

Days Campaign

HE ROANOKE RAPIDS CAROLINA'S FIRST TABloid ENEWS paper



Roanoke Rapids Merchants Offer \$800 In Prizes

VOLUME TWENTY-ONE

ROANOKE RAPIDS, N. C.

THURSDAY, OCT. 17, 1935

NUMBER SEVENTEEN

UP AND DOWN The Avenue WITH THE EDITOR

CONGRESSMAN J. H. Kerr visited friends in the city for a brief interval Wednesday afternoon. The Congressman was enroute to Winton, and other Eastern Cast ilna towns, but stopped over long enough to exchange greetings with several local friends, who had not seen him since his recent injury to his knee, in a fall in Washington. He expressed approval with the progress in the building of the local Postoffice, and stated the Roanoke Rapids building, in his opinion, will have one of the most modern workrooms of any Postoffice in the

DELEGATES this week to the Carolinas' District Kiwanis Convention, held in Charleston, South Carolina, are Mr. and Mrs. Alfred N. Martin, and Rev. and Mrs. L. Irving Stell. They left Roanoke Rapids Wednesday, driving thru, and are expected back some time

FIRST DEER killed this season is reported by the hunting party of J. C. Smith, just returned from Columbia, N. C. T. M. Edmondson and M. W. White accompanied Mr. Smith on the expedition, and report conditions most favorable for a big season.

PRESIDENT Curtis C. Shell, of the Roanoke Rapids Merchants Association, attended a meeting of the directors of the State Merchants Association, of which he is a member, at Salisbury, Tuesday of this week. Mr. Shell stopped over in Raleigh long enough to take in the State Fair, and reports a very pleasant trip.

STOPPING OVER in Roanoke Rapids tomorrow afternoon, Friday, will be five former Yellow Jacket Athletes, now with the Guilford College football squad: Ollie Acree, backfield man, Wilson Byrd, Alton Davis, and Joe Mc-Commons, linemen, all regulars on the squad, and Allen McNeil, substitute back. The Guilford squad is on their way to meet William and Mary, at Williamsburg, Sat-

FAKE WARNINGS by parents to children are frowned upon by doctors, according to a story coming

BANDIT GETS 5

City Youth Must Also Serve Six Months Suspended Sentence

Johnny Joyner, local white man, ound the way of the transgressor ard this week when he faced Reorder Court Tuesday on a charge f larceny of clothing from the pstairs rooms of W. H. Willams, who lives over the Auto lervice Station, at Roanoke Juncion. Joyner was given a senence of 5-months on the roads, nd it was found that a suspend d sentence of 6-months already ung over him, so Johnny will be afely put away for the next 11nonths, barring pardon or parole. It seems that Joyner strolled pstairs over the filling station, here several families live, last 'uesday night, and attempted enry into the rooms of Williams. Ie knocked at the door, Williams said, and was told to leave the building. It is alleged that he vas seen taking several arti of clothing before he left the

Williams reported the incident to Sergeant Kirkland the next day, and Kirkland effected the arrest, ending in his prison senence this week before Recorder's

Horace Sykes, Enfield youth, was caught after he had broken into and entered the rooms of S. W. Ferguson, who lives in the same buliding, the next night. Police at first worked upon the theory that Young Sykes was prompted to break into Ferguson's rooms by two other men, though circumstances have failed to connect the two incidents.

GROCERY

Well-Known Weldon Resident Drops Dead In Place of **Business Wednesday**

M. S. Mountcastle, 65-year-old Weldon resident, dropped dead in (Continued on Back Page) | Coupons!

To Wed Lawson Little



CHICAGO . . . Miss Dorothy Hurd (above), 18-year old daugh-ter of Mrs. Robert Maxon of Chicago, is to be an autumn bride of W. Lawson Little, British and American amateur golf champion. Announcement of the engagement was made last week.

Theft of Money From Avenue Home Last Friday Still Remains Mystery

The home of Mrs. W. H. Babcock, 712 Roanoke Avenue, was entered last Friday morning about 10:30 o'clock, by a thief, or thieves, who escaped with about \$30. in cash, stolen from one of the rooms, and today police are without a single clue to the robbery, which, by reason of the fact it was committed in daylight, is one of the most daring yet to be staged here.

The money was stolen from the room of Miss Amanda Tillman, member of the local High School faculty.

At the time of the entry by the intruder, Mrs. Babcock was in the basement of her home. Hearing someone upstairs, she supposed it was one of the roomers, living at immediately. Later, when she heard someone, apparently running out of the house, she came upstairs to investigate, and found the money had been stolen.

Ask Merchants for Trades Day

WIDE TERRITORY IS THOROUGHLY COVERED WITH ADVERTISING

10,000 Handbills Are Distributed Over Forty-Mile Radius By Special Committee of Merchants Association Monday-Tuesday

Inaugurating one of the most ambitious trade expansion campaigns ever launched by any small city in Eastern Carolina, the Roanoke Rapids Merchants Association Monday officially started the ball rolling in the "Greater Roanoke Rapids Trades Days" campaign, calculated to cause many thousands of dollars to be spent with local merchants that have heretofore been going outside the community.

The drive is sponsored by fifty or more members of the local Merchants Association, and will come to a climax on Thursday, November 14th, at which time nearly \$1,000.00 in free prizes will be awarded winners of the campaign.

First prize award in the campaign is a Chevrolet 2-door sedan, which has been purchased from, and is on display at the local show-rooms of the Tri-City Motor Company. Second prize will be a \$100.00 Bedroom Suite (or living room saite, if the winner so desires) to be purchased from Shell Furniture Company. Third prize is a six-tube, console model radio set, purchased from and on display at the show-rooms of E. W. Smith, local electrical appliance dealer.

However, the greatest appeal of Roanoke Rapids merchants participating in the drive, lies in the fact that each and every one of them are offering "special values" and inducements in order to attract outside trade to the city. During the thirty-days campaign, many outstanding buys will be featured by local stores.

To advertise the special event, 10,000 her home, and did not investigate four-page handbills, or "broadsides" were distributed over a thirty-five mile radius, by crews working the trade territory Monday, of this week. To supervise this work, fifteen men, recruited from the ranks of salesmen, clerks, etc. of city retailers volunteered their (Continued on Back Page)