

Oxford Ledger

Published Every Tuesday and Friday By THE LEDGER PUBLISHING CO., Inc. No. 113 Littlejohn Street Oxford, North Carolina

A. N. Critcher, Pres.-Treas. & Bus. Mgr. Tom W. Johnson, Vice-President & Editor. Magdalene R. Critcher, Secretary.

SUBSCRIPTION RATES
In Oxford—By City Carrier or Carrier Boy
One Year \$3.50
Six Months 2.50
In N. C. and Halifax and Mecklenburg Counties, Va.
One Year \$3.50
Six Months 2.00
Throughout Balance of U. S. A.
One Year \$4.00
Six Months 3.00
Outside the United States
One Year \$5.00
Six Months 3.00
Single Copy05
No Subscription For Less Than Six Months Accepted

Entered at the Post Office at Oxford, North Carolina, as second class matter.

MEMBER NATIONAL EDITORIAL ASS'N and N. C. PRESS ASSOCIATION

TODAY'S THOUGHT

If you want something done, give it to a busy man. He'll have his secretary do the job.—L. C. McCandles.

YES, ADVERTISING PAYS

A retail grocer's association reports that of every 100 customers put on the books of any store in any one year, only 19 remain after 10 years.

Citing this, the Sandersonville, Ga., Progress, says: "Merchants who believe 'everyone knows where my store is' might ponder these figures and seek more new customers through planned newspaper advertising in the home-town newspaper."

Competition is mighty keen in retailing these days, and the successful merchant must vigorously go after business. The home-town newspaper is still the best place to advertise any store's wares and attractions.

PRESBYTERIAN ACTIVITY BRINGS DENOMINATION TO FOREFRONT

The army of North Carolina Presbyterians is beginning to work like a denomination shaken out of a lethargy.

How the denomination, working through the North Carolina Synod, voted earlier this year to go along with a broadened program of Christian education through consolidation and expansion of church-supported schools of higher education now is a well-told story.

The undertaking has laid upon denominational leaders large tasks to chart the way through unknown forests and unploughed fields of education and finance. Some of North Carolina's best known and most successful leaders in the field of business, education, finance, industry and the ministry are giving generously of their talents, of time and thought to implementing and activating the will of the Synod.

Not only has the Synod proposal stirred into fruitful action some 17 communities, but is about to set off a major fund-raising drive within the state. Trustees of the College, meeting this week in Raleigh, came up with recommendations for employing professional help in providing a fund of \$3,500,000—the \$500,000 for campus Christian life in institutions which are non-Presbyterian, and the remainder to apply toward the costs of building and other expenses incident to the merger of Flora MacDonald College at Red Springs, Presbyterian Junior College at Maxton and Peace Junior College at Raleigh into a new college in Eastern North Carolina.

In their great undertaking, Presbyterians have given strong indication of their faith in the ability of their denomination to meet the challenge of modern-day Christian education. One doubts that the state has ever experienced such faith, such denomination and such manifestation of desire as now is noted in the Synod-backed college building program.

Those who strive to help themselves are certain of assistance from those who would be helpful in all such worthy undertakings.

Today's 60-Second Sermon

By FRED DODGE

TEXT: "A difference of opinion makes horse races."—Mark Twain.

The Inspector on a reservation felt that he should explain the law to a certain Indian.

"See here," he said, "it is against the law to have more than one wife. The law must be obeyed. When you get back home, you tell all your wives, excepting one, that they can no longer look on you as their husband."

The Indian was quiet for a moment. Then he suggested, simply,

"You tell 'em."

It is easy to tell others what they should do. Yet this habit sets up more friction than any other act. Here in our country, we do most of our fist-shaking all those who say that our government should leave everyone to have the same attitudes toward everything for the "good" of all. We each want our freedom to choose what we feel is good for us, personally.

The same is true among nations. Should we expect other countries to embrace our customs and laws because we think they are "good"? It could be that the people of other nations are as fiercely independent as you and I. It could be that they resent us trying to impose our way of thinking and acting. We, it could be,

BUILDING TOBACCO MARKET YEAR-AROUND JOB

That the tobacco market here had a reasonably successful season is apparent from the year-end records just compiled by Supervisor John N. Watkins, Jr.

Sale of 24,394,288 pounds of tobacco for \$12,718,967.07 to average \$52.14 is the market record for the three months' selling period ending last Friday.

The record compares favorably with competitive markets and with the previous year's record, considering that the 1954 crop was cut by storms and weather conditions and this year's was reduced in acreage and was damaged by excessive rain in the late harvest season.

The average business man, however, adheres to the conviction that he isn't doing so well unless his volume is showing some increase. A mere keeping abreast of previous attainments makes it very easy to fall under those previous records.

Selling the tobacco growers' commodity is highly competitive business; competitive among houses in the same market, among markets in a belt and among belts. Building prestige for a warehouse, for a market and for a belt is as much an all-year, day-in, day-out business as selling tobacco across the seas and selling it across the counters of millions of retail outlets.

Expansion of the market, increase of volume through the return of former patrons and the bringing in of new with a view to putting the market on the climb is a challenge. It is not something to be gained in 90 days or twice that time. It is a year-round assignment for every person who has major or minor interest in continuing development of the Oxford tobacco market.

Santa Claus is fast becoming the most popular figure of the day.

THE TOWN PUMP

Major T. G. Stem has been doing a little touching up on some painting about his home. He professes that in times past he has been a pretty good jack-leg painter.

However, when his secretary, Mrs. Dan Weldon, asked the other day for his formula for thinning paint with linseed oil, Major Stem couldn't tell her, exactly. His system, he explained, consists of thinning until a satisfactory consistency has been achieved. She was to go to the hardware store for him to get a small quantity of linseed oil, so Major Stem suggested that she inquire there about the proportions.

The painting "issue" was dropped until some time later when Major Stem reached home with his bottle of linseed oil. He placed it at a convenient spot at the back of the house. Perhaps it was Mrs. Stem who came along and took the paper off the container to find the paint thinner in a whiskey bottle.

That kind of bottle had no place about the Stem home and Mrs. Stem demanded to know why come and how come. Major Stem explained how he had come into possession of the bottle and contents. It seems that many of the stores which sell linseed oil and turpentine from their bulk purchases put it in whiskey bottles simply because they are often tossed about and are easy to come into possession of at little expense.

Major Stem got busy with his knife and tried to rid the bottle of the label, but finding that a tough assignment, he considered it easier—and quicker—to complete the small paint job and get rid of the unwanted bottle. That, of course, suited Mrs. Stem to a T.

—TJ—
Santa Claus already is stuffing in a few travel plans for Christmas . . . in addition to some previously mentioned, Mr. and Mrs. V. H. Harrell are to make a return trip to Cuba . . . leaving the children with grandparents, the Harrells will depart Christmas day from R-D Airport, arriving a few hours later at their destination . . . a little bit later, probably in January, Dr. and Mrs. Willie G. Woltz are planning a visit also to Cuba . . . they, it seems, are to drive to Florida and fly the remainder of the distance.

A former Oxford resident who has gotten a long way from home is Miss Esther Rogers . . . she didn't go all the distance at one time . . . but by leaps and bounds she located in Pendleton, Oregon . . . along with her subscription renewal, she sends holiday greetings to old friends . . . and a note that her new address is 229 S.E. Dorion Ave., Pendleton . . . C. V. Morgan walking around in shirt sleeves on a morning when Ed Coble and J. A. Duke had on 'coats' . . . and others were wishing they had brought them along.

Oh, yes, the most popular question today: Are you ready for Christmas? . . . for the children: What you want Santa to bring?

This is barbecue night for the Oxford PTA . . . it is being sponsored by parents willing to go out for the pig and hopes of keeping their children away from the dogs . . . cooked over live coals, the pig is to be sold at the Credle School from 5:30 until 7:30 p. m. . . one of the home-makers on the court house staff was strongly hoping that the County Commissioners would want to close up the county offices on Dec. 24, Christmas eve . . . since nobody but nobody will be doing county business that day . . . It does actually look like a good time for the court house folks to go home and get ready for Christmas . . . H. D. Hedrick's Christmas already is in operation . . . a new and pretty Oldsmobile, with air conditioning, record player, etc. . . T. M. Zivins is waiting on a color chart for his new Buick . . . the Chevrolet folks unload a train car-load or so down at the Seaboard every day or so . . . Ford, Dodge and Plymouth continue to arrive by the truck-load . . . a new Buick is to be given away—brother! . . . and day by day, children continue to flit their noses as they press them a little harder against the display windows behind which are the dolls, miniature cars, trains, etc., which they long for . . . down-town traffic is keeping officers busy blowing whistle and waving their hands . . . and helping out, too, at the schools at noon, afternoon and morning . . . School youngsters carrying home second period report cards . . . some proudly exhibiting the cards to parents . . . others wondering how to break the bad news . . . seventh grader Donna Sisk had good news in her report . . . pulled all her first period B's up to A's . . . including an A on department . . . with a pat on the shoulder, Mrs. Sisk told her daughter she was sure Daddy would be proud of her record . . . with seven A's Donna agreed it was a good time to take home an impressive report . . . now to see the Christmas designs of the HD Club organizations on display in the County Farm Building assembly room . . . stumping, aren't they?

Christmas Program Given at Stovall For PTA Gathering

STOVALL, Dec. 8.—The Stovall High School Parent-Teacher Association met Monday night, Dec. 5, in the high school auditorium at 7:30 o'clock.

Mrs. Oren Bradley, president, presided. Mrs. Willie Norwood was pianist. Students from the fourth and fifth grades presented a Christmas program.

The devotional was led by Bettie Lou O'Brien, Nancy Bradley read a story, "What Does Christmas Mean?" Thornton Stovall, Jr., gave

a talk on "Christmas Festivals." Ray Shotwell talked on the subject, "Christmas Carols." DeLores Newby gave a reading, explaining the picture, "The Madonna and the Christ Child." She also told something about the artist, Vicky Tart told a story, "A Christmas Fairy." Vicky was the announcer for the program.

"Rudolph the Red Nosed Reindeer," was sung by eight boys and girls: Bobby Burch, Bill Norwood, Tony Yancey, Glenn Frazier, Judy Hart, Margaret Hart, Sylvia Tingen and Elsie Wilson.

The program was under the direction of Mrs. Kathryn Royster and Mrs. Willie Norwood.

Mrs. Julian Wilson read the minutes from the last PTA meeting. The group voted to join the State PTA Association.

Miss Mattie Lyon gave the treasurer's report. The attendance prize of one dollar was won by Mrs. Norwood's fifth grade.

The meeting was closed with a prayer by C. V. Tart. The steel industry used a record breaking 85,000,000 tons of coal in the first nine months of 1955.

"The Man Who Pays the Freight" — Samuel Davis Hardware, Inc. Clarksville, Va. O 28 ea fri f

MARBLE and GRANITE MONUMENTS

PLACE YOUR ORDER WITH US NOW

DURHAM MARBLE WORKS

A. K. HULIN, Prop. Chapel Hill Blvd. Durham, N. C.

Through the Centuries...

Through cold, snow-covered fields, underneath ice-encrusted trees, the river runs its course.

This brings to mind the Christian Church. It was founded upon the teachings of Jesus who lived His life and did His work unperturbed by the coldness of many of His fellowmen and of the ruling officials. He knew that His work would stand because it was founded upon truth. It not only stood, but has flowed steadily on for centuries. It is still going on today in His churches.

If you do not attend church services why not go this coming Sunday, and identify yourself with this steady flow of the best for which life stands?

There is always room in the river for one more drop of water. There is always room in the Church for one more worshipper.

THE CHURCH FOR ALL . . . ALL FOR THE CHURCH

The Church is the greatest factor on earth for the building of character and good citizenship. It is a storehouse of spiritual values. Without a strong Church, neither democracy nor civilization can survive. There are four sound reasons why every person should attend services regularly and support the Church. They are: (1) For his own sake. (2) For his children's sake. (3) For the sake of his community and nation. (4) For the sake of the Church itself, which needs his moral and material support. Plan to go to church regularly and read your Bible daily.

Day	Book	Chapter	Verses
Sunday	Psalms	36	1-12
Monday	Psalms	46	1-11
Tuesday	John	4	1-15
Wednesday	John	7	27-44
Thursday	John	17	13-23
Friday	Revelation	21	1-8
Saturday	Psalms	138	1-14

This series of Advertisements is contributed to the cause of the Church by the following Citizens and Business Establishments:

EFIRD'S DEPARTMENT STORE
Oxford's Newest Department Store
Dial 3171

Morton & Sherman Implement Co.
Case and Ferguson Tractors and Equipment
GMC Trucks Farm Supplies
Phone 5716 Roxboro Road

TANNER ROOFING CO.
Roofing and Sheet Metal Work
Vita-Var Paint
Phone 4819 Henderson, N. C.

PENNY FURNITURE CO.
Frigidare Appliances Home Furnishings
"It's Easy To Pay the Penny Way"
Hillsboro St. Oxford, N. C.

COBLE PRINTING CO.
Call Us For Any Printing Needs and Quotations
On Any Special Ruled Job
Dial 4051 Littlejohn St.

LEWIS ELEC. & PLUMBING CO.
Electrical Contractors and Rural Plumbing
"Electricity for Better Living"
Farmers' Warehouse Phone 4817

BLALOCK CHEVROLET CO.
SALES CHEVROLET SERVICE
O. K. Used Cars

WELCOME SERVICE STATION
G-E Home Appliances — Maytag Washers
Gulf Oil Products

OWEN MOTOR CO.
Sales — Service
Dial 3557 Cor. Hillsboro & Broad Sts.

FRANKLIN & GOOCH
General Merchandise
Phone 3072

GRANVILLE ICE & FUEL CO.
Your Coal and Heating Service Dealer
Ice, Coal Stokers, Furnaces, McCreary Tris
Dial 5671 Oxford

WILLIAMS DRUG CO.
L. R. Crook C. R. Wheeler
Phone 4141 Oxford