

News of The Colored Community

CAESAR BULLOCK DEAD. Caesar Bullock was buried in Hillsboro on January 1. Mr. Bullock had been ailing for some time but his passing was quite a shock to his friends. He leaves a wife, Mrs. Susan Bullock, a daughter, Carrie Bullock, and other relatives and friends.

RETURNS AFTER FURLOUGH. Cpl. James Harvey Collins left for Fort Bragg, N. C., after spending 30 days home with his parents, Cpl. Collins spent several years abroad.

MRS. ALICE HILL. The funeral of Mrs. Alice Hill, an old resident of Hillsboro, was held Monday of this week at the Mt. Bright Baptist church. Mrs. Hill had been ill for several weeks.

LOUIS MAYO A CASUALTY. Louis Mayo, the son of Mrs. Hattie Mayo, has been reported

Smith's Furniture. STOVES—FURNITURE. Many Other Household Goods. HILLSBORO

CLARK'S Sewing Machine Repair Shop. Repair All Makes—Slip Covers Made to Order. Phone F-3341 Carrboro

killed in action. Mr. Mayo was with the 92nd Division in Italy. The community wishes to express its sympathy to the bereaved family.

BOYS MAKE PROGRESS. The Negro boys under Mr. Burt and Mr. Stanback are making advances. There are 24 boys in the organization. The leaders are creating an interest for the group, which is looking forward to a successful year's work in 1945.

JOSEPH BENTON. Joseph Benton was buried in Hillsboro during the Christmas holidays. Mr. Benton was the brother of Miss Jessie Benton. All are outstanding natives of Hillsboro.

PERSONALS. Miss Annie Collins was the week end guest of her parents during the New Year's holiday period. Miss Collins resides in Montclair, N. J.

Mrs. Mayme Latta left for Spartanburg, S. C., to spend the remainder of the winter with her sister. She will be missed quite a bit by the residents of Hillsboro. Seaman Luther DeLeon visited his family during the Christmas holidays. He is stationed in California and has visited various ports in the South Pacific.

Marvin C. Williams of Washington, D. C., a native of Hillsboro, spent a few days at his old home recently. While here he attended the funeral of Joe Benton.

Citizens of Orange county—you can't afford to be without the news of your neighbors. Join the growing list of subscribers to the NEWS and have the paper come to your home every week.

Headlines Of Old

FIFTEEN YEARS AGO

S. M. Gattis, Sr., to run for Congress; Hillsboro man will seek the nomination in Democratic primaries next June. Gattis former solicitor for the 10th judicial district and outstanding Democratic leader for years, has announced himself as candidate for Congress, to succeed Major Charles M. Stedman, who will not run again. Others on the Democratic ticket for the same office are Frank Hancock, Oxford, A. F. Sams, of Winston-Salem, William B. Umstead and J. Elmer Long of Durham. This district is one of the largest and wealthiest congressional divisions in the entire country and the responsibility of representing it is a major one.

Marriage licenses issued by the register of deeds were: Roney Roland and Helen Smith of South Hill, Va.; Lewis Tilley of Durham county and Lizzie Roberts of Orange county; Robert William Gibson of Mebane and Lula Ada Holmes of Efland; Sidney Hogan Strayhorn and Hazel Walker of Orange county; W. G. McDade of Mebane and Mamie Woods of Cedar Grove; Colored licenses issued—Charley Adkins and Lillie Cameron of Orange county, Eugene Atwater and Mary Perry of Chapel Hill.

Efland high school girls' basketball team enjoying greatest season in its history. Out of eleven games played they have won nine.

Prominent Rougemont man killed in accident—Dennis Tilley, well known farmer, killed instantly on Christmas day as car tore through railing at Booker's creek and then plunged to the water 20 feet below. Colored man and two children were not seriously injured.

Miss Carrie Etta Crutchfield died at home of sister, Mrs. Graham Morrow Christmas eve night following ill health of a year.

Hillsboro high boys en route home from south-westward south-east touring trip that began Dec. 16. Those making the trip are Arthur and Edward Brown, Taylor and Harold Bivins, Clifton Turner, Marion Allison, Tom Chandler, Dave Pittard, Lyon Eubanks, Minic Miller, John Dickson, David Patterson, Grady Riley, Paul Beasley, and several from Chapel Hill, Efland and nearby. A majority of the boys taking this "covered wagon" trip are members of the Hillsboro football team, which made such a brilliant score last year. Several very close games have been played while on this tour. Last weekend was spent in Monterey, Mexico. The last contact was from Laredo, Texas, which they left from Monday morning for the homeward journey. Expenses were paid by the boys.

The Orange Grove chapter of the National Grange has asked the county agent to arrange a one day poultry school conducted by poultry experts from State College. Invitations will be issued to all those interested in poultry production in Orange county. This district along with White Cross has more poultry flocks than any other district in the county, and they realize the need of more timely poultry information.

Miss Hazel Walker, daughter of Mr. and Mrs. W. H. Walker, became the bride of Sidney H. Strayhorn of University in a simple ceremony, by the Rev. J. R. Cantrell.

The merchants of Hillsboro had good holiday trade despite the scarcity of money and unfavorable weather conditions.

Deputies J. E. Laws and Rainey Roberts, from Sheriff Sloan's office, went out to Little River township last week and captured a 70-gallon still, and poured out about 800 gallons of beer. No arrests were made.

LT. COIT COKER WINS SILVER STAR

Lt. Coit Coker, son of W. E. Coker, professor of zoology at the University of North Carolina, and Mrs. Coker has just been awarded the Silver Star Medal by Adm. Harold R. Stark, USN, Commander of the U. S. Naval Forces in Europe. Lt. Coker was a naval gunfire liaison officer attached to the 116th Regimental Combat Team during the invasion of Normandy until June 15, and aided materially in the advance and capture of Grandcamp les Bains and Isigny.

Hillsboro Radio Repair. W. W. McDade, Owner. Located Next to Osburn Theater. Service... ON RADIOS, IRONS, TOASTERS and LAMPS

CLASSIFIED AND LEGAL AD

PRELIMINARY CERTIFICATE OF DISSOLUTION

STATE OF NORTH CAROLINA DEPARTMENT OF STATE

To All to Whom These Presents May Come—Greeting:

Whereas, It appears to my satisfaction, by duly authenticated record of the proceedings for the voluntary dissolution thereof by the unanimous consent of all the members, deposited in my office, that the ORANGE COOPERATIVE MILK PRODUCERS MARKETING ASSOCIATION, a corporation of this State, whose principal office is situated at No. ... Street, in the Town of Hillsboro, County of Orange, State of North Carolina (G. O. Reitzel being the agent therein and in charge thereof, upon whom process may be served), has complied with the requirements of Chapter 55, General Statutes, entitled "Corporations," preliminary to the issuing of this Certificate of Dissolution: Now Therefore, I, Thad Eure, Secretary of State of the State of North Carolina, do hereby certify that the said corporation did, on the 15th day of December, 1944, file in my office a duly executed and attested consent in writing to the dissolution of said corporation, executed by all the members thereof, which said consent and the record of the proceedings aforesaid are now on file in my office as provided by law.

In Testimony Whereof, I have hereto set my hand and affixed my official seal at Raleigh, this 15th day of December, A.D. 1944.

THAD EURE Secretary of State.

SEAL: State of North Carolina Department of State

Filed: December 18, 1944, at 3:15 P.M.

JOSEPHINE K. PATTERSON Deputy Clerk Superior Court Orange County, N. C. 12-21-4tc

EXECUTOR'S NOTICE

Having qualified as executor of the estate of Josephine Walker, deceased, late of Orange County, North Carolina, this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned at Rougemont, North Carolina, Route 2, on or before the 19th day of December, 1945, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment.

This the 19th day of December, 1944. CLYDE WALKER, Executor of the Estate of Josephine Walker, Deceased 12-21-6tc

ADMINISTRATOR'S NOTICE

Having qualified as administrator of the estate of Nannie B. Kirkland, deceased, late of Orange County, North Carolina, this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned at Chapel Hill, R. 3, on or before the 28th day of December, 1945, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment.

This the 28th day of December, 1944. E. C. KIRKLAND, Adm. C. T. A., of the Estate of Nannie B. Kirkland. 1-4-6t

ADMINISTRATOR'S NOTICE

Having qualified as administrator of the estate of Emma Harris Garrard, deceased, late of Orange County, North Carolina, this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned at 718 Wilkerson Ave., Durham, North Carolina, on or before the 1st day of December, 1945, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment.

This the 1st day of December, 1944. GEORGE E. GARRARD, Administrator of the Estate of Emma Harris Garrard 12-7-6tc

ADMINISTRATOR'S NOTICE

Having qualified as administrators of the estate of Susan Cary Clayton, deceased, late of Orange County, North Carolina, this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned at Hillsboro, N. C., on or before the 14th day of December, 1945, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment.

This the 14th day of December, 1944. ANNIE C. EPPS, W. H. CLAYTON, Administrators of the Estate of Susan Cary Clayton. 12-21-6tc

ADMINISTRATRIX NOTICE

Having qualified as administratrix of the estate of John Henry Taylor, deceased, late of Orange County, North Carolina, this is to

notify all persons having claims against the estate of said deceased to exhibit them to the undersigned at Chapel Hill, N. C., on or before the 12th day of December, 1945, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment.

This the 12th day of December, 1944. JESSE TAYLOR, Administrator of the Estate of John Henry Taylor. 12-14-6tc

ADMINISTRATOR'S NOTICE

Having qualified as administrator of the estate of William A. Boone, deceased, late of Orange County, North Carolina, this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned at Cedar Grove on or before the 18th day of December, 1945, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will make immediate payment.

This the 18th day of December, 1944. H. E. JOBE, Administrator of the Estate of William A. Boone. 12-21-6tp

ADMINISTRATRIX NOTICE

Having qualified as administratrix of the estate of Mrs. Lovie J. Morris, deceased, late of Orange County, North Carolina, this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned at Route 1, Chapel Hill, N. C., on or before the 9th day of December, 1945, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment.

This the 9th day of December, 1944. MISS MARY A. MORRIS, Administratrix of the estate of Mrs. Lovie J. Morris. 12-14-6tp

NOTICE OF SALE

Under and by virtue of the order of the Clerk of the Superior

Want Ad Rates

Want Ads are sold by the word. The rate is one cent per word (this size type) for each week the ad appears. Minimum charge is 25 cents.

THIS SIZE TYPE (caps), TWO CENTS PER WORD. MINIMUM CHARGE IS 50 CENTS.

Want Ads Are Cash In Advance. Memoriams and Cards of Thanks are the same rate and, also, are cash in advance.

For Rent

FOR RENT: Conveniently arranged country house, good land, good road, rent cheap or exchanged for small services. Write B.C., c-o The News, Hillsboro. 1-11-1tp

Court of Orange County made in the special proceeding entitled "J. D. Gooch, Administrator of the estate of Mrs. Sarah Ward, deceased, vs. Susie Cole and husband, S. W. Cole, et al," the undersigned commissioner will on THURSDAY, FEBRUARY 1, 1945 at 12 o'clock M. offer for sale on the premises to the highest bidder for cash:

All that certain tract or parcel of land known as the Gurney Lloyd tract in Bingham township of Orange County, N. C., containing approximately 35 acres and bounded on the north by the land of Will Farrington, on the East by the land of Claude Durham, on the South by the land of Ed Ivey, and on the West by the land of Charlie Bowden.

The sale will be reported to the Clerk of the Superior Court of Orange County and will remain open ten days for filing objections and upset bids and confirmation.

This the 20th day of December, 1944. L. J. PHIPPS, Commissioner. 1-4-4t

Wanted

WANTED: Couples to attend American Legion square Wednesday, January 17, at the Hillsboro high gymnasium. Fifty cents per person.

WANTED: Couple, housekeeper companion for lady in home. Can occupy adjoining if preferred. Write M.J., c-o News, Hillsboro.

For Sale

FOR SALE: Very choice heifers \$20 each. Holstein Guernsey and Ayrshires, related bull free with 5 Shipped C.O.D. Athens Dairy Box 162, Athens, Pa. 12-14-6tc

FOR SALE: Three-room size war coal circulator. Phone C. M. Forrest.

Help Wanted

YOU CAN HAVE \$70.00 CASH AT THE END OF MONTH! Essential permanent work for white women girls. Absolutely no experience necessary.

Your monthly salary... Minus average withholding tax... Expense for room... Expense for laundry... Expense for work clothes...

Apply Supt. Springfield Hospital, Sykesville, Maryland

Business Note

GEM PAPER CLIPS—By the box or boxes. Sizes Nos. 1 and 2 so gummed tape. On sale at the office of THE NEWS on Church Hillsboro.

Personals

IF YOU want to get married, Box 358, Juliaetta, Idaho. stamp.

For ADVERTISERS ONLY

By Professor And His Class

IS ADVERTISING AN ECONOMIC FORCE?

Advertising, the most inexpensive means of communication between the maker and consumer, has been called by Calvin Coolidge "the life of trade." It is the most potent influence in adopting and changing the habits and modes of life of our whole nation, furthermore it is economically sound since it saves both the public and the manufacturer many times its costs. It creates sales which increase production and results in lowered costs. By advertising extensively, increasing their sales, and reducing the overhead cost, manufacturers have reduced their goods to unbelievably low costs. The total expenditures of all advertising in this country are very small in comparison with other selling and distribution costs. In fact, the total amount for advertising is only about one-fourteenth of the whole cost of distribution.

MORE SALES WITH LESS MANPOWER

It has also introduced new markets and products, as for example electrical equipment, radios and aluminum products. If it had not been for advertising, much more would have to be spent on personal salesmanship to accomplish the same results in distribution.

SOME CRITICS SAY THAT ADVERTISING IS A WASTE

Critics and opponents of advertising say sometimes that it is an economic waste and that goods and services could be less expensively distributed without it. According to John Benson, however, there are three major ways in which waste might occur in advertising, namely: inept and unscientific use of it; raising the distributing cost by adding to its cost and competitive appeal which draws trade

from each other among the competing advertisers without adding to the total sum sold and produced. But much progress has been made in recent years in learning in advance how people respond, and appraising and measuring the markets.

IMPROVING TECHNIQUE OF ADVERTISING

Improvement in the advertising technique is being made constantly so that waste may be lessened or eliminated. As to whether goods and services could be less expensively distributed, it is self-evident reasoning that millions of dollars would not be spent yearly by business men if it added to the cost of selling.

The main reason for advertising is to save cost of selling; and it does this by a far-reaching distributing system. What advertising can do for a business would take an enormous sales force to do by word of mouth, and a very expensive method by mail.

ADVERTISING SPEEDS UP THE SALES PROCESS

To summarize, advertising is productive in the economic sense because it gives information that enables consumers to satisfy their wants; it speeds up retail transactions, thus saving time for both the consumer and the retailer. It gives the consumer the satisfaction that he is purchasing the products with a knowledge of their source; it makes possible national distribution of known brands, thus enabling the consumer to purchase articles at standard prices everywhere; it tends to stabilize prices and makes possible the release of new and superior products.

Advertising stimulates the consumer to seek a higher standard of living by arousing his desires for better things.

-BETTY FOLSOM

To reach the buying homes of all of Orange County use ideas, layouts, suggested copy illustrations for your ad in THE NEWS

Notice TAX LISTING

The Tax List Takers for the various townships of Orange County will hold appointments as follows for the purpose of taking tax lists for the year 1945:

CHAPEL HILL TOWNSHIP—W. P. JORDAN AND L. R. CHEEK, LIST TAKERS. At Hollow Rock... on the 3rd day of January, 1945. At Blackwood Station... on the 5th day of January, 1945. At Midway Service Station... on the 9th day of January, 1945. At Carrboro... on the 11th and 12th days of January, 1945. At Town Hall in Chapel Hill on all other week days in the month of January.

CHEEKS TOWNSHIP—H. R. HEATH, LIST TAKER. At Efland—Forrest & Forrest Store... on the 6th, 12th, 20th, and 26th days of January, 1945. At Cheek's Crossing—Pender's Store... on the 5th, 13th, and 19th days of January, 1945. At J. B. Reeves' Store... on the afternoon of the 24th day of January, 1945. At Mebane Town Hall... on the 27th day of January, 1945. At H. R. Heath's Home... on all other week days in the month of January.

CEDAR GROVE TOWNSHIP—R. COOPER COMPTON, LIST TAKER. At Tolers... on the 6th day of January, 1945. At H. G. Laws' Store... on the 10th day of January, 1945. At McCulloch's Store... on the 12th day of January, 1945. At Giles Long's Store... on the 13th day of January, 1945. At Cedar Grove... on the 15th day of January, 1945. At Carr... on the 17th and 31st days of January, 1945. At Harmony... on the 19th day of January, 1945. At Lynch's Store... on the 20th day of January, 1945. At Chandler's Store... on the 22nd day of January, 1945. At Sam McDade's Store... on the 27th day of January, 1945. At R. Cooper Compton's Home... on all other week days in the month of January.

LITTLE RIVER TOWNSHIP—A. E. WILSON, LIST TAKER. At Dezers' Store... on the 5th day of January, 1945. At George McKee's... on the 10th day of January, 1945. At Berry's Store... on the 11th day of January, 1945. At Blalock's Store... on the 13th day of January, 1945. At Little River Filling Sta... on the 20th day of January, 1945. At D. N. Mincey's Store... on the afternoon of the 22nd day of January, 1945. At A. E. Wilson's Home... on all other week days in the month of January.

BINGHAM TOWNSHIP—T. M. SNIPES, LIST TAKER. At T. M. Armstrong's... on the 10th day of January, 1945. At J. L. Maynard's... on the 13th day of January, 1945. At L. C. Cooper's... on the 17th day of January, 1945. At White Cross... on the 20th day of January, 1945. At J. F. Holmes'... on the 24th day of January, 1945. At Joe McCauley's... on the 27th day of January, 1945. At Orange Grove... on the 31st day of January, 1945. At T. M. Snipes' Home... on all other week days in the month of January.

ENO TOWNSHIP—C. W. MERRITT, LIST TAKER. At University... on the 11th day of January, 1945. At Bethany (Sugar Hill)... on the 13th day of January, 1945. At Hester's Store... on the 17th day of January, 1945. At Sparrow's Filling Station... on the 18th day of January, 1945. At Lucious Tilley's Home... on the 23rd day of January, 1945. At St. Mary's... on the 24th day of January, 1945. At C. W. Merritt's Home... on all other week days in the month of January.

HILLSBORO TOWNSHIP—E. T. JOHNS, LIST TAKER. At Elkins Cafe—W. Hillsboro... on the 15th day of January, 1945. At Coleman-Laws... on all other week days in the month of January.

Please list in January and avoid penalty for delinquent listing. G. W. RAY Tax Supervisor