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START TRADE DAYS ASSOCIATED CHARITIES DRIVE SKEET CLUB OPENS

UP AND DOWN WITH THE The Avenue Editor

This is not exactly up and down the avenue (Roanoke Avenue) but it is a report of what we have seen and heard since we left the Avenue, on other Avenues of the country. And after all, it seems to us as we grow older, there is very little difference between the Avenue here and there and Main Street here and there. The stores may be called by different names; the Neon signs may be a different color; the majority of them may even belong to another political faith; but when you boil it down, rinse them and dry them out, they are all just Folks.

And the same thing holds good for those who live off the Avenue and far from Main Street. Go any direction of the compass in town or out in the country and you find folks. Good, bad or indifferent; honest, dishonest or honory; decent, indecent or half-respectable; hardworking, lazy or just so-so. Folks make the world, make the Avenue, make Main Street, make a home. Science and architecture and art and education and all the rest can strive as they please and they will but folks will still be just folks. As the painter will say, "Strip two coats off civilization and you have a savage." Just another way of saying that regardless, folks will be folks.

After this weighty introduction we relieve the situation by reporting that the universal topic in our travels of Virginia, W. Va. and Kentucky is Politics. We did not start any conversation. For example, we rode in a smoker from Gordonsville to Charlottesville with a man who looked like interesting conversation without a word. He started it by looking out the train window at a lighted factory. "That mill was not running the last time I passed here three years ago," was his contribution to what started a real argument. It was an innocent remark on his part and on ours just a desire to hear what others thought. Needless for us to report that we gave him a full explanation of why that mill, dark three years ago, was now running full shift.

But, all is not well with all, to hear him talk. This man was not sold on Roosevelt. Because, he had been in the coal business in W. Va. and had been able to work his people during the Depression, but had been forced to close his mines under NRA because he was a small operator in a small coal field and when everything was leveled out—wages, hours, rates, and prices—he was unable to compete with the big operator. He had cut corners before, had attended to his business himself, had sliced overhead (this is his story) and had made a decent living. You have guessed it. He went

(Continued on Page 3)

NEW MINISTER HERE



REVEREND J. L. WILLIS, new pastor of Rosemary Baptist Church, who comes here from Columbia, S. C. Reverend Willis assumed his new pastorate several weeks ago, and is to begin a new series of Festival Services at the local church Sunday, October 18th.

INCREASE IN TRADE EXPECTED

Spurred on by the success of a similar "Greater Roanoke Rapids Trades Days" expansion campaign last fall over fifty members of the Roanoke Rapids Merchants Association will tomorrow, Friday, October 16th, start the second drive of what promises to be an annual affair among the city's retailers.

This year's Trades Days Campaign will vary considerably in plan from the one conducted last year, and is the result of weeks and weeks of work in planning by various members of committees, the Board of Directors and officers of the local Association.

Six-hundred-dollars in cash prizes will be distributed to shoppers living inside and outside Roanoke Rapids Township at the end of the drive here December 30th. The prizes, as announced by the Association, consist of duplicate prizes for city residents and those living in the trade territory. First prize will be \$100 cash, second prize \$75 cash, third prize \$50 cash, fourth prize \$25 cash, and the next five prizes will be in the form of "trade warrants" good at any store who is a member of the Association, in the amount of \$10 each.

Complete details of the manner of awarding prizes, so that winners of such prizes would not have to be present at the actual drawing, are contained in a 4-page tabloid handbill, 10,000 of which were distributed by the Association in the surrounding territory today.

In addition to the cash prizes offered as an inducement to shoppers, members of the Roanoke Rapids Merchants Association plan to offer the buying public the biggest selections and greatest values to be found in this entire section of Eastern North Carolina. They have been stocking up in order to meet the increased demand that is expected to come their way during Trades Days. Special prices will be given in order to attract the most discerning purchaser.

Clothing, department and shoe stores, ladies shops, grocery stores, drug stores, electrical stores, service stations, jewelry stores, in fact there is hardly a single classification not to be found among those participating in the drive, while a great deal of the financial part of the campaign has been underwritten by banks, insurance brokers and others.

INTEREST SHOWN IN NEW CLUB

The Roanoke-Patterson Skeet Club, located on Roanoke Mills Co.'s farm near the House Saw Mill, on the Weldon Road, about two-miles from the city, was opened officially Monday afternoon of this week. Since that time a great deal of interest has been shown in the new venture, and it would seem skeet shooting bids fair to be one of the most popular diversions in this vicinity during the winter months.

The new club will be open to the public on Monday, Wednesday and Friday afternoons, from 3:30 P. M. 'til dark on week-days, while the club will open at one o'clock P. M. Saturday, remaining open until dusk, for the benefit of all of those who wish to try their luck at this new sport.

The new Club is managed by Frank Kemp, of the Roanoke-Patterson Employment Office, and there will be an attendant on the grounds at all times during the afternoons the club is open for shooting.

It is planned that there will be several mill teams organized in the near future. These teams will no doubt hold regular contests, with championship matches from time to time.

Targets and shells are furnished by the club, however those wishing to shoot must bring their own artillery. Shells are available in all sizes to fit any standard shot-gun.

The club is one of the most modern in the state, and should contribute a great deal to the enjoyment and skill of local marksmen.

Jessie Lee, foreman of the dye-house at Roanoke No. 1 mill emerged as the champion so far this

DRIVE SET LAST WEEK IN OCTOBER

Associated Charities will make their annual drive the last week in this month, according to word coming from Rev. J. N. Bynum, in charge of the work, today. This is occasioned by the depleted condition of the treasury of the organization.

At a meeting of the Association last Monday night, the treasurer's report revealed the fact that there was but a balance of \$21 in the bank. This lowness of funds makes it positively necessary that the annual Fall canvass be given the strongest emphasis possible in order to meet the needs for relief for the approaching winter.

The week of October 26th is the date set for the canvass, and a committee was appointed to arrange details and make the canvass. Everyone in the community will be called upon to contribute to this worthy cause, in order that their important work may be carried on as usual.

Reverend Bynum urged that residents be ready to respond to the call for relief work for the city's needy citizens.

week. Altho Mr. Lee had had no previous experience with skeet shooting, he managed a score of 20 wins out of a possible 25, which is conceded to be an excellent record, especially for a beginner.

YDC Urges Party Unity

—See Page 10