

# The Roxboro Courier

J. W. NOELL, EDITOR AND PUBLISHER

HOME FIRST. ABROAD NEXT

\$1.50 PER YEAR IN ADVANCE

VOL. No. XLII

ROXBORO, NORTH CAROLINA, Wednesday Evening June 10, 1925.

No. 23.

## TEN DAY

### WAVE OF HEAT

#### SNOW FALLING IN WEST

Death Toll From Excessive Heat Over 500—Philadelphia and New York Hit Hard

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#### SPECIAL NOTICE

There are to be some special singing lessons given at Grace Church beginning at 7:30 P. M. June 11. Mr. T. E. Stough of Duke University will be in the community and is to give the music lessons for ten days or two weeks. The people who are interested in developing their talents for singing are urged to enroll the first night. Mr. Stough will have charge of the regular church service next Sunday night, due to the fact that the regular pastor will be in the Pastor's School at Duke University.

M. C. ELLERBE, Pastor.

#### SECURE YOUR AUTO LICENSE IN ROXBORO

A representative of the Carolina Motor Club was here the first of the week and arranged for a bureau to be opened here to serve the people of this County. All licenses can be secured here, thereby saving much time and trouble to the motorists. The bureau will be in the Crowell Auto Company's place of business, with Mr. J. Melvin Long in charge, and will open June 15th. Remember, you must have your license tags before the 15th day of July, and you can secure them any time after June 15th.

## TEN YEARS IN THE HOME TOWN NEWSPAPERS

United States Rubber Company Celebrates Tenth Anniversary of a Pioneering Advertising Program

In 1915 there were 2,445,666 automobiles in this country.

It seemed a tremendous number. Some people were already talking about "the saturation point" being not far ahead.

But if there were some men who couldn't see the woods for the trees, there were others whose faith never faltered.

It took a lot of courage for them to bank on the ultimate success of the automobile in that market.

They had both. Back in 1915, the United States Rubber Company said "The real future of the automobile is not in the big cities but away from them."

It is not in short runs or city streets, but in mile after mile on country roads.

So back in 1915 the United States Rubber Company began to prepare for this movement—and to help it.

In 1915—ten years ago—the first U. S. Tire advertising began to appear in the "home town" papers.

Few people saw these papers in their true dimension. Few realized the influence they had on what the people thought and did and wore and bought. Because few people realized the place they filled in the minds and lives of their readers.

The United States Rubber Company saw. As clearly as it saw that the development of the automobile would be in the smaller communities, it saw that the people in these communities would have to have tires to measure up to the service and tire merchants to sell them.

And ten years ago people began to read the first U. S. Tire Advertising in their "home town" paper—over the name of their "home town" dealer.

They have been reading it ever since. They have seen these home dealers develop their little "side line of tires" into real business—always with the support of "U. S." Advertising in these local papers.

Co-incidental with the tenth anniversary of "home town" advertising by the United States Rubber Company. This company announces another long step forward in the perfection of automobile tires—the greatest since the introduction of the cord itself—in its perfected Latex treated—Web-Cord Royal Balloon Tire with the flat low pressure tread.

Today there are 16,000,000 automobiles in this country. 80 per cent of them are owned by men and women on the farms and in the smaller communities.

Where there was one U. S. tire dealer in the small towns then there are hundreds today—real merchants.

What was only a vision in 1915 has come true in 1925.

#### PROGRAM MILL CREEK B. Y. P. U.

Mill Creek B. Y. P. U. will render the following program for June 14th to the public at Mill Creek Church. All of Mill Creek Church members are especially invited:

Bible Study Meeting, Jesus Talks About Preparedness. Scripture lesson Matt. 25: 1-13.

Introduction by Leader, Littleton Todd.

1. A summary of the story, Mrs. Arthur Wade.

2. A put by the Poet, Archie Long.

3. (1) Learn these lessons, Etta Wilkerson. (2) Only the converted are prepared, Myrtle Young.

4. The folly of taking a chance, Mary E. Gentry.

5. Character revealed by crisis, Dewey Young.

Illustration, Caroline Gentry.

6. Prepare for the testing times, W. D. Gentry.

7. A poem opportunity, Howard Slaughter.

8. Preparedness must be personal, Reubin Strum.

A lesson we may learn, Melburn Hicks.

## WILSON — HUGHES

Popular Young Couple Married Saturday Morning.

In a quiet and simple service, the wedding vows of Miss May Willson and Dr. J. H. Hughes were taken at eight o'clock, A. M., in the Baptist Church last Saturday morning.

The only decorations were a bank of ferns around the pulpit. Previous to the ceremony Miss Isabel deViaming at the pipe organ gave a beautiful musical program. Promptly at eight o'clock, at the first notes of the Wedding March, Rev. R. E. White, of the Baptist Church, pastor of the bride, and Rev. P. Cary Adams, of the Presbyterian Church, the groom's pastor, entered from the study taking their places in front of the pulpit. The bride entered with her father, while the groom was attended by his brother, Robert Hughes. The ring ceremony was used.

Immediately following the marriage the couple left for a ten days motor tour through the western part of the State.

The bride was costumed in a brown crepe ensemble suit, with corsage of orchids. She is the daughter of Mr. and Mrs. C. T. Willson of this city, a most popular member of the social life here and her friends are glad that her marriage does not take her away from Roxboro.

Dr. Hughes is the son of Mr. and Mrs. J. P. Hughes of Cedar Grove, a prominent dentist of this City, and since coming to Roxboro two years tified with the social and business life of the community.

The guests here for the wedding were Mr. and Mrs. J. P. Hughes, Robert and Joe Hughes, parents and brothers of the groom, Cedar Grove Mrs. W. C. Bradsher of Durham and Mr. C. C. Cunningham, Raleigh.

Beginning June 28, 1925, Dr. Black, Synod's Evangelist, will conduct a One Week Service at this church. We ask the prayers of our friends for the success of these services.

Sunday June 14, Sunday School at 10:45 A. M. Preaching at 11 A. M.

We were glad to welcome last Sunday night the members of the Methodist Church who gave up the night service in their church to come and worship with us. This is one of the evidences of the Christian Brotherhood that the churches enjoy.

P. CARY ADAMS, Pastor.

\$5.00 FOR A NAME

A new filling station will be opened next Saturday just this side of the Hill and the L. and W. Auto Company is offering a cash prize of \$5.00 to the one who will suggest a suitable name which the judges deem best. Drive by and see this new Rock Front station, then think up a catchy name and send it in to the L. and W. Auto Company. Your chance is as good as another's.

#### TWO CHILDREN'S DAY SERVICES.

At Lea's Chapel beginning about 10:30 on all day service. Dinner on the ground. At Warrens Grove a splendid program at 4 o'clock in the afternoon. Come to these exercises and encourage the children.

J. W. BRADLEY, Pastor.

YOU CAN SAVE MONEY

Special preparations have been made at Raiff's Department Store for their annual June Clearance Sale which will begin Friday morning at 8 o'clock and continue through the balance of the month. When dependable goods can be bought at a real saving, it means money in your pocket. On page three you will find a more detailed description of the many bargains.

MR. BULLOCK CONFINED TO HIS ROOM

Mr. W. C. Bullock, who is suffering from a slight attack of pneumonia and has been confined to his bed for the past few days, is reported as being very much better this morning. His father, Mr. John Bullock of Ballocks and brother, Dr. Henry of Richmond, see with him.

POOR RICHARD

Over 600 pounds of poultry were contributed by Negro farmers in Alamance County in a recent cooperative carload shipment.

IF YOU TELL IT, YOU SELL IT.

## ROXBORO BUSINESS DIRECTORY

We will begin a series of advertisements next week which will mean much to Roxboro. This will be in the form of a "Roxboro Business Directory," and here you will find a number of cards from the various merchants and enterprisers of the town. This publicity will not only help your business, but it will show to the outside world that Roxboro is a live town, well represented in all lines and represented by merchants who are not ashamed to ask for your business.

This page is intended for every business firm in the town, and we regret that a few did not see fit to enter with their card. The cost is very low, purposely, so that every one might feel able to take at least a card and help advertise Roxboro.

But more of them will come in from week to week and soon we hope to have it a real business directory with 100 per cent listed therein.

If our advertising man failed to see you, remember, Roxboro is no PIKER and it takes time to visit every firm here. But it will be appreciated if you will just phone us, saying "put my card in the Business Directory."

FROM ALLENSVILLE

"It seems that women were created on purpose for trouble; proud they are as Lucifer, and deceitful as the devil." The man who wrote the above verse no doubt had come in contact with just such a female being as the one who, last week, signed her name Giraffe to her letter in The Courier. This woman, who is a close neighbor to Mr. T. B. Davis, not agreeing with some of Mr. Davis' actions and believing that Poor Richard was in sympathy with Davis, and that Endorser was in sympathy with Richard, I say this woman starts out to apply her Golden Rule to all three by calling us the worst names that she can conceive of, with the hope that she might to some extent injure Davis and every one connected with him. And while she is to be pitied, I pity her husband much the more. For he was a nice young man and Richard recommended this girl to him; not knowing that she was given to such outbursts of temper and such violent explosions as the one last week indulged in. Richard has always spoken of her in the highest terms and so far as I know Mr. Davis has done likewise. But her letter has thrown much light on her real character and will enable Davis, Richard, Endorser and many others of the good people of the County to realize that some women, though appearing righteous on the outside, are filled with hatred and malice towards their neighbors and friends on the inside. I like to look on woman as the nearest thing that we have approaching heaven, while some who were not so fortunate as Richard in marrying, are saying that a woman is the worst thing this side of hell.

If this woman was so much displeased at something that Mr. Davis or Richard had said or done, why was it that she made such an outburst of vituperation towards them through The Courier when she could have easily stepped just across the road and told Davis what she thought of him without exposing herself to all the people of the County. And instead of almost shedding tears like she did a few years ago when Richard was about to sell out, she could easily have told him right to his face what a devil he was, without placing herself in such an embarrassing position as she is now in. And so far as my letters giving her and her friends the stomachache, I will say these letters were never intended for the stomachache; they were only intended for men and women who had brains enough to read and appreciate them. Also, I will say that since Mr. Davis has resigned as Sunday School superintendent, perhaps this woman will be more regular in her attendance as her absence has been conspicuous for nearly a year without any apparent cause.

MR. R. W. MORRIS DEAD

News was received here yesterday evening that Mr. R. W. Morris was dead. Only last week his friends thought that he was improving and would be able to come home. He did come home, came last Friday, but his condition was very serious, and it was not thought he could live long, so the end came yesterday at about 1:00 o'clock, P. M. He had been in the hospital in Richmond for the past several weeks, but nothing physicians could do was of avail.

Bob, as all of his friends called him, and he was universally popular and liked by every one, was stricken just in the prime of life, and as every one thought, assured of a long and useful life. He was unusually robust, full of life, energy and ambition, and had builded for himself a reputation which might well be envied by all. He will be buried this evening at Mill Creek Church, the services being held under the auspices of Person Lodge A. F. and A. M., No. 115, of which he was a member. He took an active interest in the order and held many offices in said lodge. He was a member of the Edgar Long Memorial Church, and was much esteemed by his church and pastor.

TRUE SOUTHERN HOSPITALITY

You may talk about Southern Hospitality, but many farmers of this section will tell you that it is not dead. The farmers in this County were really very short on tobacco plants, and it looked as if it would be impossible to plant a full crop. It was learned that the farmers in Eastern Carolina had an abundance of plants, and quite a number of farmers from Roxboro and near Roxboro went down there to buy plants. They fell in with Mr. Charlie Cates, formerly of this County, and he left his work, went with them to the different farms, helped them pull plants, saw that they were fed, treated with every courtesy a brother could extend, and when money was tendered in payment of the plants, would not accept a dollar; nay, would not let them pay him for any trouble or time. And every farmer in that splendid section was just as hospitable as Mr. Cates, none of them accepting a penny for plants or trouble. Truly, Eastern Carolina is a great section composed of a class of men who would make any section great, and if fate should ever make it possible for Person County farmers to be of service to them, they only have to command.

#### ATTEND MEETING OF INSURANCE MEN

Mr. and Mrs. A. C. Gentry have returned from New York where Mr. Gentry attended a meeting of the National Insurance Association. Mr. Gentry says while the trip was greatly enjoyed still, he gained much valuable information which he thinks will be of service to the Satterfield Insurance Agency, which he is connected with. This service they propose to hand out to their customers.

HONORED VISITORS

The people of Roxboro and the County felt much honored last week by a visit from Dr. and Mrs. J. E. Briggs, of Washington, D. C. When it was learned that Dr. Briggs would arrive here Friday morning the President of the Roxboro Baptist Baraca's issued a hurried call and about a dozen met the Dr. at the train and extended an invitation to him to address the Baraca's Sunday morning, but he was booked to preach in Atlanta and could not accept. Dr. Briggs is a native of Person County and is greatly loved by all who know him.

SET OF DISHES FREE

The Pass Furniture Company is making a very attractive offer in connection with their Leonard Cleanable Refrigerators. They offer to completely fill the ice box of every refrigerator they sell, and in addition, with every one selling for \$35.00 and over they will give absolutely free a complete, 42-piece, Dinner Set of high quality china. Read their ad on another page of this issue and then call to see how these refrigerators save food. Mr. Pass will explain how the 96-hour test was made.

TWO MILLION DOLLAR DONATION

ANNOUNCED BY DR. FEW YESTERDAY

James B. Duke Adds This Huge Sum To Duke University Building Fund

Duke University Tuesday afternoon took fifth place among the universities of the United States from the standpoint of physical equipment by virtue of an additional gift of two million dollars to the building fund of the university by James Buchanan Duke, prominent tobacco and water power magnate, who last December created an indenture which resulted in the changing of the name of Trinity college to the present name, and assuring for it permanent maintenance.

The announcement of the gift came as a surprise to most of the people. Some kind of announcement dealing with the university has been expected indefinitely, but it was thought that this announcement would be concerning the program for expansion, which was not mentioned by the president or any member of the administration.

This gift raises the present Duke building fund to eight million dollars, and will place the university fifth, with Harvard, Yale, Columbia and Chicago leading in the order named. This brings the university well up the line among the twelve leading institutions of the nation. Massachusetts Institute of Technology, and Leland Stanford Junior, are both above nine million, but below Duke. Pennsylvania, Cornell, Carnegie, Washington and John Hopkins come down the list in the value of equipment.

NOTES FROM EAST ROXBORO AND LONGHURST CHARGE

The third Quarterly Conference will be held at Grace Church on the night of June 28, 1925. A full delegation is expected. The Elder, Dr. Mike Bradsher, will preach. Business meeting after sermon.

The pastor of the charge goes to Durham, N. C., June 10th to attend the Pastor's Summer School. He will be there for the entire school which comes to a close on June 24th. Should he be needed on the charge for any purpose he asks you to call him from Duke University, Durham, N. C. Provision has been made for the church services while he is away.

Remember the Quarterly Conference, June 28, 1925, 7:30 P. M., begin singing.

M. C. ELLERBE, Pastor.

#### "62 WEEKS" IN NEW YORK

"The Ten Commandments." At Palace Theatre Monday, Tuesday and Wednesday, June 29th, 30th and July 1st. A powerful preachment combined with all the thrills, heart-interest and melodramatic effects that the screen, at its best, knows.

Two performances daily at 3:00 P. M., night at 8:15 P. M. (Carolina's first showing in a Picture Theatre.)

#### ICE CREAM SOCIAL

An ice cream social will be given at Lambeth Memoria Baptist Church on next Friday night, June 12th. Everybody is cordially invited to come out and have a good time.

#### NOTICE TO CUSTOMERS

Any officer or employee of any Bank that pays your Check without sufficient funds to your credit, knowingly, violates the Law. The National Banking Laws as well as the State Banking Laws provide a penalty for this offense. After July 1st WE WILL NOT HONOR ANY CUSTOMER'S CHECK WHO HASN'T FUNDS TO MEET THE CHECK. THIS IS BOTH FINAL AND POSITIVE. WE DO NOT INTEND TO KNOWINGLY VIOLATE THE LAW AGAIN.

THE PEOPLES BANK THE FIRST NATIONAL BANK