

The Rocky Mount Herald

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ROCKY MOUNT, NORTH CAROLINA, FRIDAY, APRIL 8, 1938

\$1.00 PER YEAR

Big "Drive Safely" Crusade Started Here Friday, Apr. 1

Statewide Safety Effort Includes \$1,000.00 In Monthly Prizes For Motorists

The most widespread "Drive Safely Crusade" in North Carolina history got under way on Friday, April 1, it was revealed today by Wiley L. Moore, President of the Puroil Oil Company.

Mr. Moore, stating the purpose of the plan, said that the Crusade is being undertaken in an effort to reduce the accident and death toll on our highways and streets. "Our aim is to get every motorist thinking about safety," he said, "safe-driving, observing road, and highway rules. In 1937, in the United States, 39,700 people were killed on the highways and 1,360,000 people injured. In North Carolina alone, the death toll was 1408. We must make our roads safer for everyone."

Details of the Crusade, will be announced in newspapers throughout the State this week, Mr. Moore said. The first step for participation in the Crusade, which will be open to everyone without cost or obligation, will come in the signing of a pledge to drive safely and to observe the Golden Rule of the road. Pledge signers will then be given license plate emblems signifying that the car driver has "pledged to drive safely."

"We will make this Crusade a sustained, concerted attack on careless driving," Mr. Moore said. "As a further incentive, we want suggestions from motorists on what should be done to make people more safely conscious. The newspaper announcements will cover this point in detail, for then will be announced the rules of the contest which will run during the month of April. Seventy-five cash prizes are being offered, with a first prize of \$250.00, a second prize of \$100.00, and 73 other awards for the best safety slogans of ten words or less. The cash awards for the April contest in North Carolina total \$1,000.00."

Mr. Moore, long prominent in civic, educational, charitable and industrial circles, is devoting his time and energy to leading the Crusade. Many organizations and prominent public officials from all parts of the state have promised enthusiastic support as co-sponsors for the Crusade, he said. Drive Safely pledge cards will be obtainable from Puroil-Pep dealers, and contest entry blanks will also be obtainable at the same sources.

It is not our thought or intention to permit this "Drive Safely" Crusade to be commercialized in any way," Mr. Moore announced, "and I have instructed all of our distributors, dealers, and service station operators not to ask any motorist to make purchases of any kind when people come to our stations to secure pledge cards and prize contest entry blanks."

In Rocky Mount J. B. A. Daughtridge local representative of the Daughtridge Oil Company is directing the "Drive Safely" Crusade activities.

MARKETS FOR STRAWBERRIES TO OPEN MON.

Strawberry Crop Is Earliest In 15 Years; Prospects Appear Bright

Wallace, April 6.—Unceremoniously and simultaneously, North Carolina's seven strawberry markets will open Monday to handle an estimated \$1,500,000 crop, the earliest in 15 years.

Randall B. Etheridge, chief of the North Carolina Department of Agriculture's markets division, following a tour of the strawberry, belt reported growers generally had reduced their crop approximately 22 per cent this season, adding that "ideal weather now exists and with continued favorable conditions, an excellent, high-quality berry crop, can be anticipated."

Markets at Mount Olive, Warsaw, Rose Hill, Burgaw, Chadburn, Ta-

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Starts Safety Drive



WILEY L. MOORE
President Puroil Oil Co.

EDGECOMBE OFFICIALS ARE REAPPOINTED

W. Stamps Howard Will Serve Another Year As Judge Of Recorder's Court

Tarboro, April 6.—W. Stamps Howard yesterday was reappointed judge of county recorder's court by the county commissioners. His term of office will be one year. Cameron Weeks was reappointed vice-recorder.

Other officials renamed by the board are Chauncey Leggett, solicitor, and M. L. Laughlin, auditor.

RESELECTED

Dr. L. M. Massey of Zebulon was reelected Chairman of the Wake County Board of Elections at its biennial reorganization meeting in Raleigh Monday. Lynn Wilder, Jr., was renamed secretary. Members of the board remain unchanged.

ROOSEVELT SAYS WAGES IN SOUTH ARE FAR TOO LOW

Southern Industry Can't Succeed On Present Inadequate Pay Scales, President Tells Georgians In Speech Delivered At Gainesville

Gainesville, Ga., Mar. 30.—President Roosevelt took off the gloves here in dealing with low wages, and with these people who "insist that the balancing of the budget is more important than making appropriations for relief."

"Today," he said, "national progress and national prosperity are being held back chiefly by selfishness on the part of a few."

"This nation will never permanently get on the road to recovery if we leave the methods and processes of recovery to those who owned the government of the United States from 1921 to 1933."

Buying Power Too Low

Calling Georgia "my own state," the President went on:

"The buying power of the people of Georgia and of the people of many other states is still so low that the people of these states cannot purchase the products of industry. Therefore, industry is cut off from an outlet which it otherwise would have. People cannot buy at stores unless they have cash or good credit. Stores cannot fill their shelves unless they have customers. Mills and factories cannot sell to stores which have no customers."

"Georgia and the lower South may just as well face facts. The purchasing power of the millions of Americans in this whole area is far too low."

Wages Held Inadequate

"Most men and women who work for wages in this whole area get

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PUROIL CO. IS PROMOTING SAFETY DRIVE IN THE STATE

City officials, representatives of the Rocky Mount police department and representatives of the local civic clubs attended a meeting of Puroil dealers and service station operators at Buck Overton's place on the Nashville highway last Thursday night, hearing plans for a Puroil Company crusade being conducted by the company throughout North Carolina.

Last instructions were made concerning the campaign, which began Friday.

The meeting was presided over by J. B. Daughtridge, president and manager of Daughtridge Oil Company here. The statement of Wiley L. Moore, Pure Oil President on the purpose of the crusade: "Our aim is to get every motorist thinking about safety, safe driving and observing road and highway rules. In 1937 in the United States 39,700 people were killed on the highways and 1,360,000 were injured. In North Carolina alone the death toll was 1,123. We must make our roads safer for everyone. Pledge signers will be given license plates emblems. "We will make this crusade a sustained, concerted attack on careless driving," Moore stated.

Mr. Daughtridge turned the meeting over to Mr. Curtis of Greensboro, representative of the Puroil Company who gave a very interesting discussion of safety and explained in details the safety drive, that is being inaugurated in this state by the Puroil Company.

Several short addresses were made by W. S. Wilkinson, H. F. Hinson, Solicitor Elmore, and J. R. Thomas, Assistant chief of the Fire Department and by former Lieut. Governor R. T. Fountain and Prof. Feizer of West Edgecombe School.

SERUM IS FATAL

Nine women in Orlando, Florida have succumbed to tetanus caused by a cancer serum. The serum, known as Ensol, has been ordered seized throughout the country pending an investigation into the deaths. Several other patients are dangerously ill from the treatments.

Finish Caldwell Rural Power Job

County Has Approximately 300 Miles Of Electric Lines Serving 1,200

Lenoir, April 2.—The Caldwell County rural electrification project reached its completion yesterday morning at 10 o'clock when the Miller Electric Company, project contractors, completed the final link to give electric service to the Edgecombe section. Manager G. F. Mesick announced.

The final link consisted of seven miles of connecting link, which will be energized as soon as the seasonal customers have paid their charges for seasonal service.

Completion of this link marks the conclusion of construction on the project by the Miller Electric Company and gives Caldwell County 298 miles of rural electric lines, which will serve approximately 1,200 customers. Eight hundred homes have already been wired for service.

At the present time the construction company is making an inventory of the project, after which similar inventories will be made by government engineers before final acceptance by the Rural Electrification Administration in Washington.

During construction on the project, the Rural Electrification Administration has paid in to the Caldwell Mutual Corporation, incorporated name of the co-operative, the sum of \$324,574.02 for construction and other necessary expenses, in addition to \$22,000 for wiring and equipment installations.

Of this sum, \$240,338.60 has been

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Egyptian Tea Party Atop Pyramid



Modern American skyscrapers and their luxurious observation towers have nothing on the ancient tombs of the Pharaohs. Visitors to Egypt are enjoying a sun bath atop the pyramid of Cheops, while afternoon tea is served them by a native dragoman. In the background is the pyramid of Chephren, second largest of the pyramids at Gizeh. The vacationists are members of the Pyramid club, to which guests of the Mena house at Gizeh are admitted. The pyramid of Cheops, largest of the group, is 451 feet high. Visitors make the ascent and find all the comforts of a modern skyscraper at their disposal.

Acquiring Park Site Should Not Be Delayed Long

We have had many inquiries relative to what had been done to acquire a park site opposite the Lutheran church. In answer to these requests we can only state that we feel sure that the city of Rocky Mount could not afford missing the opportunity of acquiring this particular block of land, within three blocks of the heart of the city. This land is vacant, no buildings will have to be paid for and it is something unusual, in the history of a city for a block of land to be left in the heart of the city that can be acquired by purchase or condemnation for the use of the public without paying high prices. We do feel that the city council should make some statement to the public as to its intentions so that the citizens may have some assurance as to what will be done pending this coming election. The only place that the citizenship can be heard in a Democracy is at the Ballot Box, and we feel that the Aldermen who are up for reelection could afford to give the public the benefit of their views on this question. The lack of money cannot be the cause of the delay for money is still being spent in Rocky Mount. There is no question of the right of the Board of Aldermen to condemn this land if it cannot be bought. The Supreme Court has all ready held that needed park sites come within the law of necessity and can be purchased by the Board of Aldermen without the vote of the people. We are going forward with a night baseball ground for the benefit of the out-of-town ownership and it is meet and proper that we do something for the benefit of our own people.

SMALL HOUSE PERT RISK

The mildness of winter and the cheapness of land in the south has made the large apartment houses not so desirable for homes in the south as in the north and the investors have not proven so satisfactory in the past. Even though it appears to be much easier through the loaning agencies to finance a large house than a smaller one, and from past experience the small family's residence house has also proven a good investment and a desirable risk. Very little money has ever been lost on the small type residence.

The guarantee made by the government for loans for people who desire to acquire and build homes should make this kind of loan desirable investment. However, many of them are not trained in business and many of them feel that they do not know just how to start about getting one of these loans. This, of course, leaves the building operations more to the investor rather than the home owners. We hope that this condition can be remedied and it can only be remedied by those who have the money to lend. There seems to be an idea in the minds of many would-be home owners that the matter is too heavy laden with Red Tape, especially when the lender does not desire to fool with small business.

PUROIL CO. INAUGURATES SAFETY DRIVE

The Puroil Company has inaugurated a state wide campaign to reduce the accident and death toll on the highways and streets of North Carolina through its President, Mr. Moore. This movement has the indorsement of the police department, the sheriffs office, and the state highway patrol office.

In 1937 there were 39,700 fatalities on the highways and streets as a result of traffic accidents and 1,360,300 injured. Of this number 1,123 persons were killed in North Carolina and 7,990 injured. Gasoline which is the motor power in this state is sold by the oil companies and the great oil companies are in a better position to undertake this great work than any other agency. It is a crusade and we feel that the Puroil Company should be commended in its undertaking. The drive in Rocky Mount is headed by J. B. A. Daughtridge, President of Daughtridge Oil Company. This is certainly a movement in the right direction.

TARBORO OFFICERS NAB THREE MEN NEAR STILL

EDGECOMBE MAN SUICIDE IN JAIL HERE

Farmer Hangs Self With His Tie While Other Helpless Jail Inmates Look On

Tarboro, April 4.—While his horror-stricken and helpless cell-mates looked on from their adjoining and locked cells, Sam D. Joyner, 56 year old Edgecombe farmer, took his tie from around his neck, knotted it to the top of the iron grating, placed it around his neck, and stepped off his bunk into eternity, without a single word.

Joyner had been arrested at 10:30 Saturday night in front of Hotel Farrar, charged by Officer Jack Spruill with drunkenness. He had been assigned to an empty cell in the four caged City Jail, to await trial on Monday morning.

Apparently awaking from a short nap, he arose about 11:15 and looking around found he was locked in jail. He spoke to Will Keel and Roy Person, both of Bethel, in the next cell, who carried on a short conversation with him. Keel said that Joyner, whom he knew in Bethel, asked him "What are you in for?" and he replied "Slick." He then is reputed to have asked Roy Person "What am I in jail for?" To which Keel replied "You were brought in drunk."

Shortly thereafter Ben T. Harrell and Buster Hoard, imprisoned across the room in another caged cell, saw Joyner take off his tie, from around his neck, wrap the tie around the top of the cage, knot the end into a loop, and placing the knotted end under his chin, proceeded to let himself off the cot, so that the weight of his body hung from the knotted tie, under his chin, and around his neck. His feet barely scraped the floor. He raised no sound, made no motion with his free hands to loosen the tie around his neck.

By this time all of the inmates of the cells were raising a howl for someone to come and help them, shouting at the top of their voices.

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DEATH LOOMS FOR YOUNGEST GAS VICTIM

Governor Unlikely To Halt Execution Of 16-Year-Old Negro Boy On Friday

Raleigh, April 4.—Governor Clyde Hoey, like Judy Canova's brother Zeke "ain't a-sayin'," but there are strong indications that the Chief Executive will not interfere with the execution of Mann (Hiawatha) Smith, Negro rapist and youngest person ever to be sentenced to die in North Carolina.

Unless executive clemency, in the form of a commutation, is exercised Smith will die in the lethal gas chamber Friday of this week. The governor has had the entire case record before him since last week and has been giving it prolonged and intense consideration.

If there were no aggravating circumstances in the case, it is almost certain that Governor Hoey, one of the kindest and most merciful of men, would have little trouble arriving at a decision. The very idea of executing a 16-year old is repulsive to him, but the Smith record before him since last week and has been giving it prolonged and intense consideration.

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Warrant Out For Fourth Man; Three Stills Destroyed In Two Days

Tarboro, April 6.—W. J. Newsome and S. T. Anderson, A. B. C. officers, arrested three men at a captured still yesterday. They have a warrant for a fourth man.

Richard Pope, Lum Smith, and James Armstrong were arrested near the still, found in No. 5 Township on the E. C. Winslow farm, the officers said. Zeb Smith is the missing man. The still, a 50-gallon copper affair with kettle and worm and 400 gallons of mash were destroyed. The officers said also that a search of Pope's home revealed a small amount of non-taxpaid whiskey. Pope is out in \$250 bail and Smith and Armstrong are in jail, awaiting hearing before Judge J. P. Keech.

Capture of still was the third in two days for Newsome and Anderson. Monday they destroyed a 50-gallon copper outfit and 100 gallons of mash back of the Dupree farm in No. 13 Township, and a 50-gallon copper pot and 100 gallons of beer mash in No. 3 Township.

ACCIDENTS TAKE HEAVY TOLL IN N. C.

More Than 1,600 Lost Their Lives In This Manner During 1937, Report Shows

A study of vital statistics compiled by the North Carolina State Board of Health released the past week show that preventable accidents are killing off Tar Heel citizens at the rate of more than 1,600 a year.

During the year 1937, for which complete figures have been compiled, 1,633 persons were fatally injured. The total for the preceding year was 1,610.

Automobiles do their share of removing the earth's inhabitants, but there are other preventable routes taken by humanity. For example, last year's total of those who died from burns was 244 compared with 203 the preceding year. In 1937 there were 153 persons drowned, 88 died from firearms accidents, and 98 were victims of railroad accidents other than those connected with automobiles. In two brackets—accidents on railroads associated and disassociated with automobiles—decreases were shown. In 1936, 109 persons were killed in railroad accidents, as such, and 43 in combination railroad and automobile, as compared with 35 in 1937.

So far this year, reports compiled through February shows 231 persons have been the victim of preventable accidents in North Carolina, including those listed above. This is 12 less than had been reported the first two months of 1937. Noticeable is the decrease in the number of automobile fatalities, although there have been some other decreases that are marked. An increase is reported in the number of persons burned to death this year, the total through February having been 69 as compared with 51 the corresponding period last year.

Jackson County farmers have purchased 544 tons of ground limestone cooperatively since last September.

Cooperative orders of shrubbery through the county agent's office in Orange County have resulted in improved plantings of home grounds this spring.

NOTICE

Those desiring to subscribe to The Rocky Mount Herald may do so by sending \$1.00 with name and address to The Rocky Mount Herald, Rocky Mount, N. C.

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Town, State, Route No.....