COMMUNITY TRADE TERRITORY.

In this day of rivalry between trade centers, such as tities and towns there are often many extravagant claims regarding their respective which the merchants draw business. That has given rise to the quueston of what constitutes a trade area

for a community. There are variou methods of arriveng at an answer, but

in a recen bulletin of the United States department of commerce com menting on the arbitary indications of some writers that the average city should draw from an outside territory that embraces a population equal to 40 percent of itself, the opinion is advanced that many conditions deterenine the extent of the city's trading Of the more important factors in this respect are those geographical conditions playing their part in freeing a city from outside competition or in handicarping it in the race for trade. Merchandising touchods, extraordinarily fair an comprehensive, have enabled some cities to inilude in their trade territory outlying districts whose population was equal to 75 percent of that of the original city. One can not emphasize to strongly the importance of efficient mrerchandising policies when an effort is being made to mensure. and ascertain a potential market.

There are few natural restrictions to a trade territory, and whatever pestrictions a community finds itself surrounded with are of its own making traternity, "the sky is the limit," and any community can have for its trade area any territory it chooses. Of course it cannot sit still and expect the trade to flow in of iss own free will and accord. It is true that some of the business will come without solicitation but not enough to make a brisk trade. The community with "go-getters" will be the one to thrive from outside patronage. But, behind all of it, there must

be thefundamental principle of service. aTht is the one great American slogan of the day. The community ecomposed of men who give service s the community that is going to make its influence felt over a wide territory. The merchant that aids his community to develop a large trade area must have goods in quantity, quality and price that will commend attention, and then there must he the element of service. It might be said that service sincludes the right prices, as true service cannot be rendered with inferior needs at high prices.

When you have the goods in quantity, quality, and prices tha t will enaple yu to offer service, then tell the folks about it. Listen at this form an article in a trade magazine written by a successful Durham business man:

"We are going to give you the secret of success in ° ° business in a nut shell—Advertising! We not mean sporadic advertising. We mean to commence advertising the first day in the year and don't let up until you are ready to sit down to your Christmas dinner. Your fortune is in your newspaper space.

Select your newspaper, make a centract with it for so many inches per month."

In another place in that article, the Durham dealer says: "Your best advertisement is your newspaper; keep at it all the year; the dullest season is the one you want to use the most for advertising."

Those methods will give any community an outside trade area a population not of 40 percent of the community's population, but of twice

The Court House Revival at Oxford.

This is the third week of the reival. Mrs. Willie Laurel Olive of Alabama is doing great gospel preaching here. The people are coming from all over the County, great crowds attend, many are being healed of their bodily afflictions. opened and Wonderful healing being The eyes of the blind are being mext. Sunday, 1, - o'clock, A. M., 2 done. Service at 7 p. m. every night this week. Three services P. M., and 7 at night.

Tuesday night Nov, 11th this lady will begin a revival at Stovall, Granville County, come and be with us. D. M. Hunt.

Administrators Notice.

Having qualified as Administrator of the estate of R. H. Ivie, deceased, late of Person county, North Carolina, this is to notify all persons having claims against said estate ato exhibit them to the undersigned on or before the 4th day of Novy 1925, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate, or to the firm of R. H. Ivie & Co., will make immediate payment.

This Nov. 4, 1924. R. H. Stokes, Administrator.

BAPTIST WOMEN SEEK \$22,000,000

SACRIFICIAL EFFORT IS BEING MADE TO RAISE THEIR FULL SUBSCRIPTION TO 75 MILLION ...

NEW PROGRAM PLANNED

Provision Made For Support Of General Causes Through Canvass of Members November 30— December 7.

Under the leadership of the Woman's Missionary Union, auxiliary to the Southern Raptist Convention, the Baptist women of the South are seeking to raise \$7,000,000 in additional



MISS KATHLEEN MALLORY Oorresponding Secretary, Bay Woman's Missionary Union

cash between now and the end of the year for the Baptist 75 Million Campaign, thus matching their subscriptions in 1919, when the program was launched, with actual payments, it is announced at Baptist hendquarters. The waymen were saked to assume The women were asked to assume responsibility for \$15,000,000, or one-lith of the goal of the Campaign, but their subscriptions went far beyond this old this.

Their original goal of \$15,000,000 in cash had been reached by the women June 1, 1924, and under the leadership of Miss Kathleen Mallory. Oprresponding secretary of the Woman's Missionary Union, they are making extra efforts to making extra efforts efforts to making extra efforts to making extra efforts effor making extra efforts to meet their pledges as well as their quota. Thou-sands of Beptist women throughout the South are practicing self-denial in many ways in order to make spec-lal contributions to the missionary, educational and benevolent enterprises embraced in the Campaign while other thousands who have already paid out their subscriptions are making special thank offerings that the goal may be reached. Reports indicate that thousands of Baptist men as well will redeem their subscriptions in full during this year,

Lagge Results Obtained
Indicating some of the results that
had been realized from the Campaign
up to May 1, 1924, the general headquarters reports that the foreign
mission force has been increased over
100 per cent, while as many persons
have been baptized on the foreign
fields in the five years of the Campaign as there were church members fields in the five years of the Cam-paign as there were church members there at the outset of this program after 75 years of missionary effort, in the realm of home missions the 1.170 workers report the baptism of 203.632 persons, organization of 1.095 new churches and 3.833 new Sunday schools, and the completion of the \$1,000.000 Church Building Loan Fund.

Fund.

An average of 2,724 state mission workers have been employed during the Campaign who report 240,686 haptisms, organization of 1,646 churches and 3,035 Sunday schools, and the erection or repair of 2,331 houses of worship. Into the 119 Southern Baptist schools, colleges and seminaries the Campaign has put \$7,528,435 in permanent improvements, 32,910,430 in maintenance and ments, \$2,910,430 in maintenance, and \$2,732,231 in endowment, while \$1,277021 has been employed in the cancellation of outstanding debts. Old Preachers Aided

As a result of the Campaign more than 1,000 ared preachers and their dependent ones have been helped; \$4.464,000 has been put into 19 Baptist orphaneges caring for 4,000 home-less boys and girls; while the num-ber of Haptist hospitals in the South has been increased from 12 to 24. In order that there may be no let up in the support of the general mis-donary and other causes fostered by sionary and other causes fostered by the denomination at the close of the 5 Million Campaign, plans have been corrected for the projection of the 1225 Program with the week of Nevember 30-December 7, when an yery-member canvass will be made f the 28,000 Baptist churches of the South for the support of state, home and foreign missions, Christian educa-tion, ministerial relief, hospitals and arphanages next year. These are the same interests that have been

ambraced in the Campaign but they will be supported in the future on the bash of annual subscriptions from the members of the churches rather than on a five-year pledge. Want \$15,000,000 Next Year

Reports reaching the general Cam-paign headquarters are to the effect that organizations have been set up that organizations have been set up throughout the territory of the South-ern Baptint Convention looking to the completion of the old Campaign through the redemption of the pledges, and the successful launching of the new program through the taking of subscriptions for next year at the same time. It is the hope of those charged with the leadership in these programs that a minimum of \$15,000,000 will be raised for the general descriptions of the programs of t general denominational enterprises in 1925 and that each year there after there will be an increase over the preceding year.

Roxboro, N.-C.

Weak Nervous

"I was weak and nervous and run-down," writes Mrs. Edith Sellers, of 466 N. 21at St., East St. Louis, Ill. "I couldn't sleep nights, I was so restless. I felt tired and not in condition to do my work. I would have such pains in my stomach that I was afraid I would get down in bed. ... My mother came to see me and suggested that I use

The Woman's Tonic

I felt better after my first bottle. I had a better appetite. It seemed to strengthen and build me up. I am so glad to recommend Cardui for what it did for me. I haven't needed any medicine since I took Cardui, and I am feeling fine."

Nervousness, restlessness, sleeplessness—these symptoms so often are the result of a weak, run-down condition, and may develop more seriously if not treated in

time:

If you are nervous and run-down, or suffering from so me womanly weakness, take Cardui. Sold everywhere.

Lionomomomomomomo

Schedule Effective July 6, 1924 a. m. p. m. a. m. p. m. 8:15 6:20 lv. Roxboro ar. 12:19 7:19 8:45 6:50 lv. Denniston ar. 11:50 6:50 9:05 7:13 lv. S. Boston ar. 11:30 6:30 9:19 7:27 lv. Halifax ar. 11:17 6:15 11:40 9:45 ar. Lynchg, lv. 9:05 4:90 Above trains daily.

Connections at Lynchburg for Wash ngton, Baltimore, Philadelphia and New York.

Parlor and sleeping cars dining cars. The best route to the west and northwest. Rates and information upon application to agent, or

W. C. SAUNDERS. General Pass. Agent

Roanoke, Va

STOP LOOK AND LISTEN

For ladies, white and colored, manicuring, facial massage, shampooing, scalp massaging, hair dressing, curling, bleaching and dying, marcell waving, singing and clipping. Work done ot your residence. I have just finished my course and will be glad to serve you. Unexcelled system. Romelia Bullock,

Beauty Culturist.

10-15 4ts

Notice of Buck Day's Sale

I will sell at public auction on Saturday Nov. 8, 1924, at 12 oclock, two good horses, one good milk cow, one hog, a nice lot of white Leghorn chickens, corn feed, one wagon, harness, all farming utensils, household and kitchen furniture. Also a Victrola. This sale will take place on Carver farm 1 and 1-2 miles west of Rougemont, N. C -W. T. 10-29 2tpd

Now Ready

BRING US YOUR COTTON We have one of the very latest and best Ginning outfits that we could buy and are ready to gin your cotton. Yield and staple guaranteed equal to any.

Every convenience for handling and no waste of time. Bring us your seed cotton and let us prove the above assertions.

T. T. HESTER and CO. K. C. Wagstaff, Mgr., W. C. Woody, Ginner



COO COOKS CLAN!

Women who pride themselves on their skill and proficiency in cooking know that the quality of their foods has much to do with the auccess of their meals.

Roxboro housewives are unanimous in their approval of the quality and variety of our groceries. Whether for a bounteous holiday feast or a light afternoon tea, here you will find the estables to satisfy the most fastidious appetite. There is no extra charge for quality. Let us help you in planning your menus.

BLANKS and MORRIS



Such popularity must be deserved

To convert critics into enthu-siasts, whether for a new school of music or for a cigarette, requires something more than luck. There's sound reason for every big swing in popular taste. So, to account for Chesterfield's

swift rise, look to the cigarette itself, its tobaccos, its blendingin short, its taste. This one thing alone - its decidedly better taste -explains why thousands of smokers are changing from other cigarettes to Chesterfield.

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