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NUMBER TWENTY-TWO

NEW FIRE TRUCK FOR CITY ARRIVES TODAY

Stores Close 28th Open Nights from Dec. 13 to Xmas

At the regular monthly meeting yesterday afternoon, The Roanoke Rapids Merchants Association heard final reports on the Month Trade Days Event and made plans for Thanksgiving and Christmas business.

It was voted by the membership to close all stores on Thanksgiving Day, Thursday, November 28th.

It was also voted by the membership to stay open nights, starting Friday, December 13th and continuing until Christmas. Beginning on Dec. 13th all retail stores in Roanoke Rapids will stay open until 9 p.m. on week days and until 10 p.m. on Saturdays.

A final financial report on the Trade campaign by the secretary, Miss Lillian Belle Jenkins, showed all expenses of the campaign

paid and a surplus of \$200. It was voted to keep this amount in a special fund for the next trade campaign.

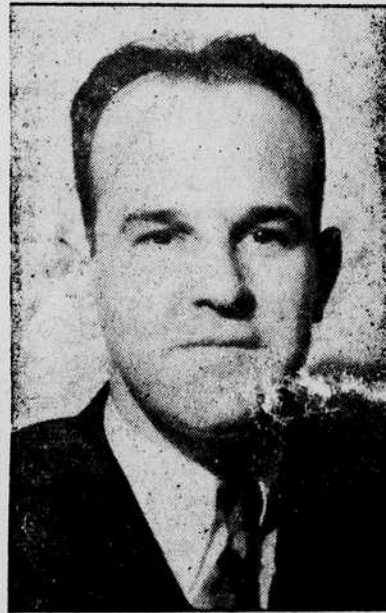
The Merchants Association will sponsor the Christmas Lighting of the four business blocks on the Avenue this year and a special committee was appointed by President C. C. Shell to call on all non-members of the Association for contributions to defray part of

the expense. The committee is A. N. Martin and H. S. Loy for the South end, F. M. Coburn and George N. Taylor, North end.

Various members reporting on results of the trade campaign which ended last Thursday night with the largest crowd ever assembled here told how their business had been helped from ten to twenty-five per cent during the month, with the greatest good

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TO PETERSBURG



A. J. (Jack) Young, Manager of the Roanoke Rapids District of the Virginia Electric & Power Co. who will leave next week for Petersburg, Va., where he has been promoted. He has been a resident of Roanoke Rapids for the past nine years.

Frank M. Sherry has been promoted to the position of Manager of this district. K. McWhorter of Petersburg will take Mr. Sherry's present position as superintendent of the distribution department.

BIG UNIT FOR LOCAL DEPARTMENT

The new \$10,000 fire truck for the Roanoke Rapids Fire Department arrived here this morning and was unloaded and assembled this afternoon by field engineer Eaves of the American La-France Co., from whom the truck was purchased.

The truck is an Invader 750 gallon pump and hose motor car with booster tank, the same type used by the large cities and capable of throwing several streams of water over any building in Roanoke Rapids.

Fire chiefs from several cities in the State were here today inspecting the truck.

Truck drivers in the local department will be instructed in the operation of the new truck by Mr. Eaves who will make several tests before the final acceptance by the city.

Fire Commissioner George Taylor states that more men are needed for the new department from the South end of the city and volunteers should see him or Chief Jack Lipscomb at once.

The new truck is one of three units which will comprise the enlarged department. A hose and chemical truck is being purchased from the Lumberton Fire Department and the present truck is being improved with the installation this week of a booster tank.

Until the new municipal building is completed, the big truck will probably be stored at night in one of the local garages. Work is being rushed on that portion of the new building which will house the Fire Department so that all units can be placed there as soon as possible.

Upon installation of and approval of the new units and the new department members, fire insurance rates in Roanoke Rapids will become lower. Many citizens and business firms have agreed to pay one year's saving on fire insurance to a fund which is being used to help purchase the new equipment.

Those who have not yet agreed to do this should see the Fire Commissioners.

The honor roll to date of those (Continued on Back Page)

WRECK IS CAUSED BY DOG

John Buck of Roanoke Rapids, accompanied by a Jones boy also of Roanoke Rapids, while rounding the bend just beyond the N. B. Filling Station Sunday night, turned over a new Buick roadster belonging to Buck.

A dog ran in front of the car and Buck, not being accustomed to hydraulic brakes, attempted to stop too suddenly and the car turned over. The car was badly smashed but neither of the occupants hurt.

Collier---Curran

Mr. and Mrs. M. D. Collier announce the engagement of their daughter, Miss Margie Collier, to Mr. James F. Curran, the wedding to take place on December 20th. Miss Collier is one of Roanoke Rapids' most attractive and popular young ladies and her host of friends here and throughout the state will be much interested in her engagement. Mr. Curran is the son of Mr. and Mrs. John Curran and has lived in Roanoke Rapids for the last five or six years. During that time he has made many friends. They will make their home here.

LEG IS BROKEN BY CAR

George Justice, Jr., six year old boy, suffered a broken leg and cuts on the head this morning when struck by a car driven by H. D. Allen, manager of the Economy Auto Store.

The boy lives upstairs over the Olympia Cafe and had been across the street to a store. He was crossing the street when hit by the car in what observers say was an unavoidable accident.

Mr. Allen stopped his car almost immediately. Persons who saw another car leaving the scene of accident, going in the opposite direction, were confused as to which car had hit the child. He was taken to the Roanoke Rapids Hospital and leg set and put in a cast. Hospital authorities say his condition is good.

UP AND DOWN WITH THE Avenue Editor



THURSDAY of next week will see the close of this year's Red Cross Roll Call. Only a partial report was made last Friday night. At that time 320 members were reported with a total cash amount of \$346.94. This was at the end of the first week and did not include any report from Roanoke No. 1 Mill or Patterson Mills Co. Major Bill Hodges of Roanoke No. 2 reported \$40.31. Major Paul Reid reported \$66, almost one hundred per cent for the teachers of Roanoke Rapids. Major Noah Sadler reported \$35 from Rosemary Mfg. Co. employees. Major Alfred Martin reported \$52.88 from business houses. Major W. A. Thorne reported \$47.50 from business houses. Mrs. W. A. Thorne, in charge of the booths at the post office and drug stores led with a report of \$81.

SAFETY Sam reports on the driver of car with license number 394117, a man who always holds out his hand with the proper signal before he drives his car into a parking space on the Avenue. If this driver will call at The Herald office, he will receive a free ticket to either of the Roanoke Rapids theatres.

CRIPPLED Clinic for the month of December will not be held as the date comes so near to Christmas. The next regular clinic will be held here the third Wednesday afternoon in January.

NEW members of the Kiwanis Club introduced tonight were Clyde Liske and Kinsey McWhorter, the latter trans-

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