the advancement of rural electrification in the United States in 1933, Jack G. Holtzclaw, president of the company, announced today.

This national prize, made thru the Edison Electric Institute, was awarded to the local company last night at the closing session of the convention of the Edison Electric Institute in Atlantic City and received by Mr. Holtzclaw.

"Winning the national award is a distinct compliment to the outstanding work of the young agricultural engineers of the company's rural electrification bureau and a recognition of the board and effective policy followed by the company in its efforts to carry electric service to the farms of Virginia in the territory we serve," Mr. Holtzclaw said.

The brief submitted by the Virginia Electric and Power Company shows the company is today operating a total of 1,580 miles of rural extensions made at a cost of \$2,364,000 and these lines are serving 12,341 farm and rural customers at the same rates as prevail in the more populous city centers.

### Rates Much Reduced

It shows that where the company's farm customers paid an average rate of 6.63 cents per kwh. in 1929, by rate reductions from time to time, the inauguration of promotional rates and the later application of city rates to rural sections, the same customers are now paying an average rate of 3.83 cents per kwh., representing a decrease in the unit rate of 42 per cent.

The company's brief contains 110 pages of text, charts and photographic evidence prepared by the agricultural engineers of the rural electrification bureau. It covers a period of five years of rural electrification in Virginia, going back to the spring of 1929, when Governor Harry F. Byrd called a conference of farmers, utility companies, the V. P. I. extension division and others to formulate plans to give the farmers electric power and its conveniences.

In co-operation with the statewide plans for promoting rural electrification, the Virginia Electric and Power Company maintains a staff of five agricultural engineers, native Virginians and V. P. I. graduates with a farming background.

Their duties are to assist the farmer in solving his problems regardless of whether he is a customer of the company or a non-user, help promote the welfare of the community and of agriculture, and acquaint the farmer with the services and policies of the company. Their aid includes everything from planning a poultry house, laying a cement floor in a cow barn or treating diseases in cows. They maintain close contact with the V. P. I. extension division and are located in the company's division headquarters.

The company's brief shows many uses now being made of electricity on Virginia farms, in-

## SUNDAY DINNER SUGGESTIONS

By ANN PAGE

ALTHOUGH summer has not officially arrived, she is heralded by many foods which are true summer crops. Early peaches are in market, plums and apricots are plentiful. Big, dark Bing cherries are attractive in price as well as appearance. Tomatoes of fine quality are abundant and cheap enough to bake or broil as well as to use in salads.

Cantaloupes, honeydew, honeyballs and watermelon are all available and seem cooling on hot days.

Green and wax beans, spinach and cabbage are as cheap as they ever get.

This is the time to stock supply shelf and refrigerator with picnic foods — including relishes, canned meats, fish and milks, peanut butter, cheeses and salad dressing. Lemons, lettuce and eggs will also be needed.

The Quaker Maid suggests the following menus:

### Low Cost Dinner

Pan-broiled Round Steak with Onions  
New Potatoes Sliced Cucumbers  
Bread and Butter  
Tapioca Pudding with Sliced Bananas  
Tea or Coffee Milk

### Medium Cost Dinner

Fricassee of Chicken Boiled Rice  
Butter Beans  
Bread and Butter  
Lemon Chiffon Pie  
Coffee Milk

### Very Special Dinner

Stuffed Celery  
Baked Ham Mashed Potatoes  
Fried Squash  
Cabbage and Lettuce Salad  
Preserves  
Rolls and Butter  
Cantaloupe a la Mode  
Coffee Milk

## HALIFAX

The Halifax Chapter, Children of the Confederacy were given a picnic on Wednesday by their leader, Mrs. J. A. Dickens. There will be no more meetings until September. The chapter has about thirty members.

Misses Mary Earle Wilson and Anne Fishel celebrated their birthday with a party on Friday evening at the home of Mrs. Carlton Wilson. The color motif of green and pink was carried out by flowers, candles, and two large birthday cakes at each end of the table. Refreshments were served to the following young guests: Misses Lucy James Butts, Mildred Smith, Louise Price, Marie Dickens, Gertrude Mitchell, of Weldon, and Messrs Charles Hale, Spottswood Butts, Sam, Quentin and Haynes Gregory, Don Campbell, Bill Eure, and Seaward Dickens.

Miss Callie Mae Dickens attended the commencement exercises at State College this week.

N. L. Steadman and son, Nathan, Jr., of Gainesville, Fla., arrived at their summer home here last week after a week's trip in Texas.

Mrs. Margaret Lienback and Mr. and Mrs. A. B. Petty, of Norfolk, are the guests of Mr. and Mrs. R. L. Dickens.

Miss Helen Marshall was the week-end guest of Miss Laura Cox of Wilson.

cluding electrically operated dairies, chicken and quail hatcheries operated by electricity, electric hot beds, silos and barns filled by the aid of electrically operated motors and many farm home conveniences.

Mrs. Anne Kitchen Travis of Scotland Neck, was a visitor here Monday. Ed Travis III is the guest of his grand-mother, Mrs. E. L. Travis, Sr.

Miss Ida Shaw Applewhite, of Duke University is the guest of her parents for the summer.

Misses Anne Hale and Cecil Butts were the week-end guests of Mrs. Francis Lewis, of Scotland Neck.

Miss Annie Louise Coppedge spent the week-end with Miss Lois Smith at Roanoke Rapids.

Miss Viola Nethery has returned from a visit to relatives in Norfolk and Portsmouth, Va.

Mr. and Mrs. Chas. Vincent, of Jackson, spent the week-end with Mrs. Mary Read.

Mrs. Battle Ewing has returned from a visit to Capt. and Mrs. K. B. Ewing.

## TOWN TALK

Mr. and Mrs. B. L. Hall and children, Shirley and Pat, and Miss Ethel Mills spent the week-end at Union Level, Va., with Mr. and Mrs. A. F. Barber.

Miss Gladys Steinberg, who is attending school in Richmond, Va., spent the week-end with her mother, Mrs. M. R. Steinberg, of this city.

Graham Shell, University of North Carolina student, is home for the summer vacation, and will be connected with his father's store, The Shell Furniture Co., for the summer months.

Mr. and Mrs. Frank Horwitz were Roanoke Rapids visitors Monday. Mr. Horwitz is a former city merchant, and they now make their home in Enfield.

Mr. and Mrs. T. J. Alford spent Thursday of last week in Richmond.


Sigmund Meyer, Durham attorney, visited his sister, Mrs. M. R. Steinberg, here last week.

Mrs. Pendleton Grizzard and Mrs. J. M. Grizzard spent Tuesday of this week in Raleigh.

Mike O'Mansky of Emporia, was a Roanoke Rapids visitor Sunday.

Mr. and Mrs. David Traynham and daughter, Kathrine, and Mrs. Job Taylor spent the week-end in Christianburg, Va. Kathrine Traynham remained in Christiansburg and will be the guest of her grandmother for the summer.

Miss Marie and Miss Betty Grey Long have returned home from college and will spend the summer here with their parents, Dr. and Mrs. T. W. M. Long.



# BIG 25c SALE

All this Week

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<p><b>Sunnyfield BACON</b> Sliced Rindless Lb. 25c</p>	<p><b>TEA</b> NECTAR ORANGE PEKOE 2 1/4-lb Pkgs. 25c</p>	<p><b>RAJAH CIDER</b> <b>VINEGAR</b> 2 qts. 25c</p>
<p><b>DILL OR SOUR PICKLE</b> 2 Qt. Jars 25c</p>	<p><b>LIBBYS PINEAPPLE JUICE</b> 3 cans 25c</p>	<p><b>LUX TOILET SOAP</b> 4 CAKES 25c</p>
<p><b>A &amp; P PURE GRAPE JUICE</b> 2 Pint Bottles 25c</p>	<p><b>WESSON OIL</b> Pint 20c <b>RINSO med.</b> 3 pkgs. 25c <b>OXYDOL</b> 2 Pkgs. 9c</p>	<p><b>NO. 2 CANS TOMATOES</b> 3 for 25c</p>
<p><b>GRANDMOTHERS BREAD</b> 15-Oz. Loaf 6c</p>	<p><b>2 POUNDS FRESH TOMATOES</b> 15c</p>	<p><b>DONORA N. B. C. MACAROONS</b> In Cellophane bags—lb. 24c</p>
<p><b>PEANUT BUTTER</b> 2 1-lb. Jars 25c</p>	<p><b>SULTANA CIGARETTES</b> Popular Brands — Carton \$1.15</p>	<p><b>TETLEY'S Orange Pekoe TEA</b> 1/4-lb. Pkg. 25c</p>
<p><b>DRESSED HENS</b> Pound 17c</p>	<p><b>VEAL CHOPS</b> Pound 12 1/2c</p>	<p><b>LAYER OR POUND CAKES</b> 19c</p>
<p><b>FRESH FISH</b> 4 Pounds for 25c</p>	<p><b>POT ROAST OF BEEF</b> Pound 12 1/2c</p>	<p><b>CERTO Bottle</b> 29c</p>

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