

THE OBSERVER.

FAYETTEVILLE, N. C.

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THE POSTAL DEFICIT AND "CATCH-PENNY" CIRCULATION METHODS.

The Salisbury Post, reviewing the Postmaster-General's report, says: The Postal Deficit.

The report of Postmaster-General Hitchcock, which was made public yesterday, is of unusual interest in view of the heavy deficit in this Department. Among other things the Postmaster-General says:

"Recent investigations have shown that the two great sources of loss to the postal revenue are second class mail matter and rural delivery."

"The loss on second-class mail matter has been increasing for many years, until it now amounts to \$64,000,000."

"The loss from rural delivery, a service begun hardly a dozen years ago, and of unprecedented growth, reaches as high as \$28,000,000."

"The most striking fact disclosed by a recent investigation, the report continues, is the tremendous loss on account of second class mail. While this class of mail produces a revenue of little more than 1 cent a pound, the cost to the government for its handling and transportation averages 9.23 cents a pound. The annual loss thus incurred, as already stated, is about \$64,000,000. The growth in the quantity of second class matter sent through the mails has been extraordinary. Since the passage of the act of 1897 prescribing conditions under which publications may be mailed at second-class rates the weight of such matter has increased more than 1,200 per cent. Last year it amounted to over 700,000,000 pounds. By the weighing of 1907 second-class matter was shown to constitute 63 per cent of all domestic mail, and yet it yielded only about 5 per cent to the postal revenues. The loss on second-class matter was greater than the profits on all classes of mail combined. It exceeded the total amount paid the railways for mail transportation."

Magazines and other periodical publications exclusive of daily newspapers comprise about 60 per cent of second-class mail. The magazines alone form about 20 per cent. Magazines proper, because of the long average haul, show a cost of more than 5 cents a pound for transportation, while in the case of daily newspapers for which the average distance of distribution is much less, the transportation cost is under 2 cents a pound."

"Catch-Penny Circulation Methods." Our Salisbury contemporary, continuing its discussion of this matter, exposes a sore spot in the claims of sundry publications, including some newspapers, to the privilege of enjoying the second-class rate, in the following:

The Raleigh Times some days since, anticipating the Postmaster-General's report, or rather basing its comments upon the President's reference in his message to Congress to this deficit, made some very sensible suggestions. Among others was a proposition that all publications enjoying the second class rate be required to certify under affidavit to their bona fide circulation list and allow only such matter to be entered as second-class mail. That is a reasonable proposition and should commend itself to all publishers who desire the advantageous postage rate intended only for the legitimate circulation."

The catch-penny circulation methods of a great many publications that burden the mails are also responsible for a big part of this deficit. We have before us a proposition of renewal to a class publication printed in a Western city in which the paper (it is more a magazine in point of bulk) is offered for two years for 35 cents with fifteen holiday post cards thrown in for nothing. The cards could not be bought for less than a penny each, the subscription price thus being reduced to 10 cents a year. This is but one of many cases of the kind that could be cited. In every instance these publications are building up a circulation that in itself spells a loss but holds out an inducement to the advertiser, all at the expense of the general public."

Our contemporary might have gone further and added that, while these "catch-penny methods" hold out an inducement to the advertiser, the inducement is largely a false one; for newspaper advertising authorities hold that "circulation" built up by such methods is evanescent; is like an overdose of stimulants requiring constant renewals; and results in an advertising value but little removed from that supplied by circulars broadcasted and free of cost."

Bona fide circulation—that is, circulation secured in the legitimate way, by the actual sale of the publication to those who regard it as worth to them the subscription price—should be the test of eligibility to the privilege of the second class rate. That was the intention of the law, undoubtedly; and not only the government's revenues but the general public suffer from its perversion in the "catch-penny" way described.

ITEMS ABOUT FAYETTEVILLE.

In one of Col. Old's recent letters from Raleigh about the following items that are concerned more or less with Fayetteville and Cumberland:

A little east of Raleigh, on a farm, are the remains of what used to be the first race-track Raleigh had. It was a straight-away, a quarter of a mile long. In those days there were no trotters, only running horses, and the "quarter-of-a-mile dash," commonly known then as the quarter-mile, was the fashion. There was more much cross country racing in this country. Once and awhile there were some horse races, but as to what horse could be so trotters, and a small of this country had a large number that would drive his trotter from here in Fayetteville and back in a week. In those days there were no harness races. When he reached his stall he would give his horse a

very large drink of the finest French brandy, gave him another when half way back to Raleigh and the third when he reached here. The sheriff said the horse was as game as ever the next day. The writer heard him tell the story to a very jolly company and Mayor Basil C. Manly, who was present, said every word of it was true. The distance is 112 miles and the road sandy much of the way. A light sulky was the vehicle used.

Mention has been made of the remarkable increase in value of city and rural property in Cumberland county, as set out by Sheriff Neil Watson; the value in Fayetteville being doubled at least and in the county trebled and even quadrupled in five years. Reports from various other sections of the State show a like amazing increase, as evidenced by property sales. No doubt when the next assessment is made the State will be put in a much better position in point of tax receipts than at present. Despite low valuation and hence small receipts of taxes by this State it has contrived to do a really wonderful number of things, and it has avoided bond issues for improvements except in two cases; one for the insane and the other for the State farm; in both cases the investments being absolutely needed. The State farm has proved a great money-maker and the improvements of the institutions for the insane put these on such a footing that an immense strain is taken from the State and the disgrace of having this class of people in county homes and jails comes to an end. Gentlemen from other States who have been here lately were frank in expressing their astonishment at what North Carolina had contrived to do. It is very certain that considering all its lines of effort, no State in all the South is ahead of it today, Georgia coming nearest.

Here is something partaking a little more of the wide scope of history than the foregoing. The writer of this article, however, is at fault when he speaks of Johnston's army wintering at Fayetteville. Johnston succeeded Bragg in command of the Army of Tennessee. He was superseded by Hood for failing to prevent the invasion of Georgia. It was the army from Charleston and fragments of other shattered armies, including Hardee's 1865, were retreating towards Fayetteville. Johnston was again called upon, in this emergency; was ordered to Fayetteville to take command of these armies on their arrival; and actually did arrive in Fayetteville but a few days before Hardee, Hampton, Butler and the others came up from the South.

Says Mr. J. E. Edwards, the writer referred to above, in the Boston Herald:

"When General Joseph E. Johnston, Sherman's great opponent both before and after he had reached Atlanta, was in Congress in the seventies and early eighties, representing the Richmond, Va. district, it was my very good fortune to become well acquainted with him. In the conversations between us, he told me many interesting war stories, but the one that has stayed by me best related to the earthworks that General Johnston had forgotten that he had ever built."

"General," I said to him one day, "I have just returned from a trip to Fayetteville, N. C. While there I had to travel along a road that took me directly through some elaborate earthworks thrown up just outside of the town. From their very elaborateness, I judged that they had been planned in anticipation of fighting there a decisive battle, and when I asked who had built them I was told that you had done so."

"In Fayetteville, N. C.," I mused the general for a moment. Then a smile of recognition spread over his face. "Why," I declare, I had forgotten all about those fortifications," he confessed. "But now I can recall them vividly, and they are especially interesting to me, illustrating, as they do, one of the things I had in mind when I was waiting for Sherman to move north from Savannah."

"I reached Fayetteville fairly early in the winter and decided to go into winter quarters there. I knew that Sherman would not start north before late winter or early spring, and I also knew that it would be a very bad thing for my army to spend its days in complete idleness at Fayetteville, for idleness is very demoralizing to an army—much more so than it is among civilians. So, in order to keep my boys busy while they and I were awaiting the arrival of Sherman, I planned what I think was as perfect a system of earthwork defense as I built during the entire war."

"These earthworks commanded both sides of the road running from Fayetteville to Raleigh. With equal armies and equal generalship opposing a great and, possibly a decisive battle could have been fought in and before them. But they were not planned with such a possible contingency in mind—they were erected, as I have said, solely as a means of keeping my army busy—and I was the only one who knew that they would be abandoned without a shot fired from them when the time came for me to move north. For, you know, my own purpose in the last year of the war was to delay and embarrass the enemy as much as possible with as little shedding of blood as I could manage. I realized in my heart that the war was nearly decided, and it seemed to me to be a waste of blood to shed any more of it."

"You say those old earthworks after all these 18 years, are in a good state of preservation? I should suppose I shall run down there some time in the summer after Congress adjourns, and maybe General Sherman would like to go along with me; although strange as it may seem, he and I, since we have become warm friends, do not talk much about the civil war."

We are both of us at this time a great deal more interested in questions affecting the immediate welfare of the country."

We have the bound files of the Observer up to and including the last issue before January 1, 1895. When the writer went to England in 1895, he left these files to be deposited in the Bank of Fayetteville, where they were cared for. Upon getting them out again, the bound files, as described above, were there, or in reach, but the "sheets," unbound, for January, February and the part of March, 1895, up to March 13, the last issue which was handed out to the Confederate armies as they passed the office cheering, were not to be found. It is probable that the persons who had been instructed to remove these files to the

Bank overlooked these unbound sheets. We believe that Col. Hamilton McMillan, of Red Springs, has a complete file of the Observer from 1817 up to and including March 13, 1865. The exact date of General Johnston's arrival in Fayetteville would be given in these papers.

But, however that may be, the writer recalls receiving a letter in the Petersburg trenches shortly before the retreat from his mother saying that "General Johnston has just arrived to take command of Hardee's, Hampton's and the other troops retreating before Sherman; he called to see your father, who asked me to send him some flowers at the hotel [the old Fayetteville hotel just across the street from the Observer office, standing where the Lafayette is now]; I sent him a splendid bouquet, and have this beautiful letter in acknowledgment."

If that letter was not burned in the fire at the present office, January 25, 1868, or in the fire at the writer's residence among the same papers, September 4, 1869, it is probably still extant in the things brought back from Appomattox.

There were no troops in Fayetteville in the winter of '64—except the "armory guard," about a thousand men, chiefly the drilled and organized mechanics at the Arsenal.

HISTORY REPEATING ITSELF—IN A MEASURE.

The excellent Gastonia Gazette publishes the following:

Doubtful Economy in the Use of the People's Money.

The Gazette is not a "muckraker's sheet" nor a yellow scandal purveyor. It does not spend its energy in looking for something to kick and raise an eternal howl about. It does, however, endeavor to keep the people of the county, who look to it for their information, posted on everything that transpires in the county that is worth chronicling. From time to time it publishes full reports of the matters of business transacted at the courts and by the county commissioners. Every taxpayer and citizen has a right to know, for one thing, what the county officers are doing with the county's money. This is a right and proper and the lawmakers of the State realized this fact when they incorporated in the acts of the General Assembly a section requiring that the board of county commissioners of each and every county in the State cause to be printed, at the close of each fiscal year, in some paper published in the county, a full exhibit of the receipts and disbursements for the year.

It is about this annual statement that we wish to say a few words. Last year, and this year also, numbers of people have enquired of us why the Gazette did not publish the statement, saying that they never saw it in print. These are all taxpayers and citizens of the county. To these inquiries we have vouchsafed the information that the county commissioners had let the contract to another paper in the county to publish it because, forsooth, by doing so there was a supposed saving of five or ten dollars.

For the information of The Gazette's readers we give the following facts:

First: The law which renders it compulsory upon the board to publish this statement allows it to pay therefor fifty cents per 100 words, a most reasonable charge when the difficulty of composition is taken into consideration.

Second: The Gazette last year made a bid for the statement at 40 cents per hundred words (the lowest figure, so far as the present owners know, that this paper has ever taken it at). The Cherryville Eagle bid, if we are not mistaken, 37 1/2 cents and got it. Result: Very few people outside of Cherryville town and Cherryville township ever saw the statement. We believe we are safe in making the assertion that less than 100 copies of the Eagle containing the statement came into Gastonia township which pays more taxes than any two of the other five townships.

Third: This year The Gazette decided not to make any bid for the statement at all but, upon request, put in a written bid at 40 cents the same figure as last year. The Cherryville Eagle, according to authoritative information bid the same, 40 cents. Sometime later, however, for some cause unknown to us, The Eagle was allowed to reduce its bid to 37 1/2 cents per hundred words and as again gives the statement. It appeared in the issue of that paper of December 22nd. Result: Same as noted in the paragraph above except worse. To our positive knowledge less than 25 copies of this paper came to the Gastonia postoffice several of those being free copies to non-subscribers who possibly never noticed what it contained. By actual count this year's annual statement, including the treasurer's report, the school board's report, the road department's report, the clerk of the court's report and the general county fund report consisting, according to actual count of 23,754 words, which at 37 1/2 cents per 100 words, will, as any one can easily ascertain, cost the county \$89.07. In The Gazette at 40 cents per 100 words it would have cost the county \$95.02 or \$5.95 more. These figures are correct if The Gazette knows how to count words but evidently The Eagle's accounting department has "The Gazette's" "killed" a block when it comes to counting as is evidenced by the fact that last year that paper obtained from the county for publishing these reports at 37 1/2 cents the sum of \$138.75. Don't take our word for it but take this year's statement as it appears in the issue of The Eagle of December 22nd and add together three items, viz: Jan. 4, paid to Cherryville Eagle, part of the county statement, \$99; Feb. 1, paid to Cherryville Eagle for balance printing county statement, \$37.50; March 1st, paid Cherryville Eagle, printing road report, \$11.25. In the year 1907 The Gazette published the treasurer's and the clerk's reports, the two largest items in the statement, at a total cost of \$64.22, the rate being 40 cents. In this connection it is pertinent to say that the combined reports occupy the same amount of space practically every year.

Both last year and this the issue of The Eagle containing the annual exhibits was actually printed outside of the county because the paper in question was not shipped to handle it in its own office.

In view of the facts recited above we respectfully submit:

1st: That it is the duty of the commissioners to publish their annual report in the county paper that goes into the hands of the largest

number of taxpayers regardless of cost so long as it is kept within the amount allowed by law.

2nd: That, from figures above quoted, it appears that publishing the statement in The Gazette actually costs the county less in dollars and cents at 40 cents than it does in The Eagle at 37 1/2 cents.

3rd: That very probably one-third of the 40,000 people in Gaston county live in Gastonia township.

4th: That Gastonia township pays by far more taxes than any other two townships in the county combined and that it is the taxpayer's money that pays for the publishing of this report.

5th: That The Gazette bears no ill will toward the board of county commissioners as individuals or as a body but that it is simply seeking to secure for the taxpayers their just and lawful dues.

6th: That The Gazette, from a purely financial viewpoint, has found that the statement is not profitable as advertising and could derive more net revenue by using the same space for private advertising.

7th: That, to show our good faith in the matter, we make this proposition: If 100 bona fide taxpayers of Gaston county will, collectively or individually, make written request to us on or before January 10th, we will reprint from The Eagle of December 22nd the entire statement without the cost of one cent to the county and at our own expense.

We submit finally that we believe that the great majority of the taxpayers of the county will agree with us in the statement that the board has for the past two years exercised a doubtful economy in the manner in which it has handled the county's annual statement.

ITEMS FROM HOPE MILLS.

Correspondence of the Observer.] Hope Mills, N. C., Jan. 3rd.

Rev. Mr. Curtis will preach in the Presbyterian church next Sunday.

The Hope Mills Graded and High School was opened this morning with a large enrolment.

The Young Men's Christian Union will meet in the Presbyterian church next Sunday afternoon at 8 o'clock and the subject selected for discussion is nowing and reaping.

Mrs. Rufus Johnson, aged eighty-six years, died in her home in Hope Mills yesterday afternoon at 5 o'clock and her funeral services were conducted this afternoon from the residence by Rev. P. T. Britt. The burial took place in the Guinea cemetery next place.

Mrs. Johnson, for more than half a century has been a faithful member of the Baptist church, and is survived by her husband, Rufus Johnson, and three sons, as follows: Phillip and Joseph Johnson, of Cotton, N. C., and Orlin Johnson, of Wilmington, N. C. The bereaved family have the sympathy of a host of friends.

PARKTON NEWS.

Correspondence of the Observer.] Parkton, N. C., Jan. 3.—New Year dawned most beautifully and everybody seemed to be in the spirit of joy. A good many changes have taken place since our last writing. Some have married and some have died.

On Sunday night, Mrs. J. T. Webb, wife of our townsman and blacksmith, died. The funeral will be conducted tomorrow at 12 o'clock, m., by Rev. J. D. Peggam, and the interment will be at Parkton cemetery.

Our town was made sad yesterday, when the news reached us that Dr. J. H. Marsh, brother of our townsman, Mr. D. W. Marsh, was dead.

The news reached us this morning that Dr. H. W. McNatt was dead. Dr. McNatt was a brother of Mrs. J. B. McCormick, and he also has a great many relatives in Parkton and surrounding community. He had many friends here and was beloved by all. We extend our heartfelt sympathy to the bereaved family.

There is a brand new store in town, which will be occupied by Capt. J. D. Cable, formerly with the Parkton Merc. Co.

Mr. A. C. McCormick has accepted a position with the Parkton Merc. Co. for this year.

Postmaster Mr. A. Parham has moved his family to his new home. We gladly welcome this good family to our town.

Also Mr. A. A. McDonald and family, of Mars Bluff, S. C., and Mr. Robert Monroe and family of Georgia, have moved to our town to live. Many more would come if houses could be obtained.

Mr. E. Vander McNair, formerly of Lumber Bridge, has charge of the large hotel and livery stable, and proposes doing a rushing business, and he will too.

Misses Alma Baker, and Ethel Williamson returned to the Greensboro State Normal today, after spending the holidays with home folks.

We feel that we have lost one of our best families and neighbors when Rev. R. N. Cashwell moved to Laurinburg on last week.

Mrs. Sallie Johnson has sold her house and lot in Lumber Bridge and moved to our town, where she expects to make her future home.

The school will open up here tomorrow.

We are glad to note that Miss Annie McMillan has recovered from a severe spell of sickness, and is able to resume her duties as music teacher.

Messrs. Murphy McMillan and Frank Underwood went up to Fayetteville on business today.

Mr. Robert Welch and family of Ashboro, is visiting his father and mother here.

Mr. Carl Ray, of Hingham School is visiting relatives in town.

Mr. Norman Perry returned to Bule's Creek today.

CUMBERLAND ITEMS.

Correspondence of the Observer.] Mr. W. J. Robinson of this place and Mr. Daniel Johnson, formerly of this place, now of Rowland, shipped six mules to Florence, S. C., Saturday, and Mr. Willie Robinson and Mr. Geo.

Johnson left this week for Florence to engage in the lumber business. The mules are very fine ones and cost \$1,650. They intend to work about 30 hands. We wish them success.

Mr. Chap Harris of Flat township bought the Jones place near Hope Mills and moved there last week, and Messrs. Sam and Mc. Jones moved to the Bluff.

Mr. Ben Aubry and Byron and Ellice Tillman returned Sunday from a visit to relatives at Godwin, N. C.

Mr. Tom Butler has returned from Fayetteville where he clerked the past two months. Mrs. Gibson of Hope Mills visited her sister, Miss Hesper Ann Pettiball Sunday.

Mr. John Starling and some of his family and Mr. Bedsole of Fayetteville, visited relatives at Dumas Brewers last Sunday.

Mr. John L. Smith went on a hunting trip last week and killed some ducks and a wild goose, which weighed over eight pounds. There were fifteen geese in the flock flying about seventy yards overhead and he got one the third shot. The flesh was delicious.

D. R. McIver returned Saturday evening from a holiday vacation with some folks in Lee county near Broadway. He was at a Christmas entertainment at Concord Methodist church Christmas day, helped in the exercises, and addressed the Sunday School.

Addie Atkinson is visiting her uncle at Homer, S. C.

Rev. P. T. Britt preached a fine Christmas sermon Dec. 26 at Union Springs Baptist church. He recommended as a song book for the Sabbath School, "Windows of Heaven" and a lot of them were ordered last week. We hope this Sunday School will now take on new life as the attendance has been quite small lately.

Rev. J. D. Peggam preached a good sermon Sunday night from two main points. The Lord's need of us, and our need of the Lord. He recommended that collections be taken every service and that the money be used for incidental expenses and the orphanage.

The Methodist Sunday School had a Christmas tree Dec. 24, 7 p. m., and a fine treat of over \$57 worth of mixed nuts, candies, oranges, 2 barrels of apples, etc., besides nice individual presents. The programme rendered was most excellent and very suitable. Some say it was the best they ever heard. It was lengthy and of great variety. Bertha Smith's recitation, "Annie and Willie's Prayer" contained one hundred and thirty eight lines, about fourteen hundred words, and was one of the best. Blanche Biggs, Myrtle Phillips, Raymond Wade, Paul Wade and Elmer Phillips sang a lovely song very well, and were highly praised. They all did well and they and the committee who trained them, the choir leader, organist, manager of entertainments and fund and all who contributed time and money, deserve credit and favorable mention. L. M. Culbreth made his report Sunday and thanked all for timely aid. The Secretary made his annual report Sunday showing \$56,77 collected and \$51.55 disbursed as follows: sexton \$22.50, literature \$1.10, oil \$3.35, classbooks and envelopes 1.50, broom and matches 30c, Christmas tree donation 2.00, lampburners 1.00, leaving a balance of \$5.22.

Conference appointed Mr. Ben Aubry superintendent. L. M. Culbreth was re-elected assistant superintendent and Albert Wade was re-elected Secretary and Treasurer. The following were elected teachers: D. R. McIver, Miss Bettie Wade, Mrs. Hattie West, Mrs. Maria Smith, B. A. McKinnon, Mrs. Sarah Worrell, L. M. Culbreth and David Gulton. Present 132; collection \$1.10.

Mr. Orin Dean's child was badly burned last week but is reported better. She was blistered, but the flesh was not badly.

We regret to hear of the death of Dr. J. H. Marsh and Dr. H. W. McNatt, who had many friends here.

Mr. Tom Pettiball was quite sick last week, but is better.

Fairly Gibson of Fayetteville visited here Sunday.

Four new students entered the Graded School Monday.

Mr. Sherman Hales recently moved here from Campbellton. He had moved away from here only a few weeks ago, but returned because he liked this place.

Mr. E. H. Woodall recently bought two of the Thomas horses and sold one to our postmaster and merchant, Mr. John Arch Smith, whose grocery business is increasing, and he needed an extra horse for the delivery of goods to his numerous customers.

Mr. James Driver and others from Hope Mills visited here Saturday night. He is always welcome as he was mill boss here several years and was very popular.

Mr. and Mrs. Len Matthews moved to Raleigh Sunday, where they formerly lived. Mrs. Matthews has been an invalid over a year. As she bids her father, Daniel West, aged 51 good by, she said she never expected to see him again. She is slowly improving, but cannot walk yet.

The Graded School has a 46 volume supplementary library on the way here. Among the interesting books are: Grand Father's Tales of N. C. History by Creech; Old Time Stories of the Old North State, by McCorkle; North Carolina History stories by Allen; Story of the 13 Colonies; American Naval Heroes; Story of Columbus; In the Days of Bruce; Great Americans; Ivanhoe; Shakespear; Carpenter's N. A.; Story of the Romans; For Love of Country; Black Rock; Swiss Family Robinson; Oliver Twist; William the Conqueror; Margery's Three Gifts, etc. The regular library has some excellent books, and was established about eight years ago. It has done much good.

Two Hundred and Fifty- Seven Head



HORSES and MULES

TWO BARN FULL.

OUR MR. BEVILL HAS JUST RETURNED FROM THE WEST, WHERE HE BOUGHT THE BIGGEST LOT OF MULES AND HORSES EVER SHIPPED TO FAYETTEVILLE.

WE WILL HAVE ON HAND BY JAN. 5TH,

257 Head of the Best

Mules and Horses

Ever Shipped to Fayetteville At One Time.

ANYBODY WANTING STOCK WILL DO WELL TO CALL

AND

SEE THEM

AT :: ONCE

BEFORE THEY ARE PICKED OVER, AS

We Can Suit

Anybody As

To QUALITY and PRICE

BEVILL & VANSTORY, Fayetteville, N. C.