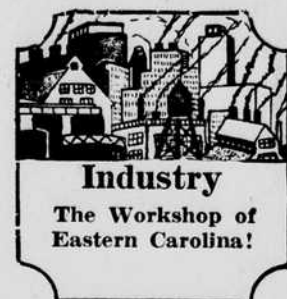




THE ROANOKE RAPIDS HERALD

CAROLINA'S FIRST
TABloid NEWSpaper



VOLUME TWENTY-TWO

ROANOKE RAPIDS, N. C.

THURSDAY, SEPT. 24, 1936

NUMBER TWELVE

TWO FREE 1937 CARS

SEE INSIDE FOR FULL INFORMATION

SKY HIGH NEXT FRIDAY

SEE FULL STORY INSIDE

LOCAL MERCHANTS GIVE CASH

UP AND DOWN
The Avenue

WITH THE
Editor

Attention, Herald Subscribers

This is notice that all subscriptions to The Herald which have expired will be cut from our lists at once. Our huge circulation campaign, with two free 1937 cars and cash prizes, starts Monday, Sept. 28th. Subscribe from your favorite worker at once so as not to miss a single issue of The Herald. There will be no more street sales of The Roanoke Rapids Herald during the campaign. It is cheaper to subscribe by the year. It is handier to have your paper delivered to your home or P. O. box every week.

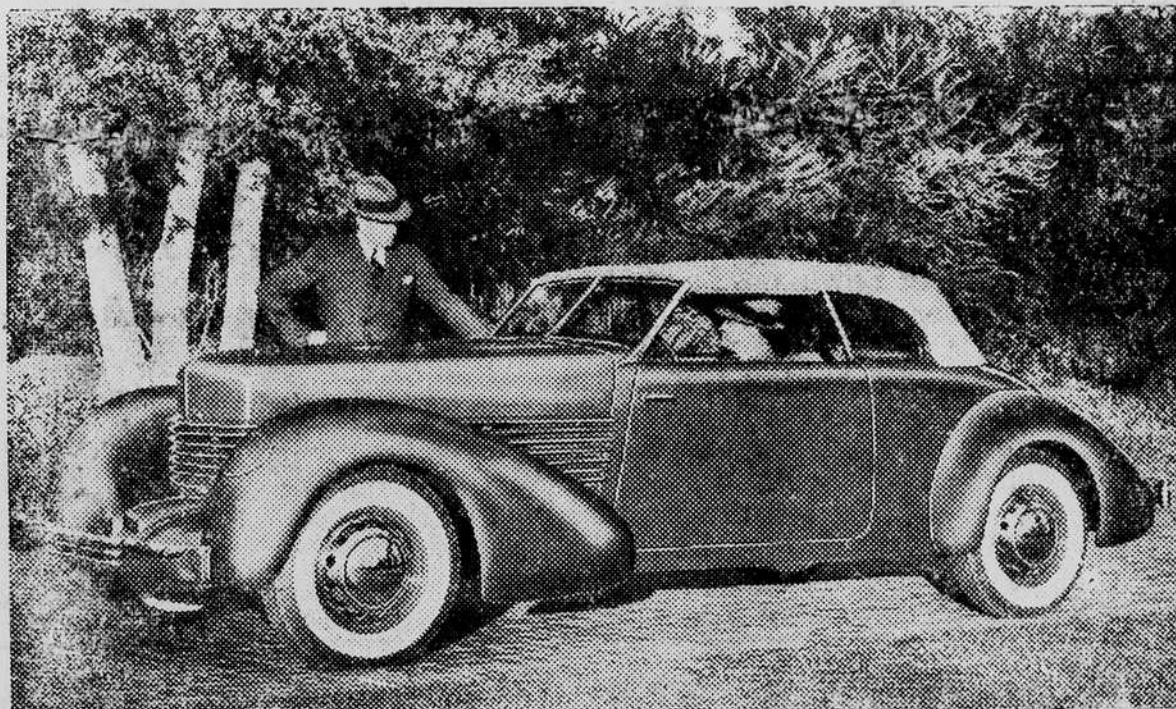
Over ten years ago, Wade Marks of this city lost an expensive gold watch. Yesterday a man came up to him and handed Mr. Marks the watch, told him it had been found by a creek near Weldon. His name engraved in the back of the watch was the means of recovery. It was in good condition.

It looks like prosperity has again struck North Carolina colleges according to Miss Josephine Hege, teacher at UNC Womans College. Writing her father here, Miss Hege says they have an overflowing registration, that every room in every dormitory is filled and it has even been necessary to fit up kitchenettes as bedrooms for young ladies anxious to attend college. She also reports that Misses Winnifred Shell and Evelyn Johnson of this city are getting down to business.

Right remarkable were the facts surrounding the burial of Mrs. F. C. Hege in Moravian Graveyard at Winston-Salem last week. In 1883, fifty-three years ago, Mr. Hege went to work in the Arista Mills at Winston-Salem as a filling carrier. He was 13 years old. Ed Powers was a boy in the carding room. R. G. Mosely was a boy in the spinning room. Sam Morton was a folder in the weave room. C. E. Carter was elevator boy. When Mr. Hege came to Roanoke Rapids in 1911, he was boss weaver at Arista. Ed Powers had been made boss carder, R. G. Mosely was boss spinner, C. E. Carter was superintendent, S. F. Morton had left the mill and was pastor of the Salem Baptist Church.

(Continued on Page Two)

WHAT WILL THEY BE NEXT YEAR?



"Swing Man"



Pictured above is Paul Jones who will bring his ten piece orchestra here Friday night, Sept. 25th, for a dance in the downtown hall. Jones and his band are very popular throughout Carolina and Virginia and features the popular swing music that has hit America. The band offers two vocalists, Rhythm trio, modern amplifiers, complete library and a mixture of supreme dance music. The dance will get under way at ten o'clock and last till two.

We don't know what they will be next year, these 1937 models, but The Herald has ordered two of them, a 1937 Pontiac and a 1937 Chevrolet. They will be given as the grand prizes in the Circulation Campaign which starts next Monday and lasts for seven weeks. On the night of November 14th, two mighty proud folks will be sole possessors of these latest models. Even the local dealers do not know what the new cars will look like. We were unable to get pictures of them because there are no pictures yet. They are being made in the factories today and nobody will know what they look like until some time next month. But rest assured of this, the first two 1937 cars sold in Roanoke Rapids will be delivered to The Roanoke Rapids Herald. How to win one of them? Turn inside and read the double page-ad and the news story about the campaign. Make up your mind you are going to win one. Get in touch with the Campaign Manager at once and sell subscriptions to The Herald. Hundreds of subscriptions are expiring now. They are prospects, because no more street sales after this week. Hundreds of families, who have never subscribed, want and need The Herald with 20 pages of local news, 8 pages of colored comics, 8 pages magazine section and the once-a-month 12 page Farm Section in rotogravure.