

The Warren Record

WARRENTON, WARREN COUNTY, N. C., FRIDAY, AUGUST 12, 1921
A WEEKLY NEWS PAPER DEVOTED TO THE INTERESTS OF WARRENTON AND WARREN COUNTY

Number 32

BEARING SANFRAN- ISCO, CALIFORNIA:

Mr. W. Brodie Jones continues his trip of last week. He was then at Banff, Alberta, Canada, and we left on preparing to journey to Lake Louise thirty five miles beyond Banff.

The next morning we drove the thirty five miles to Lake Louise. We are in the heart of the Canadian Rockies. Along the base of these jagged mountains, not so high as our Rockies, but more crowded with peaks, the machine breezed over good roads. Time and again we skirted the edge of the lake, peaceful in solitude, sheltered from breeze. Continuously we climbed until Lake Louise was reached. We think the famed lake deserves all its praises. To its left and right two mountains skirted with snow confine it. In the distance another two, so interwoven that one thinks they are a single mountain, and the lake from sides covered with snow. It is late in the evening or early in the morning when Nature seems mirrored as clearly as the original all near-by things. The tints of the sun the reflection of the snow are like "apples of gold in pictures of silver."

We left the lake near dusk. A good meal warmed us and we drove into Banff where that morning we had seen two hundred Redskins with their quaws and war accoutrements parade in the town's annual Indian day. After coffee there we started for Colgarry, retracing steps because we could not get over the Rockies without returning to the South. We were "breaking" the car in low gear, and soon out went the lights. We bunked there until morning and went on to Colgarry. After breakfast we drove south to McLead, leaving our old trail of a few days previous and again turned West. Alberta receded as we neared Crow's Nest Pass, the high point of the Canadian Rockies. We crossed just before sunset, when everything was outlined in rare beauty against the sky. The drive had been around many lakes and through country thickly timbered.

The general character of the country was more rugged and a little more timbered as we crossed into British Columbia. We drove on to Fernie near midnight calling it 'a day' after 269 miles.

We were misdirected next morning to Gateway. After we had bumped over the only bad roads we had experienced in the Dominion. At this point the American Custom official advised us to return 35 miles and take another trail for Spokane. The snow-gear band had burned out and we couldn't go back. We had to drive thirteen miles further down to Eureka, Montana. There we were made ready for another jog, and with a new tire turned back. The officials returned our permits and we were making good time until our engine stuck. We slept with the car. I walked to sawmill the next morning for oil. In the heart of British Columbia hills I saw two Hindus approaching. I asked for a drink of water and some oil. They sent me to the cook shack. A Chinaman treated me cordially and sent me to the blacksmith, another turbaned Hindu. He pointed to the boss's home. There I found a Canadian woman who let me have the oil and told me that many Hindu workers were through Canada in the lumber mills.

With the oil, but still a healthy? engine knock, we drove 40 miles to the nearest garage. A connecting rod was burned because of faulty work in putting brake bands in at Eureka.

Near night, the car once more in shape, we headed for King's Gate, and after some delay because it was after hours we were permitted through the gate and to return home. On one side of the line it was nine o'clock, on the American side eight. We moved our watches to eight o'clock, Pacific Coast time, making three hours difference in time here in Warrenton. I suppose you are now at Rankoff's Movie Palace, while I am just getting ready for seven o'clock dinner.

The things that impressed us about Canada were its many scenic treats, its Agricultural expanses, the dear price for auto parts, gas, oil, and of smokes. Food and clothing were reasonable.

I have written of its snowy peaks and wooded slopes, but Alberta, to

ONE THING I COULD NEVER
GIT THROUGH MY BEAN IS WHY
SOME FELLERS'LL COME 'ROUND
HERE WHEN THEY WANT A FREE
BOOST IN TH' PAPER-N THEN
SEND OUT OF TOWN WHEN
THEY GOT SOME PRINTING
TA DO!!?



CHARLES BURROUGHS

CAPTAIN BURROUGHS GIVES COMPANY TREAT

After Company B. had been given some pretty stiff drilling on the academy drill ground Tuesday night the company was headed north with the command forward march. Previous to this it was whispered that the boys were going to take a hike. When the column reached the ice plant, however, it was halted. Stack arms was given. Then fall out.

Twenty-two large water melons were brought out of the storage room and Company B. enjoyed a royal feast. The writer is certain that they were the nicest melons that he has seen this season. The same sentiment has been expressed by other members of the company. They were chilled through, the meat was firm and sweet—they couldn't have been better. Coming after a hot dusty march they were all the more enjoyable.

This is but one of the many things Captain Burroughs has done for the enjoyment of his men, and goes to show why he has won the undivided support of the company, for they know that Captain Burroughs will always look after the comfort of his men.

Palmer Springs Defeats Warrenton

An interesting game of baseball was played here last week after we went to pass between Palmer Springs and Warrenton. Palmer Springs has a ball playing aggregation and plays clean ball, and Warrenton is always glad to see them on the diamond here. They won the game from Warrenton, but we trust they will not rest upon their laurels, but will come again—and we predict that they, like the pitcher, will go to the well once too often, and Warrenton will win the game.

Come on boys and give us another game.

Warrenton Beats Macon

Quite a good game of ball was played here Wednesday afternoon between Warrenton and Macon—a nice, hard-fought, friendly game, with a score of two to five in Warrenton's favor. Come again Macon. You play good ball, and Warrenton is always glad to see you.

PLAY AT ARCOLA

The play "Oak Farm" will be given at Arcola school house on Wednesday night August 17th for benefit of Young Peoples Missionary Society. Admission 15 and 25 cents.

MACON ROUTE 2 ITEMS

There was a fine meeting at Gardner's last week.

Mr. and Mrs. R. E. Shearin were pleasant visitors in the home of Mr. J. W. James last Sunday.

Mr. Dickerson, Mr. Thomas Shearin and Miss Elmore Shearin were pleasant visitors in the home of Mr. J. W. James last Friday afternoon.

Mr. Willie L. Harris is very often seen on Route 2.

Mr. F. C. Robertson was a pleasant visitor in the home of Mr. George Adams a few days ago.

W. D. NEWMAN DIES

The friends of Mr. W. D. Newman regret his passing from earthly scenes. He died at the home of his son Mr. W. A. Newman on last Saturday and was buried in Elmwood cemetery, Henderson, Sunday afternoon. He was 75 years, six months and nine days old, and left ten living children and 49 living grandchildren and 29 great-grandchildren.

Daughter Born

Announcement has been received of the birth of a daughter to Mr. and Mrs. Graham M. Rodwell of Elizabeth, N. J., on August 1st, 1921.

Mr. Ben Rodwell of Weldon spent the week end in Warrenton.

KILLS WIFE; SHOTS SON

Thursday morning information reached this office that Irwin Reid, a one-legged negro living in Nutbush township killed his wife and shot his son Wednesday night. Mr. Edward Petar was appointed Coroner to make investigation and left Thursday morning for the scene of the crime.

As we go to press Thursday afternoon no report has been received from the Coroner.

Mr. G. Earnest Miles of Greensboro is visiting his mother Mrs. M. J. Miles here.

"Asking people to buy is what makes them buy in many cases. Keep up your asking by advertising and by salesmanship."

HELLO!-----WHASSAT?-----YER
CASH REGISTER AINT
WORKIN? WELL, WHADDA I
CARE?-----NOPE, THIS AINT THE
REPAIR SHOP-----WHY DONTCHA
TRY ADVERTISING? THAT
MAKES 'EM WORK! Y'BETCHA
G'BYE!



CHARLES BURROUGHS

(The question was recently raised whether the atmosphere of North Carolina was suited to the production of poetry. The best answer to this question are poems written by North Carolinians. One each day will appear in the News and Observer on this page.—Editor.)

A STORM AT DAWNING

There's a shade on the lamps of Heaven,
And the banner of storm is unfurled,
And the clouds by the wind are driven
Across the dark dome of the world.
But soon the pale cheek of the dawning
Will blush with the kiss of the sun,
And the lips of the fair young morning
Will laugh when the long night is done.

See! the clouds are all drifting asunder,
And the lightnings are dying afar,
Whilst in the black track of the thunder
Shines the morning's bright haling star,
And the sky, how it reddens and blushes,
As Aurora awakes at the lay
Of the linnets, the larks and the thrushes
That sing in the meadow at day.

And so, when our hearts are in sorrow,
And our grief seems too heavy to bear,
Let us looker for a brighter to-morrow,
And defy the dark demon Despair.
Though the lightnings of midnight are flashing,
Let us hope that the day yet unborn
Will follow the clouds and the crashing
With the calm of a radiant morn.

—TASKER POLK.
The above poem by our gifted townsman Hon. Tasker Polk appeared first in the New York Home Journal, and is quite properly introduced by the News and Observer to its readers as evidence "that the atmosphere of North Carolina was (is) suited to the production of poetry." The sentiment of the poem throbs with a hope for a brighter tomorrow; with the spirit of optimism.

WORK ON LOUISBURG ROAD PROGRESSING

The road force, following the State survey between Warrenton and Louisburg are making fine progress with their work. The road is being made a standard road, in accordance with the State's requirements, with double width bridge over Shocco creek. Following the Turnpike from the Hyman place it passes Afton, Montgomery's Store, Elberon, and leaving the turnpike beyond Elberon it follows the original Stage road crossing Shocco below the present (Turnpike) bridge, passing through the front of Jones' Springs Lawn and across the lot north of the lawn, then on towards Hightower Bridge over Sandy Creek. This road makes an inlet to Warrenton from Alert, Franklin county and from that territory below Jones Springs in Shocco township. A splendid bridge on good rock or concrete pillars high above highwater of Shocco makes a road that can be traveled in all weather.

NORTH CAROLINA LEADS THEM ALL ADVERTISING IS VERY NECESSARY

Right now and in the immediate future it is the rate of turnover and not the margin of profit that is going to pull your business out of the hole and keep it ahead. Back in 1919 there was a lot of foolish money in the hands of foolish people. They were not careful about the quality. They didn't give a darn about the price. And many of them thought they would soon be in the millionaire class. However, that beautiful dream has been punctured and nearly everybody everywhere is down to hard pan and hard tack. You have got to show 'em these days or the buyer's strike continues striking.

Therefore, it behooves you to offer the right merchandise at the right prices, and to advertise it consistently and persistently so that you will have rapid turnovers instead of slow turnovers.

If your goods are no fresher or better or more reasonably priced, or your service no more satisfactory, then there is no particular reason why people should patronize you; but if you offer an especially high grade of goods, if your prices are appealing, and if your service is of a type which meets some real need not met by others, then you can and should stress these points as features of your service, for they will be good and sufficient reasons why people should favor you with their trade.

A lot of people who are in business keep thinking about themselves instead of thinking about the customer. J. S. Vandeleer expressed a real truth when he said:

"Just remember that the public doesn't care a tinker's darn about you, the condition of your exchequer, what jail you were in last, or whether you stutter or have a harelip. All it wants to know is what you have and what you want for it, and you must keep ever before them, the name of your product and a reminder of its excellent quality.

"Advertising will make friends and customers. It will introduce, familiarize and consummate the first sale or two, but the quality must be there if the customer is to become a repeater, and it is the repeater that pays the freight. No advertiser of a trademarked article expects to sell enough one time orders from an advertisement to pay the cost of the advertising. If we could, all we would have to do is to advertise a lot of poor stuff and sell it, change the name and sell it again, and so on until we had all the money we wanted.

In other words, the man who is in any kind of business and who expects to get stupendous and spectacular results from one-time advertising, or from a spurt once in a while of publicity, is expecting a miracle which will not happen. Occasionally surprising results will be gained from a first advertisement, but if this is the case the advertising itself has been particularly cleverly done, great emphasis has been placed upon some unusual or outstanding talking point, the advertising has been well placed and made very appealing to the eye. More often than not, however, advertising has to be continuous and confidence built up in an establishment as to quality, fair treatment, and all that sort of thing. It is the establishment of confidence and good will which brings the stream of customers who are repeaters, and these are the ones upon whom the real profit is made.

Merchant's Journal and Commerce.

Waco Times-Herald.

Here before us is a statement to the effect that North Carolina has won distinction in the manufacturing world largely through the initiative and enterprise of her own people.

It occurred to North Carolinians who were growing cotton that they might profitably convert this cotton into cloth, and eminently successful have they been.

Three-fourths of all the new looms and spindles set up in the South in 1920 were set up in North Carolina.

There are now 513 textile mills in the State, compared with 180 in South Carolina and 173 in Georgia.

North Carolina embraces more mills that dye and finish their own products than any other Southern state.

The largest hosiery mills in the world are located at Durham, N. C.

The largest towel mills in the world are located at Kannapolis, N. C.

The largest denim mills in the United States are located at Greensboro, North Carolina.

Winston-Salem contains the largest underwear factory in America.

Gaston county, with around 100 mills, is the center of fine-combed yarn of the South.

Texas grows more cotton than any state in the Union, but as yet Texas is only incidentally in the business of converting cotton into cloth.

Right recently two mills of considerable size have been started up here in Waco, with the latest improved machinery, one a twine mill and the other a cloth mill.

The matter of another mill is under consideration; it should be pressed until the final consummation.

COLONEL W. T. POWELL HOST

The genial and hospitable W. T. Powell was host Wednesday to the Board of County Commissioners and many friends from different sections of the county.

The occasion was the annual meeting of the Board of County Commissioners at the Home of the Aged and Infirm, over which Mr. Powell is superintendent. Quite a number of Warrentonians, including the County officials were present and enjoyed the occasion.

Mr. Powell's dinners are always abundant and appetizing, for Mrs. Powell knows how to prepare food to tempt the most fastidious guest. Barbecue, fried chicken, ham, vegetables, pickles, cake and cream were a part of the menu, and the best of all is that the aged and infirm under Mr. Powell's care always profit by Mr. Powell's hospitality to his many friends, for they too share in the bountiful feast.

"Long may you wave" Colonel, for all realize that the poor and unfortunate under your care have in you a friend; and the fortunate who are your friends and guests on these annual occasions are "too full" for utterance, hence the Record is their spokesman.

Highway Engineers

The State Highway Engineers are in Warren county making preliminary surveys for the State Highway.

These gentlemen under the direction of chief engineer L. E. Wooten arrived in Warrenton Thursday and immediately got to work. They are now making a preliminary survey of the route by Macon, and we understand will make other surveys.

Messrs. L. E. Wooten, E. G. Singletary, W. G. McCoy, C. R. Wilson and J. L. Greenleaf compose the surveying party.

Misses Sue and Mary R. Burroughs and brother Mr. William Burroughs are spending a few days at Virginia Beach.

Miss Janice Fleming has returned home after an extended visit to friends in Western North Carolina.

"When your business gets to where advertising and pushing will no longer do anything for it, it is time to quit. It is dead."

The best way we know to turn a scrub cow into a thoroughbred is to let a train hit her.

Misses Mamie Williams and Olivia Burwell left yesterday for a visit to friends and relatives in New York City.

Miss Lucy Palmer Scoggin accompanied her cousin Miss Annie Rowe House to her home at Weldon Wednesday. Miss House has been the guest of Miss Scoggin for the past few days.

Mr. Lee D. Williams of Inez was in our office Thursday. He has been spending a few days with his friend Mr. R. L. Bell near Macon.

Mr. Rudolph Family is spending a few days at White Lakes.

Mr. Graham V. Boyd, who has been on the Southern market for some time has returned to Warrenton.

Mr. and Mrs. Louis Scoggin and family who have been at Virginia Beach for a few days are visiting their relatives here on their return to their home in Louisburg.