

Chatham Record

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Editor and Publisher

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AN EXCURSION IN ECONOMICS

The new editor of the Raleigh Times, "Bob" Gray, we have assumed, is writing some bright matter, but he seems to have his economics on rather awry. In a recent article the Times editor wrote as follows:

"Here's the Manufacturer's Record trying to figure out that England is on the skids because in 1925 the United Kingdom spent a matter of 315,000,000 pounds for drink as against 80,000,000 pounds for bread (figures not guaranteed). If so, what of it? It took bread, grain, to make the drink. The purchase money went, the bulk of it, to the green-grocer. We might quarrel with the distribution of bread, but we can't reasonably discover that the country is starving itself. Loss? Loss means lack. What a man spends foolishly may mean a loss to him personally, but not a diminution of the common store. That is increased or decreased as people add to it by production which, by sale abroad, brings in new money for general exchange, or as by loafing they make it necessary to sell from a common accumulation in a foreign market in order to secure necessities for living.

Every idle man, it is admitted, is an economic loss, whether his loss comes by reason of drink or otherwise; but what is spent on drink, diamonds, women-folk, or anything else within the realm cannot possibly decrease the realm's wealth.

Not only is every "idle man an economic loss," but also every man who is consuming a portion of the common stock of goods but paying for them with a service that is worse than of no economic value, or merely of no such value. Hundreds of thousands of men are engaged in the manufacture and distribution of alcoholic drinks who, from the standpoint of economic value, would better be idle and supported at public expense. Their idleness would not destroy values created by others as in the case of the misuse of grain in the manufacture of booze nor necessarily result in the misery to tens of thousands of wives and children brought about by the making and selling of liquor. If it would be an economic loss for a million men to spend their time in merely digging holes and filling them up, it would certainly be a more serious one for them to bury a bushel of grain in every hole. There are two great evils in the world—the doing of things of no value or less, and the wasteful duplication of plants and effort. As the Sanford Express sagely concludes, there is a way for every man to make a living, but all cannot make a living by running filling stations.

When a half dozen plants and men are doing only what three could do as well and more profitably to the owners and to the public, there is sheer waste of capital and labor. There are too many stores, too many lawyers, too many newspapers, etc. How to prevent this worse than unprofitable duplication is an unsolved problem. The writer saw the waste of time and money when he was running one of the two Clinton papers and when he couldn't himself make the combination sold his to one who could; but the field was too inviting and a second paper has been established, causing many to pay two subscriptions for the Sampson county news when one should be sufficient, and making it necessary for advertisers to pay for the composition and overhead of the insertion of their advertisements in two papers instead of one. A similar thing has happened in Sanford.

Probably there is no field in which unnecessary duplication is more readily recognizable than the newspaper field, but it exists in practically every kind of business, even in agriculture. There is an economic loss when it requires two men to produce what one should, or two acres to yield what only one should readily yield. There are too many farmers, too many farms. Some of them should be producing timber.

But the question instantly arises as to what those engaged in these costly duplications of effort would do to make a living. But that is easy. If two thirds of the men engaged in farming can produce enough to feed and clothe the world, then the other third should be producing those things that the world needs. It would take them a good many years to produce, for instance, all the decent and comfortable homes needed, not necessarily in the whole world, but right here in this great country. Ten thousands of homes haven't a single comfortable chair in them, or a comfortable bed. Or the freed labor might be turned to public improvements, as it has been to a considerable extent in building roads and bridges. The keeper of a filling station could better afford to pay an amount equal to the profits of which he is deprived by his duplicate competitor for labor or material in building roads than to lose it through the unnecessary competition. Nothing that would otherwise have been done would be neglected; on the other hand the whole community would be benefited by the road improvements.

When all the people are at work at jobs that result in an increase of the world's stores, its health, its morals, or its wholesome recreations, and the wastefulness of unnecessary duplication of capital and labor shall have been eliminated, as well as that of producing things of no value, the above mentioned respects of

of actual injury, there should be no reason why everybody shall not have enough and nobody be overtaken. Then all three of the roads in New Hope township can be built, and there will be no need for further agitation of the building of the Pittsboro-Apex link of the short-route highway from Raleigh to the mountains.

WHERE THE CIRCULARS WENT

A good farm in a near-by town sent out huge circulars through the mails instead of advertising in the Record. It happened that we glanced at the waste basket in the Pittsboro post-office and saw a bunch of them. There were ten as neatly folded as when they left the store. These circulars must have cost three or four cents each to reach the waste basket. The Record would have been carried home and scanned by the members of the family. Here is an example of waste by duplication. The Record is in the publicity business. It can place store news before the people of Chatham county at less cost than any other agency. And when the money of the merchant is spent in other kinds of advertising, the newspapers, necessary to the progress and welfare of the people, are crippled. Thus the circular, program, catalogue and other advertising schemes cause an all-round loss. If ten of those circulars addressed to Pittsboro folk reached the waste basket in the post office lobby, it is fair to assume that another large batch were flung into the waste baskets at the stores and other business places.

NEWSPAPERS HURT BY BACK-FIRE OF BOOMS

A thing like that Florida boom when it bursts is liable to hit anybody anywhere. It would have been thought inconceivable that the Record would lose pay for its Acme Fertilizer advertising because of the booms in Florida and western North Carolina. But it seems that we have. The advertising was ordered by a Greensboro advertising agency through which the Acme, thoroughly sound, would pay. Months have gone by and no check from the agency for that or the Sandhill Fair advertising. Then comes the news that the agency has gone into the hands of receivers because of dabbling largely in the real estate advertising business, spending all the money it had, ours a part of it presumably, in preparing advertising for real estate concerns in Florida and western North Carolina, for which those concerns are now unable to pay. Somebody has to pay the cost of quick riches in such cases and many a newspaper has probably paid tribute. We should like to know if other papers have ever been paid for advertising in Hollywood, Florida. Verily, the last eight months have seen greater losses in advertising by us than we had formerly undergone in as many years, with the exception of losses of legal advertising down in Sampson. It is becoming monotonous. In this connection, too, we want to insist upon more system in the payment of legal business here. It is right hard to have to ask lawyers to pay in advance for legal advertisements, but there should be some reasonable limit to the time one must wait. Certainly strangers in other counties should expect to pay in advance, and we surely know a lawyer in Alamance and one in Durham that will do so if they get another legal in the Record. Political advertising hereafter will be cash-in-advance, too. A few years ago we lost the account of a candidate for judge. Judgment was secured but that was an extra expense. However, we shall do the like again.

In a way the recently reported extensive increase in taxable incomes in North Carolina is gratifying, and would be wholly so if it were evident that the increase is due to rewards for greater achievements in the production of wealth. But we really fear that the marked increase in number and size of taxable incomes is more due to an increased capacity for gleaming wealth than producing it. Have all these fellows, figuratively speaking, made two blades of grass grow where only one have grown hitherto, or have they simply grabbed a greater share of the blades produced by the efforts of others? If the latter be the explanation, then there is little room for gratulation.

Sandwiched between two burning spells of July weather were several days of chilliness last week that added a new streak to the freakishness of the year. Fire felt good last Thursday morning, and blankets were used nightly for several days.

Mr. W. H. Garner tells us that he is building a dam for a swimming pool and fish pond on the George Elkins place, two miles from Goldston and one mile from Bear Creek. The pond will cover about four acres. It is situated in a natural park. The pond will be supplied by eight springs. He intends to stock it with perch and bass.

ENJOYABLE LAWN PARTY

Miss Louise Riddle was charming hostess to the Class of '27, of Pittsboro high school, Thursday night, at a lovely lawn party. Games, music and dancing were the enjoyable features of the evening.

Little Misses Elizabeth Womble and Mary Brewer in capacity of waitresses, served delicious ice cream and cake. Those enjoying the affair were: Misses Martha Ray, Mary Sue Poe, Novin Hamlet, Ladie Brooks Johnson, "Tootsie" Johnson, Mary Lou Burns, Louise Petty, Lucy Pierce, Elizabeth Herndon, Alice Copeland, Moyle Johnson, Nannie Lanjus, of the Class of '27, and Misses Esse Peterson, Mary Brewer, and Elizabeth Womble; Messrs. Roland Glenn, Dan Farrell, Ezekiah J. Henderson, Billy Johnson, Fred Noce, Class of '27, and Messrs. Willie Morgan, James W. Harris and Johnson.

ROUTE 75 LOOKING TOWARD RALEIGH

The Lexington Dispatch, in last week's issue, after tackling the Statesville landmark for its opposition to the shortening of highway 75 by the building of a short-cut from Turnersburg to Stony Point, in Iredell county, writes interestingly of the desirability of the extension of 75 from Pittsboro to connect with 50 at or near Apex. The demand for the road eastward from Pittsboro has grown so strong in the counties west of Chatham that the extension of 75 toward Raleigh is almost a surety. Below is what the Dispatch has to say:

"The Landmark seeks another parallel on No. 75 to the east of here. It calls attention to the fact that this highway is routed from Pittsboro through Chapel Hill and Durham to the Virginia line. Where has the Landmark been during the past two years? Does it not know that a great amount of work has been done to persuade the State authorities that there ought to be one highway leading from the heart of the mountains direct to Raleigh, the state capital, without winding here and there? It seems now agreed among highway authorities of the State that there should by all means be a new highway built from Pittsboro to a point at or near Apex on Highway 50. This would be the logical eastward continuation of the route east from here to the Capital. No. 75 at Pittsboro turns almost due northward and the traveler continues northward to Durham, where he must turn rather sharply southeast again to reach Raleigh.

In the campaign to secure this new piece of road there has been no effort to change the present routing of No. 75. However, the new highway if built would be a part of the great Zeb Vance Highway, the most central and direct route from Raleigh to the Blue Ridge country.

And here is something that Statesville perhaps is overlooking. If the short route can be secured from Pittsboro to Raleigh, a bridge built over the Yadkin between Davidson and Davie and a new stretch of State highway provided between Turnersburg and Stony Point, this new central route through the State from Raleigh west will show up to such advantage on the highway map that it will attract many travelers. And when the travelers reach Turnersburg a large number will desire to go around by Statesville, seeing it is all hard surface through that city and on to Taylorsville. This traffic, we daresay, will amount to a good deal more than what Statesville will otherwise get if the direct route is not provided. Statesville consequently cannot lose whatever happens in the premises.

Again the Landmark argues that No. 75 might have been routed south of Lexington toward Statesville from Asheboro. But it isn't routed that way and won't be. Contract for spending \$230,000 on this road from Asheboro to the Davidson County line has been awarded. The road has been built from Asheboro to the Chatham line and on to Pittsboro. The entire route from Turnersburg east to Pittsboro—and it is expected over a new short highway to Apex—is designed for Catchinite treatment and eventually for concrete. Pittsboro will be a junction point for the present Highway 75 that goes on by Chapel Hill and the great University of North Carolina plant and then on through the edge of the great Duke University campus to be and thence through Durham to Richmond and Washington; and the hoped-for new short highway that will lead to Apex, Raleigh and spread out over Eastern North Carolina. Anything Iredell county should do toward this consummation would be in the nature of a patriotic service for North Carolina."

McCracken to Lecture

Vassar President Will Come to Chapel Hill in November

(From the Chapel Hill Weekly) John Henry McCracken, president of Vassar College, is the next Weil lecturer. He will come to Chapel Hill in November, and the three lectures that he delivers then will be published later by the University of North Carolina Press.

His theme will be education and training for public service.

The lectureship was established by the families of Sol Weil and Henry Weil of Goldsboro. William Howard Taft was the first incumbent. He spoke here in 1915 on "The Presidency: Powers, Duties, Obligations, and Responsibilities." The most recent Weil lecturer was William Allen White, who came in the

spring of 1925.

It was decided a few months ago to have the lectures henceforth in the fall instead of in the spring. The McNair lectures will continue to be delivered in the spring.

Mr. McCracken is 54 years old. He was graduated from New York University in 1894 and in 1899 won his Ph.D. degree at Halle-Wittenberg in Germany. For four years then he was president of Westminster College in Missouri. He was in the faculty of New York University when he was elected president of Vassar.

EXECUTOR'S NOTICE

Having qualified as executor under the last will and testament of Mrs. Mollie Churchill,

deceased, late of the county of Chatham, North Carolina, this is to notify all persons holding claims against the estate of said deceased to exhibit them to the undersigned on or before the 19th day of JUNE 1927, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate settlement. This JUNE THE 19TH, 1926,

H. C. Sears,

Executor

Morrisville, N. C., Route one

NOTICE OF LAND SALE

Under and by virtue of the power of sale contained in that certain deed of trust, executed by E. G. Morris and wife, Annie Morris, to Walter D. Siler and Wade Barber, Trustees, default having been made in the payment of the note secured thereby, and the holders of said notes having requested the foreclosure of said Trustee's, the undersigned will on,

SATURDAY, JULY 31ST, at 12:00 o'clock noon, in front of the Courthouse door in Pittsboro, North Carolina, offer for sale the following tract of land:

All that certain land and real estate lying and being in Center Township, Chatham County, North Carolina, and more particularly described and defined as follows: All that lot or parcel of land, beginning at a stake on the west side of Hillsboro street, running north with said street 16 feet; thence about west 33 feet to a stake; thence about south 16 feet; thence about east 33 feet to the beginning, and the same being the lot on which now stands the medical office of Dr. W. P. Chapin, and for a more full and detailed description reference is hereby made to the deed of W. E. Headen and wife to H. T. Chapin, which said deed is recorded in the registry of Chatham County in Book C. R. Page 107 et seq., also the deed of A. G. Headen and wife to W. E. Headen, which said deed is also recorded in registry in Chatham County.

This the 19th day of July, 1926. WALTER D. SILER & WADE BARBER, Trustees. June 24, 26.

GET YOURSELF A BRAND NEW LIVER

How Dodson's Liver Tone Makes You Feel the Old Liver is Born Again

Just off the slant of Old Piedmont where it rolls away into the foot-hills of South Georgia, Bud Evans makes a good stand of cotton. A year ago he was too sick to even follow a plow. His right side seemed hard, felt as if his liver had turned to stone; belched gas all the time; couldn't hold up his head for the pain; calomel just turned him inside out. You couldn't imagine anyone sicker than Bud Evans. It just happened that an egg buyer dropped in on him one day and says: "What you need, Bud, is a dose of Dodson's Liver Tone—your liver is baked and full up so it doesn't work." And so Bud got a bottle at the town drug store for a few cents. The very first night it loosened up so much sour bile and fermenting food that the swelling went down, his whole system righted itself and he was a new man entirely before noon.

There is no question but that Dodson's Liver Tone will do more for bilious people than anything else ever known. It works easily and smoothly, without gripe or distress, and cleans out all the sour bile and sickening stuff that gives you headache, nausea, vomiting, bilious fever and all the other distresses due to obstinate constipation.

Get one bottle of Dodson's Liver Tone, and if it doesn't make you feel like you had traded your old, worn-out liver for a new one full of pep, go to the druggist and he will refund the price.

It Is Canning Time

And we have Mason's Jars from 1-2 pint to 1-2 gallon size; tin cans in abundance and patent sealers for same. Also Capping Steels.

ROOFING

Just received carload of Composition Shingles and Roll Roofing. Plenty of Galvanized Roofing always in Stock.

LET US SERVE YOU

LEE HARDWARE CO.

SANFORD, N. C.

STEIN BROTHERS' GREAT ANNUAL JULY Clearance JULY SALE

Begins Friday July 23 Continues thro' Sat. July 31

Take advantage of this great sale. You are guaranteed satisfaction.

Everything in the store reduced--

Ladies' Coats, Dresses, Underwear, Hosiery, Millinery, Gossard Corsets, Brassieres, Bathing Suits, Jewelry, and many other things.

Stein Brothers,

SANFORD, N. C.

Hot Weather--HOT

Yes, it is hot, but we have that hot weather suit, priced from \$6.48 to \$15. Drop in and select one before your size is exhausted. We have also some special bargains in other suits that cannot be excelled.

Shoes

Shoes.

We have shoes priced to sell, for both ladies and gentlemen, also patent leather sandals for children.

DON'T FORGET OUR FURNITURE DEPT.

We carry Kitchen Cabinets, Parlor Suits, Iron Beds, Springs of all kinds, Chairs, both straight and porch rockers, and Mattresses of all kinds. We sell Furniture on the installment plan. See us at once.

J. J. Johnson & Co.

Pittsboro, N. C.

BIRD'S ROOFING

Building Material

We are prepared to furnish building material, including kiln-dried flooring, ceilings and sidings.

Everything in Roofing from the cheap roll roofing to the very highest grade asphalt shingles, at prices that compare most favorably with those at other places.

We are in the market for dry pine lumber. See us for prices.

Asheboro Wheelbarrow Co.

PITTSBORO N. C.