

PUBLIC LEDGER

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BUY AT HOME CAMPAIGN

THERE ARE TWO SIDES TO EVERY QUESTION

We do Not Give These Arguments As Our Own, But They Are Culled From Remarks We Have Heard Since We Began to Sit Up and Take Notice.

The Public Ledger is glad to state that its campaign to buy at home has been productive of good results; at least the merchants advise us that there is a stronger tendency to buy at home than ever before.

The Public Ledger is ever on the lookout for the milk in the cocoanut, and in fairness to those who buy out of town let us take under consideration the motives and reasons that are given by them for so doing. It is well to consider both sides of the question. And here let us state that we are sadly behind the times when we go along without an organization among our merchants, which ought to be called into being, if for no other purpose than to make an effort to meet the objections of our citizens in this matter of buying at home, and an endeavor to remedy the causes that lead to the habit of buying away from home. Surely this alone ought to justify an organization that would bring the merchants of this town together, to discuss methods whereby trading in Oxford may be made so attractive that our good folks will not want to go elsewhere to make their purchases.

The first argument put forward by several is that stocks are so small they permit no opportunity for selection, and the buyer has to take whatever is available, without the opportunity of exercising his or her own individual taste in the matter.

We will admit that the drab color of an existence where every man is contented to adorn his form with a uniform covering will never occur again in our civilization. We have acquired individuality in our time and generation, in the matter of dress as in every other phase of human existence, and the merchant who ignores the change, and makes no effort to meet it, is going to lose out, while the wide-awake merchant, who caters to the public taste, is going to be the gainer. Conditions are changing just as fast in our cities as in our urban centers, and he is a wise man who changes with them.

Now that our merchants have been criticized by those who are bent on buying elsewhere, it would be well for our merchants to get their heads together and inquire just how much there is to the report.

One critic says that there are some several stores in the town carrying a small and incomplete stock, say of boots and shoes, for example, from which none but the average man or woman can be fitted—and that at the expense perhaps of making the round of every store in our town, but there is no provision for the comfort of those who possess unusual pedal extremities, necessitating patient waiting while one or other of these merchants shall send in a special order for shoes to suit. Along with this argument goes the statement that the merchant who buys a meagre stock of boots and shoes is not in a position to get as close prices as the man who makes a specialty of it, while the latter buyer can also afford to keep in stock a pair or two of even freakish ornaments for the feet with reasonable hope of being able to dispose of them before they shall be taboed in the stylish world, and such a merchant will also be in position to sell right, i. e., at lower prices, because he buys right. We give this argument for what it is worth. It would be a splendid subject for debate in a meeting of our merchants.

Another argument is that where every merchant, or a number of them, carry small stocks of ready-made men's or women's suits, the styles must necessarily be limited, and we all know, because of individuality we have already referred to, a woman just hates to see her sister—no matter how much she may love her—wearing a counterpart of her own adornment. The specializing of our merchants in stocks would meet this objection, for a merchant catering to ladies' or men's ready-made suits—and that alone—could keep a much larger stock; purchase on better terms, and keep clear of the obligation of selling a similar suit to a second buyer.

The same arguments appear to every line of merchandise. We are living in an age of specialization, induced by the high speed at which we are living. Neither man nor merchant can longer afford to spread himself over a wide field; he must meet the changing conditions or suffer the consequences.

By no means the least to be considered objection to home buying comes from one source, in the complaint that there is not sufficient reserve on the part of salespeople, who are prone to mention prices of products when questioned by people of an imitative rather than an original turn of

HON. MALCOLM R. PATTERSON



Ex-Governor of Tennessee, Liquor Friend Turned Foe

YOUNG MAN FALLS TO SLEEP

MR. W. Y. THORP PASSES TO HIS REWARD

Mr. W. Y. Thorp, a highly esteemed young man, died at the home of his sister, Mrs. Faucett, near Bullock, last Monday night.

Mr. Thorp, who lived only a few miles from Bullock, mounted a horse and rode over to visit his sister, Mrs. Faucett, and while there he was taken down with a violent internal hemorrhage, and his sufferings were of short duration.

Mr. Thorp was only thirty-one years of age. He was one among the most splendid young men of the county, with a bright future before him. His death brings sadness to many hearts. He was a follower of the Master.

Rev. Lewis N. Taylor conducted the funeral and burial service and the interment was at the old home place Wednesday afternoon. Many sorrowing friends from Oxford and the countryside witnessed the last sad rite. The pallbearers were selected from among the young men, and the young women were the flower bearers.

IN DURANCE VILE

A Cow Follows Henry Pearce to Henderson.

Henry Pearce, colored, last Monday night entered the barn of Geo. Burwell at Fairport and made the acquaintance of one of his best cows. After winning the admiration of the cow he started toward Henderson, and strange to say the cow followed Henry all the way across the county. That's Henry's version of the cow story, but from inside information it would appear that Henry placed a rope about the cow's neck and led her to Henderson, where on Tuesday morning he sold the cow on the streets of Henderson to a Vance county farmer.

The Sheriff of Vance some how or other got wind of the transaction, and as the check was being made out in exchange for the cow he took Henry into custody and locked him up.

Sheriff Hobgood dispatched Special Officer Hutchins to Henderson Tuesday. Henry was somewhat dubious of returning to Granville and asked the officer if he had the "necessary requisition papers." After the law and the evidence had been expounded, Henry consented to accompany the officer to Oxford where he was locked in the county jail over Tuesday night, and on Wednesday morning faced Justice Ellis on the charge of stealing a cow. Henry didn't know exactly whether it was a case of stealing or not until Justice Ellis required a guilt bond of \$125, which he failed to furnish.

Mr. Baldy Williams left for Richmond Thursday to enter a hospital for treatment. His sister, Miss Mary B. Williams accompanied him.

Some Fun—Charley Chapman will be seen at the Orpheum this Friday night in all his glory. If you cannot laugh at his antics you had better see a doctor. "The Life's Show Window," one of William Fox's best, will be shown Monday night.

Mind. This might easily be made a fatal barrier to the cultivation of the buy-at-home habit.

In the opinion of the Public Ledger, our merchants are prepared to serve with the best. As a general proposition, those who do not trade at home are attracted by the advertisements appearing in out-of-town papers. We have no selfish motive in stating that it is due our merchants to advertise more than has been their custom.

The most successful merchants the world has ever produced are consistent and persistent users of advertising space in their local papers. They advertise because they know the people demand it and insist upon having what they demand.

DRY AMERICA

TWO OF THE MOST NOTED LEADERS

Will Speak at the Rally to be Held in the Oxford Baptist Church This Friday Night at 7:30 O'Clock.

The coming of former Governor Malcolm R. Patterson, of Tennessee, to Oxford for an address at the Baptist church Friday night is an event of much importance.

A Saloon Friend Turned Foe

Until about three years ago, the ablest champion of the liquor traffic in America was Hon. Malcolm R. Patterson, of Tennessee, the popular and gifted son of a father equally popular and gifted. As one of the young leaders of the Democratic party in his state, he had taken his father's seat in Congress and, later, was twice elected Governor of Tennessee. Until about three years ago, his splendid ability and ingenuity were devoted to the defense of the liquor traffic against the rising tide of Prohibition sentiment in his state and the nation. When, as Governor of Tennessee, the Prohibition law passed the Legislature and came to him for his signature, he vetoed it and accompanied his veto with a message in which he characterized the act as "destructive and undemocratic." Although the bill was passed over his veto, Governor Patterson's veto message and speeches, made in defense of his action, were circulated nationwide by the liquor interests in defense of their traffic.

Then, in the very height of his career as a statesman, Governor Patterson was overthrown by the traffic which he had upheld. The dark hours through which he passed were the providential means by which he was led to become a Christian. His conversion has been likened to that of Saul of Tarsus. From that day to this, he has been one of the strongest and ablest advocates of National Constitutional Prohibition.

Strong Speaker

Mr. Patterson's speech has nothing of the spread-eagle and tawdry attempt to capture his audience. His is the story of a high-minded man who has faced the depths of hell with liquor and has come back to fight the demon. It is true that Malcolm R. Patterson, while Governor of Tennessee pardoned a couple of men that should have been shot, but why throw a stone? Let us go out and hear the converted man tell his life's story.

In speaking of the great temperance rally held in Columbus, Ohio, a writer says:

"But we shall never forget the moment when Malcolm R. Patterson brought his oration of human experience to a close. There was a second of tense silence—such a silence as seems to fill the air before the break of a clap of thunder. Then we watched those thousands of thrilled humanity rise as of one accord and crying, shouting, cheering, applauding, acclaim the oratorical powers of the prohibition statesman from Tennessee."

THE PROGRAM FOR BABY WEEK

TALKS, LECTURES, DEMONSTRATIONS AND PRAYERS FOR THE LITTLE FOLK

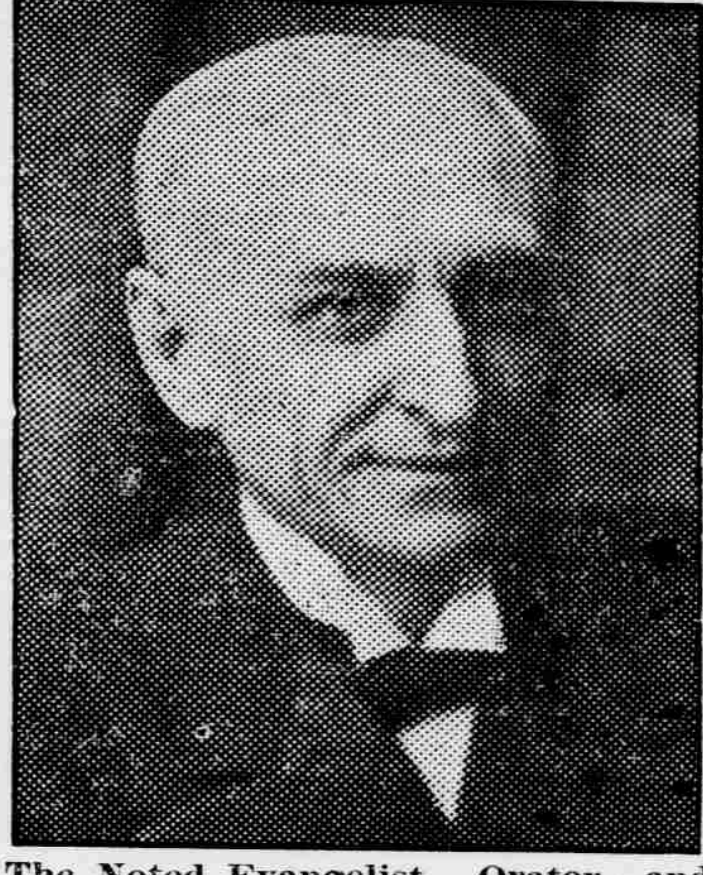
The Woman's Civic Club will observe "Baby Week," March 5 to 11. The object of this is to instruct inexperienced mothers and to impress upon the general public the importance of looking after the welfare of the children in the community. Free literature will be distributed, and the subject discussed in the church societies. We believe that the entire community will be interested in this movement, and ready to lend a helping hand to the cause of the baby.

On one afternoon of next week (exact date to be given later) the following program, to which the public is invited, will be given at the Graded School:

Hymn. . . . "My Country 'Tis of Thee"
Lead by Rev. S. K. Phillips
Address. . . . "Preventative Measures"
Dr. B. K. Hays
Twenty Minutes Talk on Care and Feeding of Babies—Dr. N. C. Daniel.
Demonstration—Preparation of Baby's Bottle—Miss Gregory
Demonstration—Baby's Bath—Miss Weaver
Baby—Master Tom Winston Taylor
Song. Mrs. Jno. Booth
Paper—Proper Food for the Growing Child—Miss Maria Parris
Developing Child from Standpoint of the Mother:
Physically. Mrs. G. T. Lumpkin
Intellectually. . . . Mrs. H. O. Furman
Spiritually. Mrs. Jno. Webb
Prayer by Rev. R. H. Willis
Look out for posters, announcing date and hour of meeting.

MRS. J. D. BROOKS,
Chm. pro. tem. Health Dept. Woman's Civic Club.

DR. MADISON SWADENER



The Noted Evangelist, Orator and Reformer

NEARLY TEN MILLION POUNDS

THE OFFICIAL REPORT OF THE OXFORD TOBACCO MARKET TO DATE

The official report of the sales on the Oxford Tobacco Market during the season, up to and including the month of February, has been made public. The report shows that there was more tobacco sold and that it brought more money than was generally believed at the beginning of the season. There is little doubt in our minds that if the crop had abounded in high grade wrappers it would have sold for two million dollars. Tobacco men estimate that there will have been sold on the Oxford Tobacco Market during the month of March, up to and including the 10th instant, the day on which the market closes, something in the neighborhood of 200,000 pounds. The figures up to March 1st show the following result:

Pounds sold 8,382,187
Price paid \$1,023,094.29
Average \$12.20

It is also interesting to note that there were 692,711 pounds sold on the Oxford market during the month of February, as follows:

Johnson 228,249
Minor 160,833
Banner 91,768
Farmers 91,768
Owen 88,202

The Public Ledger is of the opinion that if the farmers will plant sparingly and raise a good quality of tobacco the coming crop will sell better than the present crop. There can be no doubt that the results depend entirely upon the quality and the quantity. The farmers should get their heads together and strike a happy medium.

TWO OLD CRONIES

Messrs. H. J. Robards and L. L. Crews.

Back in their boyhood days Mr. H. J. Robards, now treasurer of Granville county, and Mr. L. L. Crews, of Tar River, were fast friends. In fact, they courted the same girls, attended the same dances and were converted about the same time. The same mutual admiration has followed them all the days of their lives, but possibly the time may arrive in the near future when their friendship may be put to the severest test known to men. Both are Democrats and each are endowed with fine qualities, but who can tell what may happen during a heated campaign.

It is whispered that Mr. L. L. Crews will be a candidate for County Treasurer, the position now filled by his friend, Mr. H. J. Robards.

We were present in the court house this week when the two gentlemen met. They greeted each other cordially and talked of the olden times, some forty or fifty years ago when they were boys.

"Leroy, may I ask if the report that you will enter the race for treasurer is true?" asked Mr. Robards.

"Henry, my good old friend, I haven't fully made up my mind," replied Mr. Crews.

It is understood that the two good friends would hate very much to defeat each other, but you cannot always tell what may transpire. Some fellow may come along and plant a dynamite bomb in the pathway of the candidates and blow friendship to smithereens. Both of them are very fond of red pepper.

Floydtown

After many eventful moons Brown-town forfeits its charter as an independent hamlet. Mr. J. P. Floyd has purchased the entire land title and purchased and named the old historical spot "Floydtown," of which he is now the Lord Mayor.

Engineer Here

Mr. D. Tucker Brown, of Chapel Hill, engineer in charge of the street work, is in Oxford this week.

LENDING THE BANK'S MONEY

A WORD AS TO THE FUNCTIONS OF BANKS

The Banker is a Credit Alchemist, Making One Dollar Do the Work Of Many.

When all the world is topsy turvey and the people are hoarding money in old tin boxes and trunks, nothing is more conducive to thrift than to ponder well the real functions of the banks.

If the bank confined itself to receiving money offered for deposit and paying it out again on checks, it would render a very great and necessary service to the individual and the community, but it would soon cease to exist, because the life blood of all business (profits) would be lacking. The operation of a bank is expensive, and to hire clerks, pay rent, buy stationery and build vaults, merely to protect money and handle checking accounts without some source of income, would prove a costly undertaking.

Therefore the bank must seek some steady source of revenue, and find it in lending money to its stockholders and depositors to those who can use more than they have, and are willing to pay for the accommodation. And only as it loans its funds, and gets them back with interest can it long operate as a going concern.

The peculiar fact of the matter is that a dollar in the bank will do as much work as from four to five dollars elsewhere. In a technical sense the banker does not loan money, but credit. He does not want your money to loan, but to use as a basis of credit and one dollar to him is as good as four for business purposes. This may seem an impossible proposition. Let us prove it.

Experience has proven that everybody does not want all their money at the same time. If one hundred people were each to deposit one hundred dollars in a bank, the banker could safely assume that not over one-quarter of them would call for their money at one time. As a matter of fact, less than fifteen per cent, would do so; therefore, if out of every dollar deposited, the banker keeps fifteen cents in money, he can meet every ordinary demand for cash. When an unusual call arises, it is called "bank run," which merely means that more than the usual number of people are demanding their money at one time.

Working on this theory, the banker does not, out of the hundred dollars you deposit, let us say ninety; he puts the hundred in his vault (in his reserve) and discounts the notes of his customers, placing the proceeds to their credit, against which they can check, the same as if they had deposited cash. The banker work on the law of averages, and seldom does this law fail him, for as long as he has a certain percentage of his obligations in cash, or quickly available he is safe. (The amount of reserve money varies, on no case being legally required to be more than 1 per cent. of the deposits.)

If, therefore, the banker with one dollar in money can lend ten in credit when you hold back the ten, you deprive the community of the hundred in credit. The banker is a credit alchemist, making one dollar do the work of many, and you owe it to him, to yourself and to your community to make the credit structure as big and as strong as possible.

The place for every dollar that you do not need for your daily necessities is in the bank, for the bank will not only protect it against fire and thieves, pay it back on demand, but by the alchemistic process known only to banking, turn it into ten credit dollars, which are as effective in the business world as money dollars and cheaper. This is the bank's greatest service to the community and to you.

THE OXFORD LIBRARY

You Should Assist With Your Membership Fee.

Along with others, the Library has felt the hard times, so to help catch up in expenses, the Civic Club has instructed us to offer a twelve months' subscription for \$1.00, beginning Saturday, March the fourth and closing Saturday, April the first. After this date, the price will be \$1.50 as before. If you are already a subscriber pay the dollar and your time will be extended one year. Come and take advantage of this wonderful offer. Nowhere else can you get as much good for your money. MRS. C. D. RAY, Ch'm Library Dept.

Canning Club to Meet

The Oxford Canning Club will meet at the home of Mrs. A. L. Capehart this Saturday at 2:30 p. m. All members are urged to be present as this is an important meeting. Any-one wishing to join the club will receive a cordial welcome.