

THE CHATHAM RECORD

O. J. PETERSON
Editor and Publisher

SUBSCRIPTION PRICE:
One Year \$1.50
Six Months75

THURSDAY, SEPTEMBER 26, 1929

Bible Thought and Prayer

A SURE GUIDE—Commit thy way unto the Lord; trust also in Him; and he shall bring it to pass. Rest in the Lord, and wait patiently for Him.—Ps. 37:5, 7.
PRAYER—O Lord, we come to Thee for Thou art the Way, the Truth, and the Life.

ABOUT CIRCULATION

Maintaining a paid-up subscription list by a county paper is a problem these times. The items are so small that the expense of collection, if a man is sent into the field to collect and secure new subscriptions, consumes a great part of the total of the subscription funds. In fact, the situation has become so grievous that many papers seem to expect nothing, or very little, from subscriptions, and depend for income almost entirely upon advertising.

For instance, the Dunn Dispatch is now having a contest for subscriptions in which \$4,000 worth of premiums is offered, and besides the manager of the contest gets, say, a fourth of all that is collected, including a fourth of the amount paid out for premiums. In that case, if \$7,000 should be collected during the contest, the paper would have to pay for the premiums, also \$1750 to the contest manager, besides the expenses of circulars, stationery, etc. Then for weeks he has a large expense in connection with the advertising of the contest in the paper. Consequently, out of the supposed \$7,000 collected, the publisher would get less than \$1500, for 3500 subscriptions at \$2.00, which is the price of the Dunn Dispatch.

The Record could not expect anything like 3500 subscriptions, and from the advertising standpoint they would be worth comparatively little to the average advertiser, as they would be scattered all over the country.

Accordingly, it seems evident that the Chatham Record could better afford to give away the paper to the folk who would profit the advertisers than to pay such price for subscriptions. But our advertising field is so poor as compared with that of many papers that we could not expect to prosper without a subscription fund. But it is clear that one thousand paying \$1.50 each without cost to the paper would beat the \$1500 the Dunn Dispatch would get from 3500 at \$2.00 each all to pieces.

But we want more than a thousand subscribers. Chatham county and the people outside of Chatham really interested in the Chatham Record should afford a reliable subscription list of 2,000. And if the editor himself had the time to travel over the county and visit the homes, he is fully confident that he could get them. But he cannot make the paper, attend to the advertising business and give much time to the subscription business.

Under the circumstances, we have been trying to build a list of reliable people who appreciate the paper and leaving it largely to their convenience to pay. If all our people came to Pittsboro, it would be easy. But a great many of them do not come to the county seat once a year. But, really, it is better to have a man drop in when he does happen to come or to hand it to us when he happens to see us at any other place, if he should run two or three years behind, than to collect at the cost indicated in the case of the Dunn Dispatch. But there is an easier way.

If the subscribers to the Record would get into the habit of sending in their subscriptions by mail it would solve the problem. But the average Chatham man will not do that. But cannot that be

changed? A check for \$1.50 was received just now from a lady whom we hardly expect to see in a year. That is clear money and helps to make the Record possible. We are getting the Record printed cheaper than it would be possible to print in a shop of our own, since business here would not justify a costly plant and a real organization. Hands and machinery would be idle too much of the time. Yet, when we are possibly printing the Record at less cost than that of any other paper of its size in the state, we have paid out \$1300 in clean cash to printers since March 1. Then there is rent, fuel, postage, express, etc. You see it costs money to print a paper, and more has to come for the editor's family to live on. Suppose you help the situation by mailing us a check, money order, or the money itself? And do it the first time you can spare the cash.

INHIBITION VS. PROHIBITION

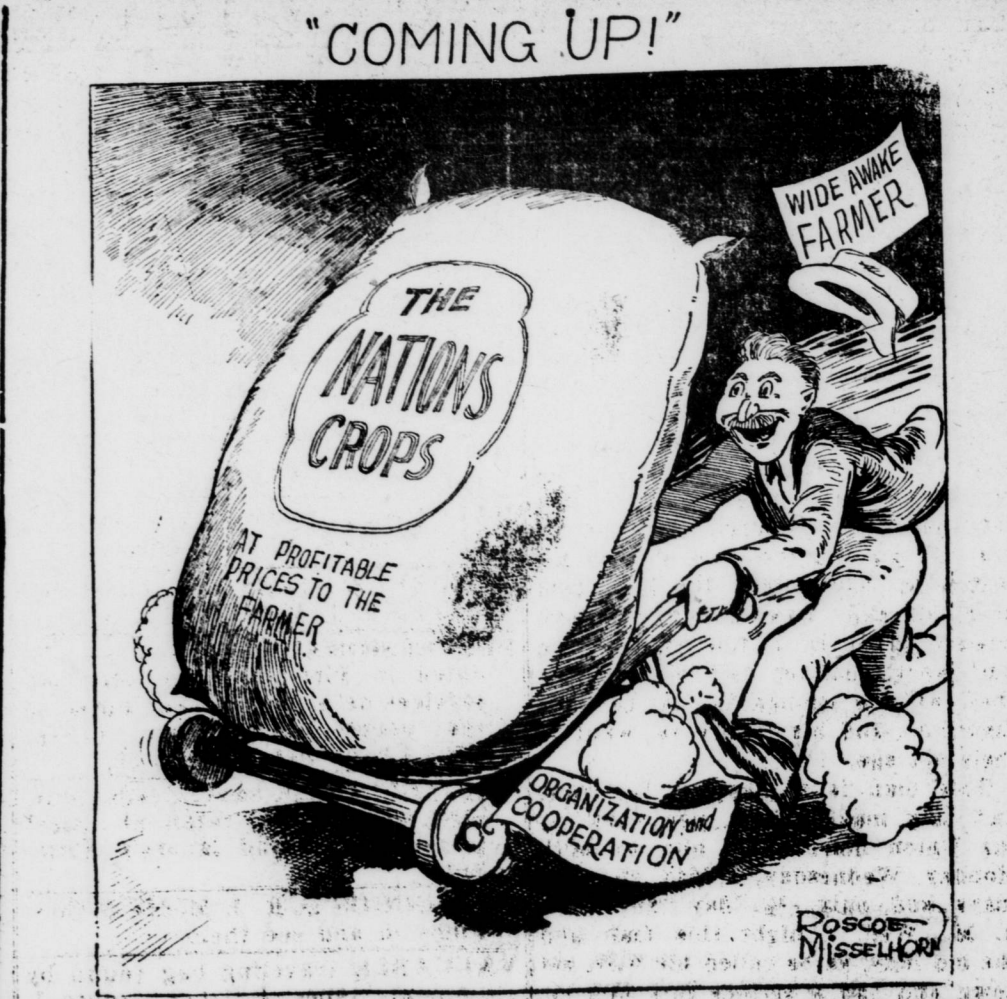
President Hoover hit the nail on the head when he wrote a few days ago to the president of the National W. C. T. U. to this effect:

"Since the adoption of the prohibition amendment, too many people have come to rely upon the strong arm of law to enforce abstinence, forgetting that the cause of temperance has its strong foundations in the conviction of the individual of the personal value to himself of temperance in all things."

It is manifest that so long as the fermentation process continues some kind of intoxicant can be readily prepared or secured by the person who will have liquor at any cost. It is no extravagant statement that a cigarette fiend would walk a mile for a cigarette. The habitual pipe smoker, cigar smoker, or chewer would walk more than a mile for a pipe of tobacco, a cigar, or a quid if he had none. And it is easily imaginable that the thirst for liquor, once established, exceeds the appetite of the smoker. Accordingly, the drinking man in his frenzy forgets practically all other considerations for the time being, and the prohibition law has little effect in curbing his search for liquor. Accordingly, the way to stop drinking is to convince those who have not begun that they will be the losers by cultivating the taste. That course was what brought about the demand for prohibition. Those who were convinced of the evil of drink and themselves refused to become bibblers thought the evil could be removed by forbidding the manufacture and sale of liquor. Unfortunately, it has proven easier to pass laws than to enforce them. On the other hand, there has been a lapse in teaching the value of temperance, with the disastrous result now evident. The writer as a youth spent months in Clinton with a dozen barrooms wide open without entering one. It was a matter of principle. Today a youth without that principle instilled is in far greater danger of becoming a drinker.

In this connection we might recall the story of the Sampson county farmer who himself is a teetotaler and whose grandfather and father were teetotalers, but whose son has been drunk. The elders lived and kept sober as a matter of principle when liquor was sold without let or hindrance. The youngster, without the healthy sentiment of former days against drinking and protected only by the prohibition law, fell. Let's get back to first principles. Establish inhibitions. Inhibition beats prohibition all hollow. But both of them together would be even better. But prohibition without the establishment of character is of comparatively little value.

A visit to the Pittsboro school the other day discovered a real disposition, we believe, on the part of teachers and pupils to attain a higher standard of scholarship. A few minutes in Miss McDonald's room assured us that those students will be expected to learn geometry and that the teacher herself knows her subject and is a worker. She is a



new member of the faculty. The former members whose rooms we visited seemed to be earnest and enthusiastic. But the two hours spent in the school was too little to allow us to observe the work of all the teachers. In truth, it is hard for us to do much observing. We are almost as hungry for teaching as Lindbergh would be to fly if he had not been in an aeroplane for years. Consequently, we find directly that the teacher has surrendered the job to the visitor. And sometimes we feel that we are sinning in staying out of the school room. Now when our powers are full, when we really know somewhat as compared with the ignorance of those earlier pin-feather days, when we have had time to correlate what we do know, and know what are the pivotal things in the subject, we realize how futile was much of the hard work of those earlier years as a teacher. But we doubt whether we could again boom along enthusiastically for six or seven hours a day as in earlier years. But it is fun to handle a group of bright boys and girls while the physical energy does permit. We shall have to invite ourself up again. But let us say we believe Principal Waters is rapidly growing as a school man and that he will require more of both teachers and pupils than ever before.

Our Brown's Chapel correspondent seems to have scruples about the delivery of milk on Sundays. It might interest him and others to learn that when Constantine the Great became a Christian and decreed Christianity to be the religion of the Roman Empire and directed the observance of Sunday, he distinctly excepted the farmers in case of essential work. For instance, he did not expect them to lose a crop of hay because of failure to take it up on Sunday, nor to omit a ploughing of the crop which unfitness of weather previously might have hindered till Sunday. And certainly the milking of cows on Sunday has been going on ever since Moses. It is well to remember Christ's own words, that the sabbath was made for man and not man for the sabbath, and Sunday is not even the sabbath. The decree mentioned above is the first making Sunday a holiday, or holy day, by law. Whatever the faults of Constantine, he must be given credit for having common sense.

It has been almost winter weather. It was a close rub for frost last Thursday night. But this spell of weather is no sign of an early winter. Forty-two years ago today, September 26, 1887, frost killed cotton as far south as Pender county. The weather then became so warm that the cotton stalks sprouted and bloomed and 'way the last of November snow fell upon open cotton blooms. The writer saw it as he tells it.

County Agent Shiver is taking his vacation. He deserves it. But his absence means there is no farm page this week, and as business is scarce, we are having difficulty in filling the paper. So soon as cotton and tobacco get on the market we hope business will

open up considerably. Scarcely a bale of Chatham cotton has been ginned.

GUM SPRINGS B. Y. P. U. TO PRESENT PLAY AT BONLEE

The Gum Springs B. Y. P. U. will present "Aunt Jerushy on the War-path," a three-act comedy in the Bonlee School Auditorium, Saturday night, September 28th, at 8 o'clock. The public is cordially invited. Admission 25c and 15c. Go and carry your friends to enjoy a good entertainment.
The play was presented Friday night in the Pittsboro school auditorium and was a decided success. The three act comedy was full of incidents and jokes that compelled even the most serious minded to laugh. The repeated encores of the Hanks Chapel quartet proved their success. About \$30.00 was taken in at the door. The money is being raised to build Sunday school rooms to the Gum Springs Baptist church, which is familiar to many people in this section of the country, being one of the oldest churches in the county.

SERVICES AT PLEASANT HILL, CHATHAM, MONCURE SUNDAY

The pastor will preach at Pleasant Hill Methodist church Sunday at 11 a. m., Chatham church in the afternoon at 3 o'clock and at Moncure at 7:30 in the evening. At the first two churches the communion of the Lord's supper will be celebrated. The public is cordially invited to attend all these services.

Brown's Chapel News

Mr. W. W. Lutterloh is improving and appreciates very much the kindness of his neighbors in finishing up his milk houses and saving his feed.
Rev. H. G. Dorsett of Wake Forest came over to visit his brother-in-law, Mr. W. C. Henderson. Mr. Dorsett has to go on crutches since an operation for appendicitis sometime ago. Mr. Henderson is absent at the time but will be back Thursday.
Miss Lizzie Clegg of Moncure, route 2, is visiting her sister, Mrs. N. A. Perry, and others.
Mrs. H. F. Durham is glad to have with her her sister, Mrs. W. M. Burns, who was at the point of death at her Sanford home recently.
Miss Alma Perry and sisters delightfully entertained a host of their young friends in their home Wednesday night of last week at an ice cream party. Their father, Mr. W. M. Perry, has a nice country home, well arranged and beautifully painted, and has up-to-date equipments for the milk business.
The people of this community who have prepared to furnish milk for the new milk route have found the cost of equipment double what they expected. They began furnishing milk Friday. It ranked as grade D,

but they hope to soon reach grade B. Mowing machines have been busy in this community.
Judging from the appearance of the fields at Mr. J. T. Mann's, his son O. W., is expecting to put in a big crop of grain this fall.
Mr. J. A. Marshall and others are preparing for the ginning season by installing another press.
Messrs. G. P. Whitaker and T. H. Perry, who deliver milk on the new route, have purchased a new Chevrolet truck for the purpose and are making quick deliveries. There are 13 now furnishing milk. Looks like an unlucky number, but the writer got married on a 13th and despite many trials and tribulations, God has wonderfully blessed and cared for us. Though to sell, buy, or even deliver a thing on Sunday seems hardly right, spiritually speaking. Yet to keep up with the times it seems farmers must do something or be left in the lurch.
Mr. F. R. Henderson is making plans to move to Alamance county, we hear. But we should be sorry to lose so good a citizen.
Mr. Bill Lindley and family are going to move to Burlington, we hear, to work in the silk mill.
Little Louis Goodwin, son of J. R. Goodwin, got a fearful lick upon the ear on the church ground Sunday and was taken to the doctor. But an examination proved the injury was not serious.

FORDFAX

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Published in the interest of the people of Pittsboro and vicinity by Weeks Motor Co.
J. C. Weeks, Editor

and is a fine family car.

Several good Roadsters will be sold here Saturday and it will pay you to attend the sale.

Somebody is going to get \$10.00 in GOLD absolutely free of charge at our Used Car Sale Saturday. This may be your lucky day.

School teachers wishing to take advantage of buying good used cars here Saturday at their own bid can make arrangements to buy even if they have not received their first month's school voucher.

If you can't come to Pittsboro Saturday you will always regret it. And especially if you are at all interested in buying a car.

Weeks Motor Co.
Phone No. 7
Pittsboro, N. C.

Included in our sale Saturday we will sell one 1926 Oldsmobile that has been put in good condition. This is a Fordor Sedan

Come in NOW!

• We have the Greatest Selection of O.K.'d Used Cars •••• at the Lowest Prices in Our History

LOOK at These Bargains!

REAL BARGAINS at EACH GARAGE. SEE THEM!

If you expect to buy a used car this Fall—come in NOW! We have the widest selection of fine used cars in our history. Many of them can scarcely be told from new. They are good for thousands of miles of satisfactory service—and the prices will absolutely amaze you. This is an opportunity to get exactly the car you want—at the price you want to pay.

Attached to the radiator cap of each of our reconditioned cars is the famous Chevrolet red "O. K. that Counts" tag. This tag shows you exactly what vital units of the car have been reconditioned or marked "O. K." by our expert mechanics. It is your absolute assurance of quality and value. Look for this tag—and KNOW that your purchase is protected!

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