

The Smithfield Herald

FORTY-THIRD YEAR

SMITHFIELD, N. C., FRIDAY, NOVEMBER 28, 1924

NUMBER 95

"FILL A STOCKING" CAMPAIGN BEGIN

Local Federated Organizations
Planning For A Commu-
nity Christmas Tree.

ARE ASKING FOR HELP

For two years now a community Christmas tree held on the court house square has gladdened the heart of many a child not only in Smithfield but in the surrounding country. Indeed, the children are not the only ones who have derived pleasure from this event. The grown-ups who have taken the time and trouble to make the tree possible have enjoyed this bit of Christmas cheer more than a little. The gifts on the tree are dispensed to those families whose Christmas would lack many of the things that prosperous families will probably have, and it was the Kiwanis Club of this city that first conceived the idea of thus playing Santa Claus.

Only those who have attended a community Christmas tree in the open can appreciate fully what such an occasion means. The gigantic, tapering holly towering toward the sky, the myriads of colored lights that sparkle and dazzle in the night, the resplendent silver and gold trimmings, and then the gifts, which always include not only articles to give pleasure to the little tots but useful garments or food as well. Then the carolers with a repertoire of Yuletide songs, giving expression to the Christmas spirit, and the Christmas stories that unusually are a part of the program bring together a large company, old and young, to enjoy the occasion.

This year, although many of us have much for which to be thankful in a material way, there are homes where the bare necessities of life will be wanting this winter. There are children in Johnston County who will not share a Christmas feast or hardly know Christ's birthday is being celebrated unless some one seeks these out and makes a Christmas for them. It is the purpose of those promoting the community tree to do this very thing, and it is desired to have as many persons join in the movement as possible. The various organizations of Smithfield, including the missionary societies of the Baptist, Methodist, Presbyterian and Episcopal churches, the Woman's Club, the Business and Professional Woman's Club and the Kiwanis Club have federated and are co-operating in raising the necessary funds for the tree. The campaign will adopt as a slogan: "Fill a Christmas stocking," and it is the idea of the committee actually to do this. Each child will be given a pair of good stockings, one of which will be filled with confectionaries. Material for a garment and a toy will also be provided and for each needy family a sack of flour.

In order to do this, donations for the fund are solicited from any and all who are interested in playing Santa Claus to some under privileged child. Receptacles will be placed in convenient places in town and a contribution will be appreciated. The county superintendent of public welfare, Mr. H. V. Rose, will co-operate in the distribution of the gifts and any under privileged children in the county reported to him will participate in the tree. Contributions to the funds may be sent to The Smithfield Herald or to H. C. Woodall at Woodall's Store.

A Poor Memory

A Canadian farmer, noted for his absent-mindedness, went to town one day and transacted his business with the utmost precision. He started on his way home, however, with the firm conviction that he had forgotten something, but what it was he could not recall. As he neared home, the conviction increased, and three times he stopped his horse and went carefully through his pocketbook in a vain endeavor to discover what he had forgotten. In due course he reached home and was met by his daughter, who looked at him in surprise and exclaimed, "Why, father, where have you left mother?"—Ex.

In Cousin T. R.'s Place



T. D. Robinson, cousin of Col. Theodore Roosevelt, Jr., is the new Assistant Secretary of Navy, taking the place made vacant by T. R.'s resignation.

TEN-YEAR-OLD BOY SWALLOWS BURR

Wilson, Nov. 25.—Randolph Boykin, 10 year old son of Mr. and Mrs. Ivan Boykin of near Rock Ridge, was brought to a local hospital last night in what was thought to have been a critical condition, from swallowing a sheep burr. Every effort to remove the burr was made and finally an operation was performed but it failed to reveal the burr.

Reports from the hospital this afternoon said the lad was considerable better and that it was thought the burr had passed out of his body.

The Loudest Noise in The World

The loudest noise ever made in the world, within historic times at least, was produced in 1883, when the top of the volcanic island called Krakatoa, in the Straits of Sunda, near Java, blew off with a noise that was heard more than 500 miles away. Indeed the air wave from this remarkable volcanic explosion passed three times entirely around the earth, being detected by delicate recording instruments in all the meteorological observatories of the globe.

Geologist who studied the remains of the island after the explosion, concluded that sea water had leaked in somehow and had come in contact with red-hot lava deep down in the mass of the mountain. This made steam. The pressure finally grew so tremendous that the whole top blew off the mountain, just as a red-hot boiler will blow up if you let water into it suddenly.

DOES ADVERTISING PAY? ASK THOSE WHO USE IT

Wrigley spends \$3,500,000 a year to tell the public theirs is the gum to chew.

Ford spends \$6,000,000 to tell the Ford story.

The Electric Light Power industry spends more than \$4,000,000 flashing the kilowatt hourly message.

Campbells are coming across with \$1,500,000 to say they sell succulent soup.

Electric Railway companies ring up about \$2,200,000 for advertising trolley rides.

Colgates asserts, to the tune of some \$1,185,000, that their shaving soap, etc., produces the smile that won't erase.

Proctor and Gamble are still convincing the ably inclined that Ivory soap floats—and are spending \$1,170,000 to make that conviction stick.

Gas companies talk more than \$2,000,000 worth through advertising channels.

One of Victor's most telling talking machines is its advertising which costs \$1,142,000.

Telephone companies have busy advertising lines with an estimated toll of \$1,500,000. Along each line sounds the voice with the smile.

Does advertising pay?

The answer is to be found in America's business, commercial and industrial trend.—Chatham News.

JOSEPHUS DANIELS AT KIWANIS CLUB

Boosts The Newspaper As The
Best Advertising Medium
For The Merchant.

GIVES HIS REASONS

All advertising pays but newspaper advertising pays the best, according to Mr. Josephus Daniels, Jr., business manager of "The Old Reliable," who addressed the Kiwanis Club of this city Tuesday evening upon the subject of "Advertising."

The program for the evening was under the auspices of the "Business Standards Committee" of which Mr. Charles Davis is chairman, and no more vital question to the business man could have been discussed. The routine business consisting of various reports preceded the speech of the occasion, and Judge A. M. Noble, on behalf of the Kiwanians, expressed regret that one of their number, Rev. D. H. Tuttle, was moving from the city. Mr. Tuttle, however, retains his membership here since there is no Kiwanis Club in Elm City, his new home.

About thirty-two were present Tuesday evening to hear Mr. Daniels, who should be an authority on the subject of advertising. Mr. Daniels spoke of various types of advertising including bill board advertising and magazines. Bill board advertising is good, he said, but the man rides by, sees it in a flash and forgets. Magazine advertising is good but the magazines do not reach the people often enough. Newspaper advertising fills the bill all around. The newspaper comes out weekly, semi-weekly or daily, as the case may be, and covers the territory that the merchant wants to reach. The reader reads the ads along with the news. Mr. Daniels dwelt particularly upon the advantages of "specialty" advertising. He advocated advertising one article. The article proves the drawing card and other merchandise is sold. He gave some interesting comparisons between newspaper and magazine advertising. He stated that the American Tobacco Company and Dodge Brothers were spending more money this year for newspaper advertising than they spent last year in magazines, showing that the newspaper as an advertising medium for even the big concerns of the country is growing in popularity.

Free Will Baptist Hold Successful Bazaar

Kenly, Nov. 24.—The Ladies' Aid Society of the Free Will Baptist Church, held their first bazaar in the old Morris store on Saturday, November 22. Judging from the way the roast turkey, fried chicken, oysters and other good things disappeared, the membership of this organization must be skilled in the culinary art.

JUDGE NOBLE MAKES CORRECTION

A paragraph taken from the News and Observer appeared in Tuesday's issue of The Herald in which it was stated that W. G. Pittman who was convicted of operating an automobile while intoxicated was granted a commutation of the sentence which denied him the right to drive a car. The commutation was said to have been granted upon the statement of Judge A. M. Noble, that the sentence works a financial hardship upon the defendant. It develops that Judge Noble did not make any such statement to the governor nor recommend any commutation. Judge Noble requests us to state that in his opinion no man should be allowed to operate an automobile who does so while intoxicated and when convicted of so doing, his right to operate a car should be taken away from him. Judge Nobles predicts that the legislature will in the near future pass a law to that effect.

COURT ADJOURNED FOR THANKSGIVING

Resumed Work This Morning;
Bar Ass'n. Passes Resolutions
in Memory of Judge Connor

SEVERAL GO TO FUNERAL

The special term of Civil Court which began here Monday November 17, adjourned Wednesday night for Thanksgiving but resumed its work this morning and will continue through next week.

The court adjourned last Monday at one o'clock out of respect to the memory of Judge H. G. Connor, who died at his home in Wilson Sunday, and Judge C. C. Lyon, who is presiding over the court here, and others attended the funeral.

At a meeting of the Johnston County Bar Association Monday afternoon, a committee consisting of Judge F. H. Brooks and Mr. E. J. Welons was appointed to prepare suitable resolutions in regard to the passing of Judge Connor. These resolutions were presented upon the convening of the court Tuesday morning and were ordered spread upon the minutes of the court. A copy was ordered sent to the clerk of the Federal court to be spread on the minutes there, and a copy was sent to the family.

TRINITY TO ERECT A HUGE STADIUM

Durham, Nov. 24.—Plans for the erection of a huge concrete stadium at Trinity college here, capable of accommodating the largest of collegiate athletic events, are now in the hands of the college officials, it was learned here today. The announcement was made officially by Prof. R. L. Flowers, secretary-treasurer of the college and is believed to be the initial step in a movement for expansion on a large scale by Trinity.

Following the completion of purchases of land aggregating approximately seven acres, adjoining the college, on the north side of the college wall, came the statement as to how the land is to be utilized. No estimate of the actual cost of the undertaking has yet been officially given out, but it is generally conceded that the plans will entail the expenditure of many thousands of dollars.

An Unnecessary Sacrifice

Much as we desire the youngsters who go shouting about the streets and trooping into the school houses taking sunshine and happiness with them, most of us are far too careless in allowing our little ones to take risks of accident.

The statement just made by the American Red Cross that 20,000 children under 10 years of age are killed in accident each year in the United States is appalling. Big figures are hard to comprehend. But when we think of each one of these innocents sent to the slaughter of carelessness, we can realize what a sum of poignant grief has been cast up.

Every mother who has lost a child has a constant sorrow. But it is not alone in suffering that the nation loses. Twenty thousand boys and girls cut off before their talent could flower or their facilities be developed have lessened the quality of our citizenship for the next generation in a measure that it is impossible to compute. This should not be so.

Such an easy thing it is to warn a child that he must be careful. So little trouble to provide training in the habit of discretion. Burns, falls, auto and other vehicular accidents, drowning and poisoning exact the heaviest toll. A certain number of such occurrences are always unavoidable accidents. But the proportion of them that can be traced back to carelessness on the part of the child or some adult is large. Let us not have a care. Our children must not be in the silent army of 20,000 that reproaches the nation.—Wilson Times.

To reduce accidents, proposals for a medical test for autoists is being discussed in France.

Illinois Senator



Mrs. Florence Bohrer of Bloomington led her district ticket in the Republican sweep of Illinois and is the first woman elected to the Senate in that State.

MORE THAN HUNDRED INDIAN SKULLS FOUND

Moulton, Ala., Nov. 25.—Skeletons of more than 100 Indians were found in a mound which was excavated last week near here, according to Dr. Gerard Fukes, representative of the Smithsonian institution. The mound is believed to have been the work of the Cherokee Indians. Numerous copper beads, pottery and other relics were found. One tomahawk was pronounced the largest ever unearthed.

KINSTON SCHOOL

LOSS IS \$50,000
Kinston, Nov. 24.—Grainger high school here was burned at 4:30 a. m. today with a loss of \$85,000 to \$100,000. Makeshift quarters will have to be provided for several hundred students and grammar grade pupils. The origin of the blaze may not be determined. Various persons who reached the burning structure shortly after the fire was discovered claimed to have found the seat of it in different parts of the building. Firemen believed the flames started near the furnace, spreading rapidly through the 20-odd rooms. When the engines arrived the interior of the school was a roaring furnace. A minute later flames leaped through the roof. Firemen were racing to the blaze within five seconds after getting the alarm, having just returned from another fire.

The big structure at Lenoir avenue and East street, in the northeastern part of the city, provided fuel for one of the most spectacular fires here in many months. The wood-work burned rapidly, and other inflammable materials, such as books and furniture, fed the flames until they roared high in the air above the school. The firemen found their task hopeless from the beginning, because of the start the flames had had before they were discovered. The stout brick walls stood, minimizing the danger to surrounding property. Sparks nearby were showered with sparks blown about by a strong southwest wind. Crowds were attracted by the glare.

The Grainger school was completed shortly before the world war at a cost for which it could not be replaced. Kader R. Curtis, superintendent of schools, today said the loss was fully covered by insurance, but the school board lacks sufficient funds for the erection of a new high school in keeping with the rest of the system.

CHANGES IN STAFF OF STATE BOARD OF HEALTH

On December 1 the Staff of the greatly undermanned for more than a State Board of Health, which has been year, will be increased by the addition of Dr. M. L. Townsend of Charlotte.

Dr. Townsend will direct the educational work of the State Board of Health. For nearly two years this work has been done by Dr. G. M. Cooper, but, owing to the greatly increased work incident to the office of Assistant Secretary, Dr. Cooper is unable to any longer continue responsible for this part of the work. The educational activities of the Board is one of the oldest functions of the State Board of Health. Therefore the work headed by Dr. Townsend is most emphatically not a new bureau.

TOWN SECURES LOT FOR A FIRE HOUSE

Building To House Fire Equip-
ment and Town Supplies
To Be Erected at Once

ALL TIME FIREMEN

New quarters for the town's fire equipment is an assured thing, a lot having been purchased and plans now being under way for the erection of the building at an early date. At a special meeting of the town board held Wednesday at noon, the committee on this proposition composed of Messrs. H. C. Woodall, W. H. Lassiter and E. S. Edmundson reported the selection of a lot on Market street just beyond the site formerly occupied by the Smithfield Observer. The lot is 30 by 134 feet and is plenty large for the town's needs. The lot was purchased from Mr. H. G. Gray for a consideration of \$2,000. Steps will be taken immediately to secure plans for a house that will accommodate all the fire fighting equipment, will provide sleeping quarters for three all-time men, and will furnish space for housing farming tools, drags, supplies for water and street department and other equipment belonging to the town.

The arrangements as to the fire apparatus will comply with the regulations of the Southeastern Underwriters Association. The insurance rate in Smithfield has been materially reduced since this fire equipment was purchased by the town and it is the desire of the city authorities to comply with the regulations which makes this possible.

MRS. HARDING BURIED BESIDE HER HUSBAND

Marion, Nov. 24.—Under a leaden November sky, Florence Kling Harding was buried in Marion cemetery today beside the body of her husband whom she helped rise from country editor to the presidency of the United States.

Grouped around the gray vault with heads bared to the chill wind that carried a flurry of snowflakes, hundreds paid a last tribute to the widow of Warren G. Harding, 29th chief executive of the nation.

Inside the small vault, relatives and friends who were with her in the last days of her life, listened to the brief services that preceded the final commitment of her body to its last resting place.

The casket, a veritable mass of flowers, was carried into the narrow room. The Rev. Jesse Swank, pastor of Epworth Methodist Episcopal church, read the regular burial service of his church. The Rev. Geo. M. Landis, who had been President Harding's pastor, pronounced the benediction, and hardly had his words ceased when softly on the air swelled the refrain of "The End of a Perfect Day," from two score male throats. Then the clear tones of bugles sounding taps rang through the cemetery and as the final notes ended, the vault doors gently, were closed and the silent crowd turned away.

The funeral services which were held at Epworth church, were equally as simple. There the Rev. Swank delivered a short sermon and prayer was said by Dr. Landis.

It was Mrs. Harding's wish that "The End of a Perfect Day" be sung at her funeral. The Columbus (Ohio) Republican Glee club, numbering more than 40 voices, furnished all the music at the services today. The club had sung at virtually every important occasion throughout the political career of Mr. Harding, journeying to Washington when he was inaugurated President.

Mrs. Harding's body will rest beside that of her husband in the receiving vault at the cemetery until the proposed Harding Memorial, which will be erected on a high bit of ground outside the city limits, is completed. Then the bodies will be removed there.—Associated Press.

The toy fair at Leipzig, Germany, this year, almost fell flat and practically no buyers from America attended.