

CONCRETE FACTS TOLD TO PUBLIC

PUTS BIG CRIMP IN MAIL ORDERS

Price and Quality Investigation, Followed by Publicity, Giving Results, Opens Eyes of the Buying Public

K. H. Shearer, secretary of the Retail Merchants' Association of Westfield, N. Y., has proved the effectiveness of newspaper advertising in stopping the invasion of the mail order houses and the house-to-house peddlers.

Mr. Shearer, after giving the mail order problem considerable thought, decided to use the local newspaper, The Republican, to protect the local trade. He felt sure the problem could be solved by the use of paid space, if the space bought was used intelligently. Naturally the newspaper publisher's sympathy was with the local merchants. An idea of the type of matter used may be gathered from the following, clipped from the columns of the Republican:

"A certain house has for some time been sending to what they term a 'select list' their advertising and telling of the wonderful values they offer and how much you can save by buying direct by mail and how much more the same article would cost you from any merchant.

"One of our local merchants received some of their advertising covering a 'special made traveling bag' at \$14.75 and recognized it to be a bag similar to some sold by them at \$12.85. One of the bags was ordered from the mail order house for \$14.75, and when received and compared with the local firm's bags at \$12.85 the consensus of opinion of a number of local people who examined the bag was that the local bag was superior and worth more than the mail order bag.

"Get this, now. Direct by mail, \$14.75. Local merchant, \$12.85.

"It is true that the mail order houses at times 'put out' special leaders' or inducements at lower prices, but the next time you get ready to send off a mail order first take your list to your local merchant and ask him for his prices. And remember these are prices on goods you see and feel and you know just what you get beforehand.

"Another class of 'direct to you' firms are those that sell through canvassers. The latter tell you they eliminate the middleman's profit. They don't tell you they are under a county or district manager and he in turn is responsible to a state manager and he to the general sales manager. Each one of these different managers gets his share of the sale. In reality there is much more expense connected with selling direct-to-consumer articles than in selling articles in local retail stores, which are classed by peddlers as 'middlemen.'

"These things are well worth considering. Take hosiery, for instance. Peddlers will show you how you can run a nail file across the hose and not break a thread. Then they ask you to try to break the threads by pulling the hose with another man. These same 'tricks' can be done with any pair of socks or stockings. Don't be fooled by their claims of superior merchandise."

An editorial showing the value of trading with local merchants was recently published in the Westfield Republican and attracted a large amount of attention from merchants, business men and editors, as well as from the public. It read:

"Who is he? The home merchant. Who is he?"

"He is the chap who gives you credit when you are financially broke, who carries your account until you are able to pay."

"He is the chap who gives you back your money or makes exchanges when you are not satisfied with what you have bought."

"He is the chap who meets you at the door with a handshake and lets you out with a message to the 'kids' and a real 'come again, good-by.'"

"He is the chap whose clerks live in the home town and spend their money with you and other local people."

"He is the chap who helps support the churches and charitable organizations and talks for the home town

AFTER LOWER RATES

Mr. Satterfield, "Old and Tried," Is After Lower Insurance Rates

Roxboro, N. C., August 12, 1925.
Mr. Paul B. Hulfish, Mgr., North Carolina Rating and Insp. Bureau, Raleigh, North Carolina.

Re-Roxboro Applies to be made 2nd. Class Town.

Dear Mr. Hulfish:

Our town has just bought a new standard Fire Truck and apparatus. We had a man here in February and March resurveying the town. I am advised by the Sanborn Map of New York that we will get the new map by the last of August. Immediately after we get the map, we will ask you to send us a force to rerate the entire town, giving us credit for the new Truck and apparatus and for the organized Fire Brigade.

In this connection, will you kindly advise me in detail what will be necessary to class us as second instead of third? We wish to comply fully with your boards requirements, hence this letter.

Your usual prompt attention will be appreciated by our property owners and by this agency.

Very truly yours,
S. P. SATTERFIELD, Agent.

ITS HERE — THE FIRE TRUCK

It is no news to state that the long looked for fire truck has arrived, for if you have been in town since the day of its arrival you have seen it. But really, it is a thing of beauty, and we hope will be a joy forever, and that our fire ladders will never tire of it. If it accomplishes what the City Dads say it will, and what the fire boys promise to do with it at the very first opportunity then we old timers who have kicked about the cost will take a back seat and make due apologies.

It is the very latest in fire fighting apparatus, and when the City Dads decide where they will build a house in which to house it some one will sleep with it every night and be ready at any emergency to start when the alarm is sounded. Certainly it is a great improvement over the old hand reel which the boys have been dragging from pillar to post for the past many years, and we can not censure them for desiring the change.

AN UNUSUALLY FINE SERMON

Dr. J. W. Lynch of Wake Forest was scheduled to preach at the Baptist church here last Sunday morning, but owing to illness in his family he was unable to fill the appointment. In his stead Dr. D. B. Bryan came and filled the pulpit at the morning hour. Really, we do not believe we have ever heard a more forceful, interesting or entertaining sermon than that delivered by Dr. Bryan. He is Dean of Wake Forest College and professor of Education, and while not an ordained minister is a man who is doing great good with his wonderful talent. We sincerely hope he will come this way again.

"Keep telling 'em and you keep

and boasts for it every day in the year.

"He is the chap who visits you when you are sick, sends flowers to your family when you die, and follows your body out among the trees and tombs, as far as human feet may travel with the dead."

"He is the home merchant—your neighbor—your friend—your helper in time of need."

"Don't you think you ought to trade with him, and be his friend and his helper in the time of his need."

"Don't you think that every dollar you send out of our town for merchandise is sent to strangers—to men who never spend a dollar here? You don't save much, frequently nothing, when you send your money out of town. And don't you know that the growth and prosperity of this town depends very largely upon the success and prosperity of the home merchants. Out-of-town people judge our city by the appearance of our stores and the degree of enterprise shown by our merchants. And our home merchants cannot succeed unless home folks give them loyal support."

MUST LEARN FROM MISTAKES

LIKE CEASER'S WIFE, MUST BE ABOVE SUSPICION

Let's Get Rid of the Mistakes But Not the Association, Says Progressive Farmer.

Mr. J. A. Wade, of Halifax County, Virginia, as attorney for certain farmers has instituted suit to compel General Manager R. R. Patterson and Warehouse Manager T. C. Watkins of the Tobacco Growers' Cooperative Association, and Mr. F. R. Edmundson to return to the members a half million dollars which he charges that these men have made as profits on redrying tobacco for the association, in addition to the salaries paid them. Mr. Wade also asks that a receiver for the association be appointed to handle these funds and conduct its business from now on.

In his investigations, covering the last few months, Mr. Wade has represented himself as a friend of cooperative marketing, but he now tries to throw the organization into receivership. If Mr. Wade is really an enemy in sheep's clothing, he should be exposed and any effort to destroy the association resisted to the limit.

On the other hand, we wish to say just as emphatically that no matter whether officials of the association have made \$5,000 or \$500,000 by redrying association tobacco, the principle is wrong and it should never be permitted to happen again. In spite of the extenuating circumstances in the particular case, the principle is fundamentally unsound. The laws of the state make it a crime for officials to trade with themselves, and even greater caution should be observed in the case of cooperative marketing associations where the hard-earned savings of the toiling poor are entrusted to the care of men paid to serve them.

In this respect every cooperative should be like Ceasar's wife, above suspicion.

Over and over again Mr. Sapiro and others have stated it as one of the fundamental principles of cooperative marketing that no official of cooperative could have any "adverse interest" to the farmer; each official would have no interest except what was also the membership's interest. Whenever any official begins to run any private business on association patronage, however, he straightway develops an "adverse interest" to the membership's interest.

It becomes to his interest to see how much he can make out of the membership instead of how much he can make for the membership—and this is an intolerable condition that should be forever prevented.

Of course, in the case of this redrying, it is stated that these officials, no matter how much money they made for themselves, nevertheless saved money to the members, because letters had been received asking for higher prices for redrying than these association officials charged; also that the directors of the Tobacco Growers Cooperative Association agreed that these officials might take stock in redrying

plants. On the other hand, it is asserted that the directors expected only to create some competition for the benefit of the association, not a virtual monopoly of redrying for the benefit of the officials, and that if the Association had agreed to give any old established redrying company such a big volume of certain business as these officials were in a position to give themselves and did give themselves, almost any private company would have given the association as liberal terms on redrying; also that the Burley Association redried its own tobacco for much less per hundredweight than these officials charged our association members. Let us hope that the suit will at least bring out all the facts open for all, and if any officials have been wrongly assailed, relieve them of any unjust suspicion, whereas if any officials have taken advantage of the association the suit should make clear just who is to blame and to what extent.

When the editor of this paper first became aware some months ago that the association officials were redrying large quantities of association tobacco, and were reported as making large profits, we earnestly urged them for the sake of the association to agree to return all profits in excess of their original investment plus 8 per cent, and certainly not more than 10 per cent net profits per annum. We also advocated this policy in The Progressive Farmer and elsewhere. We still feel that such action would have done more to restore confidence and loyalty among the membership than anything else that could have happened. But, anyhow, whatever may be done about the past, there should be no more business of this kind; and we understand that the management will now repeat such positive assurances to members all over the Carolinas and Virginia.

Cooperative marketing associations like individuals, must learn from their mistakes. Unquestionably a mistake has been made here. But because a mistake has been made is no reason for giving up the fight for cooperative marketing of tobacco. If any officials have been more anxious to make money for themselves than to serve the association, they ought to retire or be retired, but the association itself should go on and on, and every effort for a receivership should be fought to a finish.—Progressive Farmer.

BETHEL HILL HIGH WALLOPS ROXBORO

Last Saturday afternoon the Bethel Hill High School team came up and gave the Roxboro boys a drubbing proper. For the first five innings while B. G. Clayton, one of the old-time players of Roxboro, was twirling for the town boys it was a nice game, the score being tied most of the time, but Burley, having been out of the game for so many years, could not hold the pace and when he retired the Bethel Hill boys had things their own way, the score being 16 to 6 at the conclusion.

The Bethel Hill boys form a strong team, and especially do we covet their third baseman, Mr. Wilburn. He is really a star player and we would be delighted to initiate him into the Rotary Club, and have him with us on next Thursday afternoon when the club takes on Oxford again.

Society

Mrs. T. B. Woody entertained Friday morning in honor of Mrs. J. H. Hughes, and Mrs. D. T. Williams of Durham, who will be remembered here as Miss Annie St. Claire Tarbert. The house was lovely with many summer flowers arranged in an artistic manner. Three tables were placed for the game of bridge. The hostess served boiled ham, fruit salad, tomato sandwiches, pickles, hot rolls and ice tea. Beautiful towels were given the guests of honor.

SMALL BLAZE MONDAY NIGHT

Monday night, just as the town clock was striking twelve, fire was discovered in an old frame building on Lamar Street, next door to the Roxboro Steam Laundry. So, the boys had an early chance to show what the new fire truck would do, but in justice to the boys we will say that the town had not accepted the truck and it was still in the hands of the representative who sold it, and there was considerable time lost in getting him and the keys to the building where the truck was stored. The fire had made considerable headway before connections were made, but after the connections were made the fire was soon under control. It worked like a charm and the boys are all delighted with it, and all will admit as a fire extinguisher it is all to the good.

The building belonged to Judge J. C. Pass, who had some plate glass and other things stored in it. The loss on the building was not great, though there was no insurance, as it was only a one-story frame structure. There was a loss of several hundred dollars on the glass, etc.

CHURCH NOTICE FOR CONCORD AND LEAS CHAPEL

Revival meeting on at Concord this week. Rev. J. E. Blalock of Benson, N. C., leading in the preaching. The hours for service are three and five in the afternoon. Dinner on the ground next Sunday and a great home-coming day. There will be no preaching at Leas Chapel next Sunday in the afternoon. Come to the meeting and let us be mutually helpful. Pray for some dear friend.
J. W. BRADLEY.

A BEAUTIFUL STORE

The new store building which is being erected by Mess. Wilburn & Satterfield, located on Main Street, directly in front of the court house, is nearing completion. It is easily one of the most modern and convenient store buildings in this section, and is not only a credit to the owners, the town, but also to the contractor, Mr. Geo. W. Kane. Mess. Wilburn and Satterfield expect to move in the first of September.

WILL CAMP AT BLOWING ROCK

The Junior Baraca's, piloted by their teacher, Mr. O. B. Crowell, will leave Friday morning for Blowing Rock where they will go in camp for a week or ten days. This class of young men, numbering about twenty-five, is composed of very faithful Sunday School workers and we know they will thoroughly enjoy their outing.

ST. MARK'S CHURCH NOTICES AUG. 16TH

Sunday school at 10 a. m. Morning Prayer and Sermon at 11 a. m. Union Service at 7:45 p. m. There will be special music by the vested choir from St. Phillip's Church of Durham. Everybody is cordially invited to attend this service.
W. A. LILLYCROP, Rector.

SERVICES AT BAPTIST CHURCH SUNDAY

Rev. R. L. Shrily will conduct services at the Roxboro Baptist Church next Sunday, morning and evening. Mr. Shrily is recommended to the Baptists as being an unusually strong preacher, and the public is cordially invited to hear him.

ROTARY CLUB AT ALLENSVILLE

A Most Interesting Meeting and A Feast for the Gods

Another Rotary meeting in the country was held last Thursday afternoon at Allensville High School, and it was decidedly a success. The people of Allensville turned out in large numbers and had prepared a feast for the Club which has not been excelled anywhere. The Club had its usual business meeting, which consisted of talks, songs, etc., and while the Allensville folks had not prepared any program they showed by every possible way their appreciation of the Club and cordially invited them to come again, insisting that at least one more meeting be held with them before the close of the year.

These meetings have been planned for the sole purpose of getting acquainted with the people, and we are glad to say that at each place so far the very best of fellowship has prevailed and we believe much good is being done in uniting into closer bonds the fellowship of the country and town.

The next meeting of the Club will be with Oxford, where the Club goes for a joint meeting and for another try out at base ball. The Oxford team seemed to be much chagrined at the result of the first game and are clamoring for revenge. It has not been decided where the next meeting in the country will be held, Helena, Moriah and Cuninghame are on the list and it is hoped a meeting will be possible with each of these communities.

DEATH OF BABY

Little James Clayton, son of Mr. and Mrs. Teague Kirby, died last Tuesday evening at the home of his parents in South Roxboro. James was only five months old, but he was loved by all, and was the pet of the neighborhood. The little body was laid to rest in the town cemetery Wednesday afternoon.

FINE HOME GROWN PEACHES

We have seen sample baskets of the Sandhill peaches, but we have never seen none which were more attractive than some Mr. D. W. Oakley were exhibiting last week. These were grown on his little farm just North of Roxboro and they were indeed beauties.

B. Y. P. U. CAMPING TRIP

The Junior and Intermediate B. Y. P. U.'s of Roxboro Baptist Church will leave Wednesday on a camping trip of several days to Franklin Springs. Miss Edna Bradsher is leader of the Intermediate and Miss Mollie Strum leader of the Junior. Mr. and Mrs. R. L. Wilburn will chaperone the class.

CAKE SALE ON COURT HOUSE SQUARE

The ladies of Salem Methodist Church will have a cake sale on court house square Saturday morning, August 15th. Come and buy your Sunday cake. Sale for benefit of the church.

ICE CREAM SUPPER

The ladies of Salem Methodist Church will give a Brunswick stew and ice cream supper at Bushy Fork high school Saturday evening, Aug. 15th from 5 to 9 p. m., for the benefit of the church.

COMING THIS WEEK, AUG. 15th.

The young people of Hurdle Mills will present the play, "Mammy's Lil' Wild Rose," on Friday evening, Aug. 14 at 8 o'clock in the Hurdle Mills school auditorium. Don't fail to see it. Admission 20 and 30 cents.

NOTICE

The Mt. Zion Epworth League has planned a lawn party at Wilkerson school house Saturday evening from seven to ten o'clock. Everybody come and bring a friend.

PICNIC AT FRANKLIN SPRINGS

The Roxboro Baptist Sunday School will picnic at Franklin Springs on Wednesday, August 19th. A large crowd is expected and a general good time promised.