

BOTTOMS, TIMOTHY S., M.A. "From a Needle to an Anvil, Come and See Me, and You Can Find It" The Connally General Store and Leasburg, Caswell County, North Carolina as Seen Through the Store's Records, 1881 and 1895. (1991) Directed by Dr. Jean Gordon. 153 pp.

The typical southern country store of the late nineteenth century was an establishment that provided its community with many services. Stores brought economic relief in the form of credit and other banking services to a traditionally credit- and cash-poor society. They also provided their customers with goods from across the nation and the world. Besides these economic benefits, stores were a place where the community could meet and discuss the latest news and gossip. Finally, the store was a source of entertainment, whether it was a baseball game, a game of checkers, a fistfight or a political rally.

This thesis is based primarily upon the surviving records of the Connally General Store of Leasburg, Caswell County, North Carolina. Examination of these records produced a two part thesis. First, by comparing Connally's records to southern country stores in general, it is possible to determine whether the operation of the Connally Store was typical or atypical. Second, the various transactions of Connally's customers allows for a somewhat limited examination of life in a rural tobacco village during the last two decades of the nineteenth century.

This study focused on the years 1881 and 1895. These years were chosen because they represent times of economic boom and bust. Eighteen eighty-one was a year in which the overall economy was strong and the store's robust sales reflects consumer confidence. Eighteen ninety-five was the nadir of the Depression of 1893. The store's low volume of sales

in that year suggests a population attempting to weather difficult economic times by avoiding any unnecessary expenditures.

Store accounts were divided into categories. These show which items sold best and provide insight into Connally's business practices. Collectively they highlight the differences between the Connally Store and "typical" southern country stores.

This material combined with census data, county tax information and unpublished reminiscences of local citizens provides data on the store's founders, its patrons and life in the village of Leasburg. The founders, while successful in both business and agriculture, were also active in village life. The store's patrons, for the most part, were important members of the community. Many raised tobacco, either full- or part-time. Because of this, tobacco prices affected not only the store's business, but life in the community as well.

As a southern country store, the Connally Store was both typical and atypical. Connally ran his store upon generally accepted guidelines but, like any successful businessman, he adapted it to fit his particular situation in Leasburg.

"FROM A NEEDLE TO AN ANVIL, COME AND SEE ME, AND YOU CAN FIND IT"
THE CONNALLY GENERAL STORE AND LEASBURG, CASWELL COUNTY,
NORTH CAROLINA AS SEEN THROUGH THE STORE'S RECORDS
1881 AND 1895

by

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APPROVAL PAGE

This thesis has been approved by the following committee of the Faculty of the Graduate School at the University of North Carolina at Greensboro.

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CHAPTER I

INTRODUCTION

To most southerners [country stores] were places where they came in touch with the world outside, and where the world outside came in touch with them. They were places where boys bought Barlow knives, copper-toed shoes and jeans britches, and as gangling adolescents with dark threats of beards showing on their chins, their first razors and long trousers. Here girls bought their first dolls, Hoyt's cologne, fancy garter buckles, fine calico dresses and their first corsets. Thousands of yards of calico went from the store shelves to the backs of their customers who lived, and for those who died there were coffin handles, shrouds, stiff shirt fronts, self-tied bow ties and white gloves for the pallbearers. Presents for the girls were to be had from the little glass showcases, and even wedding rings and diaper cloth were to be had readily from the stock.¹

The southern country store, like its counterparts in the North and West, represented the economic and social center of the rural community. The store provided much more than the list above would indicate; it also supplied the farm implements and products that made "scientific" commercial agriculture a reality as well as providing the population with new labor saving devices such as the Singer sewing machine. At the same time the store provided the community a meeting place, other than church, where people could congregate to learn the latest news and exchange opinions.

The Pulliam & Connally General Store (and its successor, the Connally General Store) was one such store. Serving Leasburg, Caswell County, North Carolina and the surrounding area for eighty-seven years,

¹Thomas D. Clark, Pills, Petticoats and Plows: The Southern Country Store (New York: The Bobbs-Merrill Company, 1944), 13-14.

the store and its owners witnessed the birth and rise of the New South. Founded during Reconstruction, the store continued in operation until 1956 when George B. Connally, son and grandson of the founders, died.²

The period 1881 to 1895 was a time of change for North Carolina. Although Reconstruction had ended in 1877, the state's citizens were still dealing with the social and economic changes brought about by the Civil War and its aftermath. One such economic change was the dramatic increase in the number of country stores. These stores were often bankrolled by northern merchants and manufacturers eager to reestablish commercial relations with the South.³ Although the new stores supplied the South's increasing demands for the manufactured goods of the industrialized North, their greatest contribution was as a source of credit.

Unlike its northern and western counterparts, the history of the southern country store is neglected. Only two books have been written on the subject: Lewis E. Atherton's The Southern Country Store: 1800-1860 and Thomas D. Clark's Pills, Petticoats and Plows: The Southern Country Store (covering the period 1865-1915). Both of these were written in the 1940s, and except for an occasional article, there is little else in print.

This study is based primarily upon the surviving records of the

²Will of George B. Connally. Yanceyville, North Carolina. Caswell County Courthouse, 1956. George B. Connally's will specified: "And my stock of goods in the store be sold and after debts--paid if any and burial expense[,] [the] balance to be equally divided between my brothers & sisters." Connally had purchased the Pulliam & Connally General Store's stock of merchandise from the estate of his father, Henry T. Connally, in 1928 for \$805.49.

³Clark, Pills, Petticoats and Plows . . ., 21-22.

Connally General Store, successor to the Pulliam & Connally General Store. Examination of these records produced a two part thesis. First, by comparing Connally's records to southern country stores in general, it is possible to determine whether the operation of the Connally Store was typical or atypical. Second, the various transactions of Connally's customers allows for a somewhat limited examination of life in the rural tobacco village of Leasburg, North Carolina during the last two decades of the nineteenth century.

This study's primary focus is the years 1881 and 1895. There are two reasons for choosing these two years. First was the discovery of Connally's retail ledger for the period 1880 to 1911. This ledger is the best example of continuous, long-term business records currently available for the store. The second reason was that 1881 and 1895 represent times of economic boom and bust, respectively. Eighteen eighty-one was chosen because the overall national economy had recovered from the Panic of 1873 and the store's strong sales volume reflects consumer confidence. Also, 1881 was the first full business year in the ledger. Eighteen ninety-five was chosen because it was the nadir of the Depression of 1893. The store's low volumes of sales suggest a population attempting to weather difficult economic times by avoiding any unnecessary expenditures.

The "typical" southern country store served many roles within its community, but was probably best known for three economic functions. First, and foremost, stores provided credit and other banking services to a traditionally credit-poor region. In an attempt to understand if Connally served this function, the records were carefully examined to

answer the following questions: How did Connally establish credit accounts? What were his methods of dealing with the extension of credit? How did he deal with delinquent accounts? Also, is it possible to discover his average markup between wholesale and retail prices?

Second, stores provided a venue where a rural population came into contact with regional, national and international goods. Products that people could not manufacture at home were readily available at the store or through special order. For example, sugar from New Orleans, wagons from Chicago or fabrics from Liverpool, England. Where did Connally's stock of goods come from and how did they reach the store? Transportation tells much about the state of the county's development. Once the goods were on the shelf, how did Connally advertise their availability? Did Connally have a monopoly upon the Leasburg market or did he face competition?

Finally, storekeepers acted as the marketers of local crops. Concentrating the cash crops of many small farmers into one large crop guaranteed the attention of large buyers who could pay higher prices. Did Connally perform this vital function for his customers?

Besides these economic functions, southern country stores were community meeting places where men and women discussed topics ranging from local gossip to national news. The stores also hosted political rallies as well as serving as meeting places for various groups.

The study of the store's records provides a glimpse of life in Leasburg. What does the store's sales volume tell about life in a rural farming community during the late nineteenth century? Is there evidence of tenants and sharecroppers (both white and black) in the village? Is

this evidence concrete or is it circumstantial? In this tobacco farming community, does the price of tobacco affect the store's sales? Do the store's sales reflect the population's outlook concerning the national economy? Were Connally's customers self-sufficient? Did they purchase only necessities or could they afford luxuries? But before these questions concerning the store's operation and life in Leasburg can be addressed, I will briefly discuss the primary sources used and describe Caswell County, the village of Leasburg and the men involved in the founding and operation of the store.

A NOTE CONCERNING SOURCES

The event that made this study of the Connally Store possible was the discovery, late in 1990, of assorted Connally family papers in the possession of Mr. Leon Richmond of Leasburg, Caswell County, North Carolina. Among the papers he loaned to the Greensboro Historical Museum were Connally's retail ledger for the period 1880 to 1911 and a day book covering 1880 to 1882. These retail records made it possible to better understand the store's operation as well as view life in Leasburg during the late nineteenth century. Mr. Richmond's father, Mr. Spencer Trib Richmond (79 years old and still going strong), provided insight into the store's operation during the twentieth century as well as providing information about the Connally family that was unavailable elsewhere.

Other sources of store records were the W. J. Pulliam and H. T. Connally Business Papers located in the Greensboro Historical Museum and the B. G. Pulliam and H. T. Connally Letters and Papers, 1801-1880 located at the Duke University Library. Both collections provided valuable insight but, unfortunately, the majority of their information was dated before the period under study. Duke University's collection, although large, is perhaps the weakest since it consists almost exclusively of wholesale invoices. The Greensboro Historical Museum's collection is a mix of both retail and wholesale records and provided the earliest record of Connally's partnership in the store.

Duke University's Special Collections Department provided a copy of Henry T. Connally: The Faithful Steward (see Appendix D for complete text); an eulogy written by the Methodist Bishop, Dr. R. C. Beaman. This

broadside not only gave insight into H. T. Connally's character but included information concerning the poor condition of Caswell County's roads in the late nineteenth and early twentieth centuries.

Both the North Carolina State Archives and Caswell County's Registrar of Deeds and Clerk of Courts provided original tax data as well as wills, estate papers and death certificates.

The Gunn Memorial Public Library provided copies of Ella Graves Thompson's "A History of Leasburg with Personal Recollections" and William S. Dixon's "The Leasburg I Knew." Both reminisces of life in Leasburg were valuable. It must be remembered that both authors were descended from Leasburg's upper class (Connally had three Thompsons as accounts: a doctor, a lawyer and a farmer; Dixon's great-grandfather was Reverend Solomon Lea) and their recollections are colored by that fact. Obviously their childhood experience were more pleasant than a sharecropper's children.

Other primary sources include all available editions of Branson's North Carolina Business Directory which provided information concerning changes in Leasburg's business and professional community between 1867 and 1896. Also the United States Censuses of 1850, 1860, 1870 and 1880 provide background information about the families of both Pulliam and Connally as well as many of the store's account holders.

Finally without Lewis E. Atherton's The Southern Country Store: 1800-1860 and Thomas D. Clark's Pills, Petticoats and Plows: The Southern Country Store, it would have been impossible to compare and contrast the Connally Store with other southern stores. Both books are

excellent sources, with Atherton's work the more scholarly. Clark more effectively presents the southern country store with all its flavors and odors intact.

CHAPTER II

CASWELL COUNTY, NORTH CAROLINA

Bordering Virginia, just south of Danville, Caswell County North Carolina is an anomaly. By virtue of its dependence upon tobacco as its economic base, its proximity to its northern neighbor and the lack of contact with the rest of its home state during the nineteenth century, the county is more Virginian than North Carolinian. Indeed, for decades Caswell County has been considered part of Virginia's tobacco belt.

Tobacco and transportation (or the lack of it) lie at the heart of Caswell County's development in the nineteenth century. These are the major influences, everything else is secondary.

With its northern border anchored by the North Carolina-Virginia state line, the county is surrounded by Person County to the east, Rockingham to the west and Alamance and Orange to the south. This places the county west of the state's centerline. In the words of Branson's North Carolina Business Directory:

Surface--Caswell county lies on the South bank of the Dan River, and on small tributary streams. The surface is moderately uneven, and the soil generally good, especially for tobacco. There are probably no finer tobacco lands in America.

Staples--Tobacco is the great staple in this county. The leaf grown here is celebrated far and near. Wheat, corn and oats grow finely, but are not considered so profitable as tobacco.⁴

⁴Levi Branson, ed., Branson's North Carolina Business Directory for 1884 (Raleigh: Levi Branson, Office Publisher, 1884), 189.

It is no accident that tobacco is the focus of Branson's description. Caswell County (and Leasburg) fell under tobacco's spell in the early days of the republic. And while the "weed" was cultivated in the county for decades, it was the accidental discovery of "bright-leaf" tobacco's consistent production in 1839 that led to Caswell County's renaissance in the 1850s.⁵

The importance of bright-leaf tobacco cannot be overestimated. Its first use as a cosmetic outer "wrapper" to improve the appearance of chewing tobacco guaranteed its success. Until then, plugs were either dark brown or black; now they were attractively "packaged" in a sheath of golden leaf. More importantly, with the advent of inexpensive cigarettes in the 1880s, consumers demanded bright-leaf tobacco because of its

⁵Nannie May Tilley, The Bright-Tobacco Industry 1860-1929 (Chapel Hill: The University of North Carolina Press, 1948), 24-30. William S. Powell, When the Past Refused to Die: A History of Caswell County North Carolina 1777-1977 (Durham: Moore Publishing Company, 1977), 468. Caswell County is acknowledged as the home of the first consistent commercial production of "bright-leaf" (or as it is known today, "flue-cured") tobacco. By the 1830s it was known that Caswell's siliceous (sandy) soil would sometimes produce a bright yellow tobacco; what was needed was the correct curing "recipe" that would guarantee consistent production. The accepted story of that discovery is as follows. On a rainy night in 1839, Abisha Slade's young slave Stephen was tending the fire of a barn full of curing tobacco. Having fallen asleep, Stephen awoke to find the fire had almost burned itself out. Throwing charcoal upon the fire produced an intense burst of heat, completing the curing process. Much to everyone's surprise, the tobacco thus cured was uniformly golden in color. Slade received forty dollars per hundredweight at a time when ordinary tobacco brought ten dollars. This was enough to convince Slade to experiment with curing processes until he had discovered the proper "recipe." By 1856 Slade produced his first large crop of bright-leaf and was soon acknowledged as the authority on the subject. Although Tilley does not believe that Slade was the first to cure bright-leaf, she does acknowledge that his success and popular acclaim led to the widespread use of the process. It was this new curing process combined with Caswell County's soil which led to a new preeminence in the growth of tobacco. The primary byproduct of this new leadership was a previously unknown degree of wealth.

lighter, sweeter flavor and low nicotine content.⁶ Bright-leaf tobacco made Caswell County wealthy almost overnight.⁷

Bright-leaf tobacco changed the racial makeup of the county. By 1840 the county, which until then had been predominately white, achieved racial parity. By the 1850s, consistent production of the highly profitable bright-leaf tobacco led to a sharp increase in the number of slaves in the county. This new black majority would last until 1920. In fact, by 1860, only five North Carolina counties had more slaves than Caswell, with the largest, Granville, having 11,086. The others were Edgecombe, Halifax, Wake and Warren counties.⁸

Table 1.--Caswell County Population, 1790-1900

<u>YEAR</u>	<u>TOTAL</u>	<u>WHITE</u>	<u>SLAVE</u>	<u>FREE BLACK</u>
1790	10,096	7,288	2,736	72
1800	8,701	5,887	2,788	26
1810	11,757	7,368	4,299	90
1820	13,253	7,543	5,417	293
1830	15,185	8,399	6,431	355
1840	14,693	7,343	7,024	326
1850	15,269	7,076	7,770	423
1860	16,215	6,578	9,355	282
1870	16,081	6,587	---	9,494
1880	17,825	7,169	---	10,656
1890	16,028	6,639	---	9,389
1900	15,028	6,829	---	8,199

⁶Tilley, The Bright-Tobacco Industry . . ., 113.

⁷According to Dwight B. Billings, Jr., Planters and the Making of the "New South:" Class, Politics and Development in North Carolina, 1865-1900 (Chapel Hill: The University of North Carolina Press, 1979), 48, by 1860 Caswell County had been catapulted into the top three of all North Carolina counties based upon aggregate real and personal wealth per capita.

⁸Powell, When the Past Refused to Die . . ., 113.

Table 1--Continued

<u>YEAR</u>	<u>TOTAL</u>	<u>WHITE</u>	<u>SLAVE</u>	<u>FREE BLACK</u>
1910	14,858	7,207	---	7,651
1920	15,759	7,908	---	7,850

Source: Powell, When the Past Refused to Die . . ., 543.

Note: Seventeen ninety's figures include the part of Caswell which would become Person County in 1791.

More slaves led to an increase in the county's production of tobacco. In the decade before the Civil War Caswell tobacco production doubled from 2,282,939 pounds in 1850 to 4,605,558 in 1860.⁹

Keeping pace, tobacco factories increased. In 1850, nine factories manufactured product valued between \$110,500 and \$155,000. By 1860 the number of tobacco factories had increased to eleven, five in Milton and three in Yanceyville. Combined annual production of the eleven in 1860 was valued between \$340,000 and \$395,000, for an average gain of 177 percent. Yancey Jones and Graves & Vernon, both of Yanceyville, owned the state's largest tobacco factories.¹⁰

⁹For 1850 see, United States Census Bureau, The Seventh Census of the United States: 1850 (Washington D. C.: Robert Armstrong, Public Printer, 1853), 321. For 1860 see Powell, When the Past Refused to Die . . ., 265.

¹⁰Joseph Clarke Robert, "The Tobacco Industry in Ante-Bellum North Carolina," The North Carolina Historical Review 15 (April 1938): 124-126.

For value of product, I have taken the low and high values in each of Robert's categories, multiplied by the number of factories in each and added the results to get the ranges. For an idea of what constituted the two largest tobacco manufacturers in the state, Yancey Jones employed fifty workers and produced 200,000 pounds of tobacco products valued at \$55,000 while Graves & Vernon employed forty-eight workers and produced 260,000 pounds of tobacco products valued at \$70,000.

Transportation was the other major influence in Caswell's development. Poor transportation was the reason the county was created in 1776. In that year the General Assembly created Caswell from the northern half of Orange County to make county government more accessible to Orange's northernmost inhabitants.¹¹

Caswell's dependence upon Virginia was due to a lack of transportation facilities connecting the county with the rest of North Carolina. Before the railroad, Caswell's natural trade route was the Dan River. The river, wending its way eastward along the county's northern border, is navigable with the help of human engineering to its conjunction with the Roanoke River. As the Roanoke it enters Albemarle Sound and thence to Norfolk and the world. This dependence upon Virginia was further guaranteed by the development of Danville (just across the state line from Caswell) as an important tobacco center early in the nineteenth century.

Even the development of the railroad in the 1840s failed to change the county's trade orientation. Caswell's earliest link with the railroad was at Weldon, North Carolina on the Roanoke River. Weldon was where river transport met the railroad. From here goods could be shipped north on the Petersburg (Virginia) Railroad or south on the Wilmington & Weldon Railroad. Although both railroads were dependent upon Dan River traffic, Virginia's tobacco markets continued to draw Caswell's trade.

Subsequent railroads reinforced this tendency. The coming of the Richmond & Danville Railroad in 1854 only strengthened Caswell's

¹¹Ruby P. Sartin, "Caswell County: The First Century, 1777-1877" (Masters Thesis, University of North Carolina at Greensboro, 1972), 1.

dependence on Virginia in general and Danville in particular. While the wartime completion (in 1864) of the Piedmont Railroad between Greensboro, North Carolina and Danville was meant to open up an expanded and protected supply route from the Deep South to Virginia; trade along its right-of-way was of decidedly secondary importance.¹² After the war Caswell's farmers continued to market their tobacco in Danville.

The only railroad built specifically to serve Caswell County was the Milton and Sutherlin Narrow-Gauge Railroad. Constructed in 1878, this seven mile road connected Milton (Caswell's largest town) to the Richmond & Danville Railroad depot in Sutherlin, Virginia.¹³ River and railroad transportation made Milton the social and business center of Caswell County throughout the nineteenth century.

The roads servicing Caswell County were execrable. Cut by many streams and ridges, roads snaked through the terrain, attempting to stay on high ground and only descending when necessary to ford a stream.¹⁴ Ella Graves Thompson explained that for years Leasburg "was practically cut off from the rest of the world by rocky roads, frequent high water,

¹²C. K. Brown, "A History of the Piedmont Railroad Company," The North Carolina Historical Review 3 (January 1926): 202.

¹³J. H. Chataigne, ed., Chataigne's North Carolina State Directory and Gazetteer, 1883-84 (Raleigh: Alfred Williams, Bookseller, 1883), 75. The length of the railroad is given by Jeannine D. Whitlow, ed., The Heritage of Caswell County North Carolina 1985 (Winston-Salem: Hunter Publishing Company, 1985), 43. Whitlow goes on to state that the road was in operation between 1878 and 1896 when it was replaced by a new Southern Railway branch line that ran through Milton.

¹⁴Powell, When the Past Refused to Die . . ., 2.

and deep mud . . ."¹⁵ Methodist Bishop Dr. R. C. Beaman wrote about touring the Leasburg Circuit with H. T. Connally (see Appendix D):

Those who are acquainted with the almost impassible roads of Caswell County especially in winter and early spring, know what this means. Only a man deeply in love with his Lord and with a profound appreciation of the responsibilities of an office bearer in the Church of God, could travel those roads for thirty years, never missing a roll call unless sick or otherwise providentially [*sic*] hindered. . . . He took me in his own buggy to nearly all the quarterly conferences during my four years association with him, and it was upon those long, hard trips, through muck and mire, climbing steep hills, threading our way sometimes through interminable mud, breasting the wintry blast, or facing the summer storm, that I learned to have such a profound admiration for his fidelity to the duties of his stewardship.¹⁶

A frustrated traveling salesman scrawled on the bottom of an invoice addressed to Pulliam & Connally: "The roads are so muddy that it is almost impossible to travel[?] the RR . . ."¹⁷ Unfortunately, the salesman did not state where he had been or where he was going.

The lack of railroads, navigable waterways and adequate roads connecting the county with the rest of North Carolina effectively forced Caswell to continue its economic dependence upon Virginia. In the

¹⁵Ella Graves Thompson, "A History of Leasburg, With Personal Recollections," 1960. Tms [photocopy], p. 2, Caswell County Collection, Gunn Memorial Public Library, Yanceyville, North Carolina.

¹⁶Undated Broadside from North Carolina entitled "Henry T. Connally: The Faithful Steward (By Dr. R. C. Beaman)" Special Collections Department, Duke University Library, Durham, North Carolina.

¹⁷W. J. Pulliam and H. T. Connally Business Papers, "Pulliam & Connally: Advertisements--Photos." Manuscript Collection Number 82, Archives Department, Greensboro Historical Museum, Greensboro, North Carolina. The note was written by G. R. Mallom, Jr. from Milton, North Carolina on January 14, 1892. The invoice was from the M. L. T. Davis & Company, Wholesale Grocers, Norfolk, Virginia. The invoice shows that Pulliam & Connally purchased \$105.42 worth of merchandise during 1891 and after payments of \$43.67 in cash and merchandise, owned a balance of \$61.75 as of January 1892.

twentieth century, despite new roads opening Caswell to the rest of North Carolina, the county's economic roots remained embedded in tobacco, keeping it from joining the economic revival known as the "New South."

This was true of Leasburg as well. Yet, no matter the fortunes of the county, Leasburg continued to flourish; if not in reality, then at least in the minds of its citizens.

"SWEET LEASBURG"

An outstanding fact about Leasburg is the great devotion its citizens feel for the place. Old letters written through the years by young and old speak with tender affection of "Sweet Leasburg." So often any slight reference to the village is put in those words: "Sweet Leasburg." Persons whose forefathers moved away long ago come back and say, "This place is almost sacred to me," or "I want my children and grandchildren to know that their roots are in Leasburg."¹⁸

So wrote Ella Graves Thompson (a Leasburg native) in 1960. The village of Leasburg, Caswell County, North Carolina has been in existence almost as long as the United States. Granted a charter by the state's General Assembly in November 1788, the area was originally settled by James, John and William Lea sometime around 1752.¹⁹ Briefly the county seat,²⁰ Leasburg was a center of education and tobacco manufacturing, but, first and foremost, it has always been a farming community.

Leasburg is located on the eastern edge of the county, next to the Caswell-Person County line. Because of its central location (at the time of the county's founding), the village was originally designated the county seat; an honor that was to be short lived due to the creation of Person County from its eastern half in 1791.²¹ While the loss of such

¹⁸Thompson, A History of Leasburg . . ., 1. Thompson lived her entire life (1886-1970) in Leasburg.

¹⁹Whitlow, The Heritage of Caswell County . . ., 32-33.

²⁰Powell, When the Past Refused to Die . . ., 102-104. Leasburg was the county seat from 1777 to 1792.

²¹Ibid., 320.

status often dooms towns to almost instant oblivion, Leasburg continued to prosper throughout most of the nineteenth century.

Bartlett Yancey's history of Caswell County, written in 1810, contains the earliest known description of Leasburg. According to Yancey: "Leasburgh [sic], formerly the Court House, when Caswell and Person formed one County; it has one Store, a grocery Shop, a Sadler's [sic] shop, and a Cabinet-maker's Shop, with about 10 or 12 Houses."²² By the mid-1850s Leasburg had grown to include a dressmaker, a carriage maker, a carriage factory, a cotton gin, a hotel, four stores, a tailor, a tan yard, blacksmith shops, a shoe shop, a saddler shop, wood shops, two schools and three tobacco factories.²³

The above descriptions show a village achieving steady growth. With the outbreak of the Civil War, all this would change. Like the rest of the South, the war was the watershed of Leasburg's history. Leasburg sent many of its young men to war as members of the Leasburg Grays. The casualty rate of the company was almost 83 percent. Those who made it home often suffered the ill effects of wartime service.²⁴ Yet for a short time after the war the village continued to grow. Then its growth rate faltered and died with the post-war development of the tobacco

²²Ibid., Appendix 10, 560.

²³Thompson, A History of Leasburg . . ., 3. For this description, Thompson quotes Mrs. Lillie Lea Neal, daughter of Reverend Solomon Lea. The difference between the carriage maker and the carriage factory is not made clear.

²⁴Whitlow, A History of Caswell County . . ., 36. The Leasburg Grays saw service as Company D, Thirteenth Regiment, North Carolina Infantry. According to Whitlow, 67 men marched off to war with the Leasburg Grays on May 1, 1861. Of these, 29 (43.28 percent) were killed in action, died of wounds or disease; 21 (31.34 percent) were wounded and 5 (7.46 percent) were disabled. This is a total casualty rate of 82.08 percent.

industry in Durham, Winston-Salem and Danville. Once again Leasburg became a simple farming community.

The only known contemporary descriptions of the town between the Civil War and the turn of the century are business reports. Unfortunately these cannot be completely relied upon. Like their modern counterparts, nineteenth century business directories were dependent upon the willingness of people to tell about themselves, their communities and their businesses. Succeeding editions record a steady decline between 1867 and 1896.

Table 2.--Leasburg According to Various Editions of Branson's North Carolina Business Directory

<u>CATEGORY</u>	<u>1867- 1868</u>	<u>1872</u>	<u>1877- 1878</u>	<u>1884</u>	<u>1890</u>	<u>1896</u>
DENTISTS	1	0	1	0	0	0
DOCTORS	4	4	3	2	1	1
FARMERS	N/A	10	10	59	57	47
LAWYERS	1	2	2	1	1	0
MINISTERS	3	2	1	8	2	0
CHURCHES	3	3	3	3	2	2
HOTELS	1	1	0	1	1	1
INDUSTRY	4	0	0	0	0	0
MILLS	2	2	2	2	0	0
ACADEMIES	2	1	1	1	*	--
STORES	2	2	9	3	4	4

Sources: Levi Branson, ed., Branson's North Carolina Business Directory for 1867-1868 (Raleigh: Branson & Jones, Publishers, 1868), 25-26. L. Branson, ed., The North Carolina Business Directory 1872 (Raleigh: J. A. Jones, 1872), 51-53. L. Branson, ed., The North Carolina Business Directory 1877 and 1878, 5th ed. (Raleigh: L. Branson, Publisher and Bookseller, 1878), 59-61. Branson's . . . 1884, 189-192. Levi Branson, ed., Branson's North Carolina Business Directory 1890, Vol. 7 (Raleigh: Levi Branson, Office Publisher, 1889), 164-166. Levi Branson, ed., Branson's North Carolina Business Directory, 1896, Vol. 8 (Raleigh: Levi Branson, Office Publisher, 1896), 161-163.

Table 2--Continued

Notes: Although not listed, Leasburg has had its own post office since 1796. Branson's definition of "farmer" is not clear. Nor does he explain why the number of farmers increased dramatically between 1877-1878 and 1884. The 1890 edition fails to list any school, public or private, in the entire county.

Before considering Table 2's overall message, a few items need clarification. In 1884 the directory lists eight ministers in town; six "colored." This was the first (and only) time Branson listed black ministers in Leasburg. Second, in 1884 and 1896 the directories list public schools but fail to give their locations.

The chart's overall message is one of decline. Professional men (dentists, doctors, lawyers and ministers) grew fewer and the tobacco manufacturing industry left town. During the same period, the number of farmers grew, showing an increasing dependence on agriculture. Keep in mind that these directories are not the final authority. In all probability, many of the establishments mentioned in the 1850 description remained in operation. For example, a farming community of the last century could hardly do without a blacksmith or a tan yard. During this thirty year period, increased contact with the outside world probably led to the decline of local businesses such as the shoemaker and saddler.

Leasburg's greatest claim to fame in the nineteenth century was as a center of education. Before 1825, Leasburg had a small school in operation about one-half mile east of the village.²⁵ From that time on the village would be home to a number of schools. In fact, Leasburg was originally chosen as the site of what is now Greensboro College.

²⁵Thompson, A History of Leasburg . . ., 3.

Unfortunately, the lack of a railroad caused the founders to turn to Greensboro.²⁶ This was one more instance of how the lack of transportation facilities hurt Caswell County in general and Leasburg in particular.

The Leasburg Classical School opened in 1835. Its brick building erected in what is now the Leasburg cemetery. While there were a number of schools in Caswell, Leasburg was chosen as home for this hall of education "because there were fewer temptations and distractions here than in most places where classical schools were generally located." The school drew students from as far away as 100 miles.²⁷ There is some dispute as to when this school closed; some say as late as 1860, others that it was closed by 1837.²⁸

Leasburg's (and Caswell County's) most prominent school was the Somerville Female Institute, named for the Scottish mathematician and astronomer Mary Somerville. Founded by the Reverend Solomon Lea (a descendent of the town's founders, a Methodist minister and the first president of Greensboro College) in 1848, the Institute's courses offered

²⁶Ibid., 2. Sartin, Caswell County . . ., 12. Although Greensboro College was founded in 1838, at that time Greensboro did not have rail service. Despite this, the school's founders apparently felt Greensboro's chance of being located on any new rail line was better than Leasburg's.

²⁷Thompson, A History of Leasburg . . ., 4.

²⁸Ibid., 4. Powell, When the Past Refused to Die . . ., 366-368. Powell states that in the January 3, 1837 edition of the Milton Spectator was an advertisement for a new Young Ladies Seminary to be located in the brick building formerly occupied by the Leasburg Classical School. Other than mentioning the proposed curriculum, Powell has nothing more to say about it. Apparently the seminary never opened.

"all that were necessary for young ladies." The school's catalog went on to state:

The village is moral and free from many temptations that too often exist in other communities. While we have all the facilities of a large village in having access to the stores and postoffice (the stage passing six times a week) yet we have few or none of the inconveniences. The young ladies, after being confined in school can walk out and ramble in various directions without any inconvenience or fear of disturbance, and no doubt it is owing to this circumstance in part at least that the young ladies have by a kind Providence enjoyed such fine health. The young ladies are not permitted to form accounts without the consent of their parents or the teacher. Nor are they permitted to visit the stores unless in company of a teacher or some member of the family where they board. We open school every morning with singing and prayer and close with singing. Once a week the young ladies are to repeat by heart some verses of the Bible.²⁹

In 1850 the school had fourteen students from five North Carolina counties, Virginia and Mississippi. By 1860 there were between sixty-five and seventy students from North Carolina and Virginia studying French, Latin, Greek, music, drawing, painting, fancy needle work, waxwork, universal and United States history, English grammar, arithmetic, geography, chemistry, physiology, algebra, and composition.³⁰

Somerville admitted boys during the Civil War due to wartime travel restrictions. After the war the practice continued until the closing of the institute in 1892 due to Reverend Lea's failing health.³¹

²⁹Thompson, A History of Leasburg . . ., 5.

³⁰Powell, When the Past Refused to Die . . ., 371.

³¹Ibid., 372.

During the mid-nineteenth century, Leasburg was known for its tobacco manufacturing. As was previously mentioned, there were three tobacco manufacturers in Leasburg in the 1850s. Two of these were Fuller (A. M.) & Wilkerson (John E.) and Josiah Stanfield; both would continue to operate until the late 1860s.³² Besides these two manufacturers, the name of at least one prewar tobacco brand name survives: "Morton's Bay." This brand honored Elijah Morton's five champion Arabian stallions that raced at the Leasburg race track.³³

After the Civil War four known tobacco manufacturers operated in Leasburg--Fuller & Wilkerson, Josiah Stanfield, Hancock (R. P.) & Paylor (Wm. Jr.), and John F. Wagstaff.³⁴ One of these factories, Hancock & Paylor's, had stamps on the wall showing that plug tobacco was sold to such major cities as Atlanta, Montgomery, Alabama and New Orleans.³⁵

Leasburg's tobacco manufacturing industry was destroyed by lack of transportation which prevented the efficient delivery of the finished product to market. It could not compete with Durham, Winston-Salem and Reidsville that did have access to transportation.

More important than these outward manifestations of the village's prosperity was the life that its citizens developed for themselves.

³²United States Census Bureau, Eight Census of the United States: 1860, [Industry Schedule 5, County of Caswell] (Raleigh: North Carolina State Archives), Mf.F.2.113P.

³³Thompson, A History of Leasburg . . ., 6.

³⁴Branson, Branson's North Carolina Business Directory . . ., 1867-1868, 25; 1869, 33. By the time of the 1872 edition, 51-53, there is no mention of any tobacco manufacturers in Leasburg.

³⁵Thompson, A History of Leasburg . . ., 6. The old factory building remained standing until the 1940s.

Information on this topic is understandably limited. Fortunately two of Leasburg's citizens wrote about life in Leasburg. According to these reminiscences, many of Leasburg's citizens were interested in education. Before there were local academies, the citizens of Leasburg managed to educate their children. Evidence of this local effort is found in the number of Leasburg men who graduated from the University of North Carolina in the early decades of the nineteenth century.³⁶ Education was further encouraged by the village's literary society led by Reverend Solomon Lea and his family. Meeting at the Lea home, "the programs consisted of reading and writing and conversation on chosen literary subjects . . . [with] manners, morals and a basic philosophy of life . . . duly emphasized."³⁷

Little is known of the village's religious life other than William S. Dixon's comment that "the white people of Leasburg were mainly Methodists, the negroes were Baptist."³⁸ Thompson notes that although there was no Methodist church within Leasburg, the ten church Leasburg Circuit was centered around the village. The lack of a village Methodist church changed around 1857 with the building of a combination Methodist church and Masonic hall. This was a two-story building with the church downstairs and the hall upstairs.³⁹

³⁶Ibid., 3.

³⁷Ibid., 6.

³⁸William S. Dixon, "The Leasburg I Knew," 1968 TMs [photocopy], p. 6, Caswell County Collection, Gunn Memorial Public Library, Yanceyville, North Carolina.

³⁹Thompson, A History of Leasburg . . ., 7.

Other, less cultured, pursuits were racing and hunting. Even before 1825, Leasburg had a regularly used horse racing track north of town and many people had packs of hounds to hunt deer, raccoon, fox and other animals.⁴⁰ As for other games, Dixon recalls baseball was played regularly across from the Connally Store after the turn of the twentieth century. These games were often hard fought affairs against other villages.⁴¹

Finally there was music. Dixon remembered that "Sunday School and church service rang with practiced voices." Thompson recalled the arrival of Mr. R. G. Cox, "a singing master of real skill and very contagious enthusiasm . . . who established singing schools in several neighboring communities, with Leasburg as headquarters." The citizens of Leasburg, both young and old, loved his musical instruction.⁴²

The two histories of Leasburg emphasize many other pastimes enjoyed by the town's citizens. Both talk of lawn parties, picnics and ball games, but Thompson goes into greater detail. She tells of fishing, croquet contests, ice cream suppers, hayrides on moonlit summer nights, and in the winter, indoor parties and ice skating. Besides social occasions, there was work as well. But work, when shared with neighbors, could be fun and Thompson speaks of communal chores such as "ice gathering, corn shucking, sorghum cooking and quilting."⁴³

⁴⁰Ibid., 6.

⁴¹Dixon, The Leasburg I Knew, 5.

⁴²Ibid., 6 and Thompson, A History of Leasburg . . ., 9.

⁴³Dixon, The Leasburg I Knew, 6 and Thompson, A History of Leasburg . . ., 9.

Both histories speak of the importance of neighbors and family; groups that were often one and the same. The interaction of all age groups taught the young about their history and their responsibilities to their friends and families, their town, their state and their nation.

The best summation of life in Leasburg comes from Ella Graves Thompson in her unofficial history of Leasburg. She writes,

Throughout the greater part of its existence, Leasburg has been predominately a farm village--a cluster of comfortable homes, each home owner managing a farm within easy reach, some at the same time carrying on another business or profession in the village. Until the present generation every family had its own garden, fruit trees, horses, cows, pigs, and chickens; most of them had also books and music and access to abundant service. These basic assets suggest the simple comfort and prosperity of Leasburg life, where by standards of today nobody has ever been really sick, though none has lacked the essentials for health and well being. Though everybody in Leasburg worked, this work was in the home, unlike today when so many are employed outside. There was excellent housekeeping and home management, consequently considerable leisure and opportunity for cultural interests. There was genuine goodness. My generation like many before me grew up with the sure knowledge that people around us were high-toned, peace-loving, God-fearing, and contented. They were industrious and thrifty, kind and hospitable. A remarkable spirit of unity and mutual concern bound the whole village together as if it were one big family. . . . a good place for young couples with growing families, a good place to end one's days in peace.⁴⁴

After the Civil War Leasburg changed in some ways and not in others. While the population remained fairly constant, businesses did not. One of the few constants in both categories were B. G. Pulliam and

⁴⁴Thompson, A History of Leasburg . . ., 1, 11.

H. T. Connally and their store. Even though Pulliam died in 1877, Connally and the store would remain local landmarks well into the twentieth century.

CHAPTER III

PULLIAM AND CONNALLY:
THE MEN BEHIND THE COUNTER

The Pulliam & Connally General Store was owned, and operated, by Berryman Green ("B. G.") Pulliam (1801-1877) and Henry Thomas ("H. T.") Connally (1849-1914). These two men were important individuals within the Leasburg community: storeowners, plantation owners and, in Connally's case, a church leader, a miller and an informal local banker.

Pulliam and Connally shared both a business and a familial relationship. They were partners in the store as well as being in-laws; Connally married Pulliam's oldest daughter Sarah Jane ("Sallie").

Berryman Green Pulliam
(September 12, 1801 to 1877)

According to various records, the Pulliam family has had a long tradition in Caswell County. Although originally from Halifax County, Virginia (one of two Virginia counties that borders Caswell), the Pulliams are known to have made their first appearance in the county as early as 1785 when B. G. Pulliam's sister, Jane Allen Pulliam, married Thomas Brandon, Jr. on January eighth of that year. The attraction between Pulliams and Caswell spouses must have been strong due to the fact that two more of Pulliam's sisters married Caswell men by the end of the eighteenth century.⁴⁵ While it is unclear whether Pulliam was born in North Carolina or Virginia, it is known that both his parents and his paternal grandparents, were born in Virginia, but died in Caswell.⁴⁶

B. G. Pulliam married Mary H. Williams on February 9, 1847 in Person County. Pulliam was forty-five, his bride only twenty. They had seven children: Sarah Jane (1847); William Joseph (1850); Betty Walker (1853); Nannie Green (1857); Martha Ann (1860); Henry Byrd (c. 1865); and John Alexander (c. 1868).⁴⁷

B. G. Pulliam made his first official entry in county records in 1844 when his property was listed for tax purposes. He owned fifty-nine acres of land valued at \$162 and no slaves. From 1844 until the end of

⁴⁵Whitlow, The Heritage of Caswell County . . ., 442. Agnes Allen Pulliam married John Foster on December 31, 1786 while Susanna Pulliam married James Holloway in January 1796. Both ceremonies took place in Caswell County.

⁴⁶Ibid., 442.

⁴⁷Ibid.

the Civil War, Pulliam steadily acquired more land and began to purchase slaves. By 1860, Pulliam's ownership of fifty-two slaves made him one of the top twenty-five slave owners in Caswell County (see Appendix B).⁴⁸

Table 3.--Land and Slaves Owned by Berryman Green Pulliam

<u>YEAR</u>	<u>NO. OF ACRES OWNED</u>	<u>TAX VALUE OF LAND</u>	<u>NO. OF SLAVES OWNED</u>	<u>TAX VALUE OF SLAVES</u>
1844	59	\$ 162	0	N/A
1845	346	972	6	N/A
1846	346	972	6	N/A
1847	340	1,020	11	N/A
1860	N/A	N/A	52	N/A
1863	832	10,602	58	\$ 27,967
1866	1,349	11,954	--	---
1867	832	8,732	--	---
1876	192	576	--	---
1876	3 lots	700	--	---

Sources: Caswell County List of Taxables 1844-1847, [Richmond District] C.R.020.701.6 (Raleigh: North Carolina State Archives). For 1860 see Powell, When the Past Refused to Die . . ., 113. Also see Appendix B. Caswell County List of Taxables 1863-1864, [Leasburg Township] C.R.020.701.7 (Raleigh: North Carolina State Archives). Caswell County Tax List 1866, [Leasburg Township] C.R.020.701.8 (Raleigh: North Carolina State Archives). Caswell County Tax List 1867, [Leasburg Township] C.R.020.701.9 (Raleigh: North Carolina State Archives). Caswell County Tax Lists for 1876, 1878, 1879, and 1886, [Leasburg Township] Mf.C.020.701.9 (Microfilm) (Raleigh: North Carolina State Archives).

Fortunately, the Civil War did not force Pulliam into bankruptcy. In fact, given the uncertain times, his net worth (as seen in Table 4 below) shows a remarkable stability.

⁴⁸Powell, When the Past Refused to Die . . ., 113.

Table 4.--Total Taxable Wealth of Berryman Green Pulliam

<u>YEAR</u>	<u>TOTAL TAXABLE WEALTH</u>	<u>REAL ESTATE</u>	<u>CASH AND EQUIV.</u>	<u>STOCK OF GOODS</u>	<u>MISC. TAXABLE</u>
1844	\$ 162	\$ 162	\$ 0	\$ ---	\$ ---
1845	972	972	0	---	---
1846	972	972	0	---	---
1847	1,020	1,020	0	---	---
1863	46,392	10,602	7,483	---	28,307
1866	12,080	11,954	0	---	126
1867	12,957	8,732	4,000	---	225
1876	13,330	1,276	10,030	1,667	357

Sources: Caswell County List of Taxables 1844-1847 . . ., Caswell County List of Taxables 1863-1864 . . .; Caswell County Tax List 1866 . . .; Caswell County Tax List 1867 . . .; and Caswell County Tax Lists for 1876,

Notes: Eighteen sixty-three tax values are figured in Confederate dollars. The "Miscellaneous Taxables" section includes 58 slaves valued at \$27,967. The 1864 section of this book was incomplete and did not include Leasburg Township. The "Stock of Goods" value for 1876 credits Pulliam with two-thirds of the Pulliam & Connally General Store's total inventory which was valued at \$ 2,500 for tax purposes according to the Caswell County Tax Lists for 1876 Interesting enough, according to the United States Census Bureau, Ninth Census of the United States: 1870, "Population of North Carolina, County of Caswell" (Raleigh: North Carolina State Archives), 41, Pulliam's combined real and personal property was \$30,000. Unfortunately there are no explanations for this deviation from the tax records.

In his last years, Pulliam made rather dramatic shifts in his investments. In 1867 Pulliam owned 832 acres valued at \$8,732 and had cash and equivalents of \$4,000. By 1876 Pulliam held only 192 acres and three town lots with a combined value of \$1,276 while his cash and equivalents had increased to \$10,030. There are three probable explanations for these changes. The first reason is that due to the

severe decline in property values after the Civil War,⁴⁹ Pulliam may have believed that it would be prudent to convert his landholdings into cash. A second reason is that since Pulliam bought the Hancock and Paylor store sometime in 1869 he needed cash with which to make the purchase (see store's background in the next chapter).⁵⁰ The third reason was his age; in 1876 Pulliam was seventy-five years old. While it is not known if he was in failing health in his last years, it is known that in 1876 he had a wife and three young children still at home. Perhaps knowing that his death was near, he sold his property to provide his family with liquid assets.⁵¹

B. G. Pulliam died in 1877 of unknown causes. Present research has turned up little concerning Pulliam's life other than basic biographical details and tax information. While these sources shed light upon his financial success, the man's character remains an indistinct shadow.

⁴⁹Caswell County Lists of Taxables 1863-1864, Caswell County Tax Lists 1866, Caswell County Tax Lists 1867 and Caswell County Tax Lists for 1876, . . . Pulliam's 832 acres in 1863 had an average value of \$12.74 an acre. By 1867 the average on the same 832 acres had fallen to \$10.50. By 1876, Pulliam's remaining 192 acres were worth only \$3.00 an acre.

⁵⁰Mildred W. Connally, Leasburg, North Carolina, to Earl Weatherly, Greensboro, North Carolina, 5 September 1962. Transcript in the hand of Mildred W. Connally, Correspondence File, Greensboro Historical Museum, Greensboro, North Carolina.

⁵¹Based upon information from the Ninth Census of the United States: 1870 . . ., 41, at the time of his death in 1877 B. G. would still have had three children under the age of twenty living at home--Martha, 17; Henry, 12; and John, 10.

Henry Thomas Connally
(April 1, 1849-August 11, 1914)

The relationship between H. T. Connally's family and Caswell County is not as clear as the Pulliam's. Available records document a Connally family in the county in 1780 but there is no information as to whether H. T. Connally belonged to this branch.⁵² According to the Connally family Bible, Connally was born April 1, 1849 to George Franklin and Mildred Hundley Lewis Connally in Halifax County, Virginia. Just across the state line from the Caswell County town of Milton.⁵³ This proximity would seem to indicate a familial relationship between the Halifax and Caswell Connallys.

Connally's first recorded appearance in Leasburg is an entry in the B. G. Pulliam & Company's Day Book. This entry, the book's first, is dated January 22, 1869 and lists only two customers doing business that day; B. G. Pulliam and H. T. Connally.⁵⁴ Since it is known that Pulliam purchased the Hancock & Paylor General Store in 1869, this Day Book is

⁵²Whitlow, The Heritage of Caswell County . . ., 97.

⁵³J. B. Blaylock Miscellaneous Records (Yanceyville, North Carolina: Caswell County Register of Deeds Office), Book 3 Page 396. For many years Mr. Blaylock was the county Register of Deeds and, as such, was instrumental in getting the citizens of the county to provide family information as an adjunct to existing county records. H. T. Connally was one of eight children. The Federal Census of 1870 and 1880 differed as to Connally's state of birth. The 1870 census reported that he was born in Virginia while the 1880 census states that not only he, but also his parents, were born in North Carolina. Ninth Census of the United States: 1870 . . ., 41. United States Census Bureau Tenth Census of the United States: 1880, "Population of North Carolina, County of Caswell" (Raleigh: North Carolina State Archives), 267.

⁵⁴Pulliam and Connally Business Papers, "Pulliam & Connally Bound Volumes," B. G. Pulliam & Company Day Book, Beginning January 22, 1869, Ending July 16, 1870.

the earliest known record of what would eventually become the Pulliam & Connally General Store. While it is unknown when Connally first became B. G. Pulliam's partner, the Federal Census of 1870 would seem to indicate that he reached this status quickly. According to the census, Connally's occupation was listed as "D. G. [Dry Goods] Merchant;" which would seem to indicate ownership. In comparison, William Joseph Pulliam (B. G. Pulliam's son and Connally's contemporary in age) was listed as "Clerk D. G. Store."⁵⁵

Connally, who according to the census, had lived in the Pulliam household since at least 1870,⁵⁶ married B. G. Pulliam's oldest daughter Sarah Jane ("Sallie") on June 1, 1871 at the Pulliam family home. The marriage produced six children; George Berryman (1873) who purchased the store from his father's estate in 1928, Edgar Taylor (1875), Walter Eugene (1878), Mary Lewis (1882), Helen Pulliam (1884), and Mildred Williams (1889).⁵⁷ It was Mary, Mildred and Walter's widow, Virginia, who donated the remaining records, stock and furnishings of the store to the Greensboro Historical Museum in 1961.⁵⁸

Having a successful man like B. G. Pulliam as a father-in-law and business partner undoubtedly helped Connally lay the foundation of his

⁵⁵Ninth Census of the United States: 1870 . . ., 41.

⁵⁶Ibid.

⁵⁷Caswell County Marriage Index (Yanceyville, North Carolina: Caswell County Register of Deeds Office), Book 1-A Page 461. For the list of their children see J. B. Blaylock Miscellaneous Records, Book 3 Page 396.

⁵⁸Mildred W. Connally, Leasburg, North Carolina, to Earl Weatherly, Greensboro, North Carolina, 4 September 1961. Transcript in the hand of Mildred W. Connally, Correspondence File, Greensboro Historical Museum, Greensboro, North Carolina.

position, both social and financial, within Leasburg. Surviving tax records reveals an ambitious man with a natural ability for business. The fact that he managed to hold on to his wealth throughout the depression years of the 1890s is ample evidence of his business skills.

Table 5.--Total Taxable Wealth of Henry Thomas Connally

<u>YEAR</u>	<u>TOTAL TAXABLE WEALTH</u>	<u>REAL ESTATE</u>	<u>CASH AND EQUIV.</u>	<u>STOCK OF GOODS</u>	<u>MISC. TAXABLE</u>
1876	\$ 1,891	\$ 400	\$ 500	\$ 833	\$ 158
1878	1,463	778	0	500	185
1879	2,448	803	600	667	378
1886	8,913	4,361	2,000	1,500	1,052
1891	6,322	3,457	1,500	?	1,365
1895	7,552	3,122	1,500	2,000	930
1896	7,586	3,122	1,500	2,150	814
1897	7,007	3,122	1,000	2,000	885
1898	7,622	3,122	1,500	2,050	950
1899	7,488	3,122	1,500	2,000	866
1901	7,853	3,122	1,500	2,500	731
1902	5,527	3,122	1,575	?	830
1907	11,395	5,027	2,100	2,000	2,268
1911	11,083	6,700	1,500	1,100	1,783

Sources: Caswell County Tax Lists for 1876, 1878, 1879, and 1886 . . .; Caswell County Tax Lists for 1891, 1898, 1899, and 1901, [Leasburg Township] Mf.C.020.70003 (Microfilm) (Raleigh: North Carolina State Archives). Caswell County Tax Scrolls for 1895-1899, 5 vol., [Leasburg Township] Mf.C.020.70007 (Microfilm) (Raleigh: North Carolina State Archives). Caswell County Tax Lists for 1901, 1902, 1907, 1911, 1917, [Leasburg Township] Mf.C.020.70004 (Microfilm) (Raleigh: North Carolina State Archives).

Notes: The "Stock of Goods" values for 1876, 1878 and 1879 include the value of one-third of the Pulliam & Connally Store's total inventory. Apparently Connally (possibly along with his brother, W. H.) came into full possession of the store in either 1879 or 1880. This is based upon a letter from Dr. D. Jayne & Son [patent medicines], Philadelphia, to Misters Pulliam & Connally, Leasburg, North Carolina, 5 April 1880. B. G. Pulliam and H. T. Connally Letters and Papers, 1801-1880, Special Collections Department, Duke University Library, Durham, North Carolina. The letter states, ". . . and charge the new firm of H. T. and W. H. Connally the full amount . . ." The 1891 and 1902 tax records appear to be incomplete since they did not include a tax value for "Stock of Goods."

Table 6 shows that, despite ownership of a successful store, Connally believed in the first rule of an agricultural society: land is wealth. By 1895 the size of his real estate holdings peaked at 1,261 acres and four town lots.

Table 6.--Land Owned by Henry Thomas Connally

<u>YEAR</u>	<u>NO. OF ACRES OWNED</u>	<u>TAX VALUE OF LAND</u>	<u>TOWN LOTS OWNED</u>	<u>TAX VALUE OF TOWN LOTS</u>
1876	0	\$ ---	1	\$ 400
1878	126	378	1	400
1879	126	378	2	425
1886	613	2,449	5	1,912
1891	493	1,557	3	1,900
1895	1,261	2,122	4	1,000
1896	1,261	2,122	4	1,000
1897	1,261	2,122	4	1,000
1898	1,261	2,122	4	1,000
1899	1,261	2,122	4	1,000
1901	1,261	2,122	4	1,000
1902	1,261	2,122	4	1,000
1907	1,249	3,942	3	1,085
1911	1,237	4,800	2	1,900

Sources: Caswell County Tax Lists for 1876, 1878, 1879, and 1886
Caswell County Tax Lists for 1891, 1898, 1899, and 1901; Caswell
County Tax Scrolls for 1895-1899; and Caswell County Tax Lists for
1901, 1902, 1907, 1911, and 1917

Connally was the type of businessman to take advantage of every available opportunity. According to various editions of Branson's North Carolina Business Directory, besides operating one of the stores in Leasburg, he also owned the local hotel. Unfortunately none of the hotel's records appear to have survived. All that is known, based solely

upon business directories, is Connally operated the hotel from 1884 to at least 1896.⁵⁹

Another of Connally's businesses was his grist mill. Although he left no record detailing whether he ground grain for his neighbors, it would seem out of character for him to let such a money-making opportunity pass. The only known evidence of his mill is found in a contract dated November 13, 1902 which states,

Mill machinery to be placed in a building which is to be located on the spot where the old mill burned some months ago, which is about the center of the second party's 1,200 acre plantation.⁶⁰

Connally was known as a Christian gentleman with a strong moral sense and was highly respected within the Methodist Church (see Appendix D). According to an interview with Mr. Spencer Trib Richmond (age 79), Connally strongly supported the church and kept the Sabbath religiously. He would only open his store on Sundays for medical emergencies, and then only for the needed item and nothing more. As a teetotaler, Connally

⁵⁹Branson, Branson's North Carolina Business Directory for 1884, 190. Branson, Branson's North Carolina Business Directory 1890, 164. Branson, Branson's North Carolina Business Directory, 1896, 161.

⁶⁰Connally Family Papers in the possession of Henry Leon Richmond of Leasburg, North Carolina. This contract, drawn between the Nordyke & Marmon Company (Flouring Mill Engineers, Iron Founders and Machinists of Indianapolis, Indiana) and Henry T. Connally, also states that the mill was to be water and steam driven and the cost of the equipment would come to \$1,440.

would have nothing to do with the lucrative trade in liquor; the only alcohol to be found in his store was for medicinal purposes.⁶¹

Connally was remembered by another Leasburg native, William S. Dixon, as living in "one of the finer homes in Leasburg," and as being "fiery, but likable" and "a bit eccentric at times." Dixon relates two stories about Connally which help to illuminate his personality.

I have heard a story of how a crotchety old negro argued with him over a thirteen cent item that was marked two for a quarter. Mr. Connally grabbed a penny, went out to the woodpile[,] laid the penny on a block and chopped it in half and handed the negro a half and told him to "get."

And,

It fell the turn of Ebenezer [Baptist] Church to have the Association. Crowds came from far and near to attend; some with honorable motives; some not so honorable. In town, Connally's Store was busy. Some of the second variety were on hand there. One of these was a Warren from out south in the Hester's Store area. He was a noted trouble maker and fight picker. He was on horse back that day and mean drunk. He rode his horse up the front steps of the porch and tried to urge him inside. Mr. Henry Connally would not back down from any man; he came out of the store with a pick handle and drove them back down the steps. So Warren dismounted and entered the store on foot. He staggered and stuck his elbow through a show case. He then took a swing at Fate Brooks, a much smaller man, also from the South Country. He had picked on the wrong man that day; Fate drew his pocket knife and with one swipe slashed Warren across the chest. Warren wanted no more; he turned and started walking out of the store with blood dripping and with Mr. Connally after him

⁶¹Mr. Spencer Trib Richmond of Leasburg, North Carolina, interviewed by the author and Ms. Vivian Lea Stevens of the Greensboro Historical Museum, 25 January, 1991, Leasburg, tape recording, Greensboro Historical Museum, Greensboro, North Carolina. Also see Connally Family Papers . . ., Ledger, 7, 112.

demanding payment for the broken showcase.⁶²

Other of Dixon's reminiscences concerning Connally allow further glimpses of the man. Connally served in the Confederate army during the last year of the war, although he was only fifteen years old. Later in life he allowed an itinerant dentist named Dr. James A. Hurdle to use "a one-room office building in the southwest corner of [his] yard" to serve the local citizens. Finally Dixon recalls, with obvious delight, the installation of "a soda fountain [in the store] for his own pleasure."⁶³

Connally took his position within the community seriously and dressed accordingly. During his interview, Mr. Richmond recalled that Connally's son George, who operated the store after H. T.'s death, as being friendly but very businesslike. According to Mr. Spencer, George Connally was always seen, even behind the counter, in a coat and tie. Having gone to work in his father's store as a teen,⁶⁴ these habits were most likely acquired from his father.

⁶²Dixon, The Leasburg I Knew . . ., 5 and 6.

⁶³Ibid., 6, 4, 5. According to Blaylock, Miscellaneous Records . . ., Book 2 Page 548, Dr. James A. Hurdle was married to H. T. Connally's niece Julia Elliott. See also Connally Family Papers . . ., Ledger of H. T. & W. H. Connally General Store, 243. Listed under H. T. Connally's account for May 8, 1884 is the following entry: "By Cash for Soda Fountain . . . [credit] [\$] 35.00." Connally installed the soda fountain at his own cost, then deducted [credited] the amount off of the balance due on his account.

⁶⁴Mildred Connally letter, 4 September 1961, 3.

Henry Thomas Connally died on August 11, 1914 from an injury to his spinal cord.⁶⁵ While his will has not been located, it is known that his estate was not settled until 1928. Apparently Connally left everything to his wife Sallie; with her death in 1925 the estate was liquidated and distributed to the five surviving children. At the time of the closing, Connally's estate was valued at \$25,894.10.⁶⁶

It seems clear that Connally was a man who created his own position within the Leasburg community. Certainly it did not hurt that his father-in-law enjoyed a well-recognized economic position within the community. Connally may have depended upon Pulliam for a start, yet by 1877 B. G. Pulliam was dead, leaving Connally to continue to make his own, ultimately successful, way in life.

Yet it is unfair to judge the accomplishments of both men based solely upon monetary standards. Both men appear to have enjoyed a fine reputation in their community. Ella Graves Thompson states that Connally was "For succeeding decades [a] community leader of character and influence."⁶⁷ Connally, besides his business activities, was an active member of his church. In fact, Connally's service to the Methodist

⁶⁵Caswell County Vital Statistics, Deaths, 1914, 1915, 1916 [Leasburg Township] (Yanceyville, North Carolina: Caswell County Register of Deeds Office), Volume 1 Page 86. The coroner who filled out Connally's Death Certificate had terrible handwriting. The certificate states that the cause of death was "[?] of spinal cord."

⁶⁶Final Accounting of the Estate of Henry Thomas Connally (Yanceyville, North Carolina: Caswell County Clerk of Courts, 1928), Record of Final Accounts, Book D Pages 177-181.

⁶⁷Thompson, A History of Leasburg . . ., 8. This character reference refers not only to H. T. Connally, but to W. J. Pulliam (B. G. Pulliam's oldest son) as well.

Church elicited, upon the news of his death, a rather lengthy broadside from Bishop R. C. Beaman praising his Christian stewardship (see Appendix D). Bishop Beaman wrote:

I have had extensive dealing with many [Methodist] stewards, good, bad and indifferent. Of this large number I do not recall one whose fidelity [sic] to duty, whose love for Methodism, whose willingness to serve at har [sic] altars, whose unselfish interest in his pastor and his family, surpassed that of Henry T. Connally, of the Leasburg Circuit. . . .

In my quarterly visits to his Circuit as Presiding Elder, I was nearly always a guest in his home, and what a home it was, where love reigned as a law supreme! I have slept beneath no roof where Christian hospitality was more beautiful and unstinted, or where reverence and worship were more firmly set as shining jewels in the family crown.⁶⁸

Both B. G. Pulliam and H. T. Connally encouraged their children to continue the family's tradition of service to the community. Pulliam's oldest son, William Joseph was also a storekeeper in Leasburg and was very active in the Methodist Church until his death in 1934. William Joseph Pulliam's youngest daughter (B. G. Pulliam's granddaughter), Mattie, was Leasburg's postmaster from 1927 to 1959 while at the same time continuing to run the family's store.⁶⁹

At least two of Connally's children (Pulliam's grandchildren) had an impact on the community. George, the eldest, continued to operate his father's store and handled, for many years, voter registration for Leasburg. George also supervised the town's polls during elections.

⁶⁸R. C. Beaman, Henry T. Connally: The Faithful Steward.

⁶⁹Whitlow, The Heritage of Caswell County . . ., 442-443.

Mildred, the youngest, was active in the community both voluntarily and professionally. Besides being a highly respected local school teacher, she was active during World War I in the Y.W.C.A.'s effort to provide a "home-away-from-home" for American troops as well as serving as the local coordinator for the sale of Liberty Bonds. Mildred, like her brother George, was also active in the Methodist Church.⁷⁰

After more than three quarters of a century, B. G. Pulliam is unremembered and only a few remain who can impart personal stories about H. T. Connally. Yet during the interview with Mr. Richmond a story was told that, while possibly apocryphal, indicates the standing of Connally's son George in the community, and by extension, the character traits that H. T. Connally helped instill. The story goes that during the Great Depression, one of George Connally's neighbors was about to lose his farm to foreclosure. To prevent this, George paid the mortgage. Whether true or not, the story speaks highly of George's remembered reputation. Another indication of George Connally's standing was that upon his death in 1956, his sisters Mildred and Mary received hundreds of sympathy cards from all over the state and the nation.⁷¹

⁷⁰Connally Family Papers

⁷¹Ibid.

William Hundley Connally
(August 20, 1853-August 26, 1898)

Information concerning H. T. Connally's brother, William Hundley ("W. H.") Connally (1853-1898) is included as a postscript to this chapter. W. H. Connally may have been a partner in the Connally Store during the 1880s, but there are no records to substantiate his ownership. Indeed, W. H. Connally remains little more than a name in county records, business directories and the store's ledger and day book. For that reason, he will be considered as just another of the store's accounts. But in case later research proves different, what little that is currently known about his life is as follows.

William Hundley Connally was H. T. Connally's younger brother. During the 1880s he joined H. T. Connally in the operation of the old Pulliam & Connally General Store. It is unknown whether he was a partner in the store at this time or not.⁷² In the 1880s the store became known as the Connally Store. After leaving the store, W. H. Connally owned and

⁷²Office of Dr. D. Jayne & Son to Misters Pulliam and Connally, 5 April 1880 . . . and Branson, The North Carolina Business Directory for 1877 and 1878, 59. The letter from Dr. D. Jayne & Son reads in part, ". . . and charge the new firm of H. T. and W. H. Connally with the full amount . . ." Branson indicates that the Pulliam & Connally General Store was still in operation during 1878 and 1879. These two sources would indicate that the Pulliam & Connally partnership ended sometime between 1878 and early 1880. Connally Family Papers . . . , Day Book of the H. T. & W. H. Connally General Store, inside front cover and Ledger of the H. T. & W. H. Connally General Store, 41-50, 223-230, 279-285. Day Book--stamped into the inside front cover is, "Manufactured for H. T. & W. H. Connally, Leasburg, N.C." Ledger--unlike other accounts, W. H. Connally was never charged interest even though he carried very large balances (often several hundred dollars) over from year to year. If these items are evidence of ownership, they are circumstantial. At this time there are no known legal papers indicating an ownership position in the store.

operated the only hotel in Milton, North Carolina.⁷³ The only "nonofficial" record of his ownership of the Milton hotel appears as a notice in the Milton Gazette on November 17, 1892. It states that "Mr W. H. Connally was excused from jury service on account of keeping a hotel. He [Connally] says that Judge Connor is a fine man."⁷⁴

Although dates are lacking the records show that W. H. Connally married Hattie Paylor. They had eight children: Laura, Mattie, Hallie, Charlie, Annie Dailey, Harry, Ila and Willie [Wilhelmina?] Hundley.⁷⁵

Table 7 and 8 show that while W. H. Connally was successful at building his net worth, he was not as successful as his brother or Pulliam (see Tables 4 and 5, pages 31 and 35). As can be seen, W. H. Connally's wealth lay in his real estate holdings. Beyond this his taxable wealth consisted almost exclusively of farm animals, farm tools,

⁷³Caswell County Tax Lists for 1891, 1898, 1899, and 1901 . . . , Caswell County Tax Scrolls for 1895-1899 . . . , Branson, Branson's North Carolina Business Directory for 1890 and Branson, Branson's North Carolina Business Directory for 1896. Based upon these tax records and the business directories, Connally must have bought the hotel late in 1890 or early 1891. According to the tax records, W. H. Connally was residing in Milton in 1891. In that year he is listed as the owner of the half lot that would later be listed as the hotel lot in the 1899 tax records. Branson's . . . , 1890 lists F. Gordon as the owner of the Milton Hotel while Branson's . . . , 1896 lists Connally as the owner. According to Powell, When the Past Refused to Die . . . , 326, the hotel was two and one-half stories with twenty rooms and was built around 1825. The hotel burned in 1951.

⁷⁴Milton (North Carolina) Gazette, 17 November 1892, 3. Raleigh: North Carolina State Archives. "Milton: Milton Advertiser, weekly; Milton Gazette, weekly; Milton Herald, weekly. 1886-1900." MiltMisc-3.

⁷⁵Blaylock, Miscellaneous Records . . . , Book 2 Page 548.

household furniture and kitchen utensils. In fact, tax records indicate that Connally had no liquid assets.⁷⁶

Table 7.--Total Taxable Wealth of William Hundley Connally

<u>YEAR</u>	<u>TOTAL TAXABLE WEALTH</u>	<u>REAL ESTATE</u>	<u>CASH AND EQUIV.</u>	<u>MISC. TAXABLES</u>
1876	\$ 25	\$ ---	\$ ---	\$ 25
1891	3,167	2,150	---	1,017
1895	3,616	2,748	---	868
1896	3,310	2,686	---	624
1897	3,178	2,686	---	492
1898	3,070	2,686	---	384
1899*	2,550	2,550	---	---

Sources: Caswell County Tax Lists for 1876, 1878, 1879, and 1886 . . .,
Caswell County Tax Lists for 1891, 1898, 1899, and 1901 . . . and Caswell
County Tax Scrolls for 1895-1899 . . .

Notes: W. H. Connally died in 1898. Caswell County's tax roles for 1899 lists his property under his estate with H. T. Connally as executor.

Table 8.--Land Owned by William Hundley Connally

<u>YEAR</u>	<u>NO. OF ACRES OWNED</u>	<u>TAX VALUE OF LAND</u>	<u>TOWN LOTS OWNED</u>	<u>TAX VALUE OF TOWN LOTS</u>
1891	24	\$ 200	2 1/2	\$ 1,950
1895	158	948	2 1/2	1,800
1896	218	986	2 1/2	1,700
1897	218	986	2 1/2	1,700
1898	220	986	2 1/2	1,700
1899	219	1,100	2 1/2	1,450

Sources: Caswell County Tax Lists for 1891, 1898, 1899, and 1901 . . .
and Caswell County Tax Scrolls for 1895-1899 . . .

⁷⁶Ibid.

W. H. Connally died on August 26, 1898. While the particular illness is unknown, its onset is noted in the Milton Herald dated July 21, 1898. The paper announced that "Mr. W. H. Connally is reported as being very sick. He is getting a great deal better."⁷⁷

After Connally's death, all indications point to the fact that Connally's wife and children continued to live in Milton, only returning to Leasburg for an occasional visit. Apparently W. H. Connally's family made no lasting contributions to life to Leasburg. Because the focus of this study is on the store, Leasburg and its citizens, no effort was made to further explore the lives of W. H. Connally's family.

⁷⁷Milton (North Carolina) Herald, 21 July 1898, 3. (Raleigh: North Carolina State Archives) "Milton: Milton Advertiser, weekly; Milton Gazette, weekly; Milton Herald, weekly. 1886-1900." MiltMisc-3.

CHAPTER IV

THE CONNALLY GENERAL STORE AND LEASBURG,
CASWELL COUNTY, NORTH CAROLINA,
1881 AND 1895

While it is true that Leasburg can be studied without considering the Pulliam & Connally General Store, the store cannot be studied without the town. The store and the village are inseparable. The store's record of purchases made, money loaned and payments made permit glimpses of the daily lives of some of its citizens although they omit a large portion of the townspeople. Before Leasburg can be viewed through the "eyes" of the store's records, an overview of the role of southern country stores must be considered.

The Southern Country Store:
An Overview

No one can be sure when the first country store appeared in the South or who owned it. Perhaps a native son or a newly arrived immigrant saw merchandising as a way to supplement farming (or as a means to avoid it) and opened the first store. Possibly a Yankee trader came south to avoid the stiff competition of the North, or a peddler decided to settle down. Lewis Cecil Gray believes the earliest southern country stores appeared in colonial times and were founded as a means of circumventing the London factors' control of early Tidewater, Virginia trade.⁷⁸ But who opened the first store, and when, is of no real consequence; what is important is the country store was an early fixture on the southern scene.

Even though stores date to the colonial period, it was not until the end of the Civil War that they became an important part of the region's economy. Until then, the factor, acting as the planter's agent, controlled most of the South's retail trade. The importance of this individual to the antebellum southern plantation economy is succinctly described by Lewis Atherton:

. . . the planter developed a pattern of business operations which was highly dependent on the factor. The latter was prepared to furnish slaves, provisions, and machinery on generous credit and to market crops for those who operated on a large scale.⁷⁹

⁷⁸Lewis Cecil Gray, History of Agriculture in the United States to 1860, Volume I (New York: Peter Smith, 1941), 426.

⁷⁹Lewis E. Atherton, The Southern Country Store: 1800-1860 (Baton Rouge: Louisiana State University Press, 1949), 8.

The factor's services were available for those "who operated on a large scale." Those who did not, like the self-sufficient southern yeoman, learned to do without or to deal with Yankee peddlers or, if fortunate, patronize a store within a day's journey of home.

Before the Civil War the region depended almost entirely upon the North for its manufactured goods, including European imports. But with the coming of war, the Union's blockade reduced a steady flow to a trickle. The limited supply combined with tremendous demand produced astronomical prices; leaving a traditionally cash poor population with a pent-up demand for goods which exploded after the war. Seeking to exploit this business windfall, northern manufacturers and wholesalers extended generous credit to new and existing stores to insure the reestablishment of trade between the two regions. The campaign worked; thousands of new stores appeared at crossroads and river landings across the South. Although many failed, they were quickly replaced by others.

Many of these new stores were started by returning veterans. Confronted by an economically devastated South, these men quickly discovered that farming worn out land would not support their families. Taking advantage of liberal Northern credit, some of these men became merchants in an attempt to rise above a subsistence lifestyle.

In his new capacity as a local merchant, the southern country storekeeper found himself serving three important economic functions. The storekeeper's first, and most important, function (whether he realized it or not) was supplying credit and banking services to a credit poor region. Second, he was the source of merchandise for a rural

population with little or no contact with the outside world. Finally, he marketed his customers' crops.⁸⁰

The rise of the Northern-backed southern merchants rapidly eclipsed the factor as a source of credit. This new source was available not only to planters, but to farmers as well. The importance of this cannot be overestimated. The post-war South was a region of few banks and even less cash. The few banks that had existed before the war were ruined and the newly-founded banks were wholly inadequate to the task of serving the region.⁸¹ This, combined with extremely depressed land values that discouraged mortgages, made merchant-provided Northern credit the only kind available.

This credit, usually offered to the storekeeper interest free for the first six months or until the crops were harvested, took into account the most realistic problem of an agrarian culture--the chronic lack of cash. Cash-poor farmers had only their future crops to offer as collateral; by giving the storekeeper a crop lien they acquired needed farm implements and supplies. Due to the recognized time-lag between purchase and payment, the storekeeper passed on the same credit terms from the wholesaler to the farmer. Without this conduit, practically no credit would have been available to the region.

⁸⁰Ibid., 42-58.

⁸¹Sydney Nathans, ed., The Way We Lived (Chapel Hill: The University of North Carolina Press, 1983), The Quest for Progress: The Way We Lived in North Carolina, 1870-1920 by Sydney Nathans, 12. In 1895 there was one bank for every 58,000 Southerners compared to one for every 16,000 individuals outside the South.

Besides providing credit, the store's image as an informal bank was reinforced by the practice of advancing cash. Atherton speaks of money advanced to pay doctor's bills, taxes and even for circus tickets. If the borrower was considered to be a sound risk, with an established account, the borrowing of small sums was not difficult. Likewise, it was not unheard of for the storekeeper to hold funds for his accounts.⁸²

The country store's second function was providing merchandise to a rural population. In the store, rural culture and worldly goods came together. Even though the average store was small by today's standards, it was the K-Mart and Wal-Mart of its day. The variety of merchandise is best described by an 1854 newspaper advertisement:

Our assortment comprises the usual variety (with additions,) of a well stocked Country Store, such as Plantation goods of every description; Staple and Fancy Dry Goods, including a very pretty assortment of ladies' dress goods and dress patterns, Silk Ribbon, Chemisettes, Hosiery, Gloves, and fine shoes; Gentlemen's Clothing and Furnishing Goods, a large stock; Perfumery, Toilet Soap, and a general assortment of fancy articles; Wall Paper, Bordering and fire-board patterns; Hats, Caps, Boots and Shoes, Crockery and Glassware, Hardware, Cutlery, Guns and Pistols, Coopers' and Carpenters' Tools, Hollow Ware, Nails; Hoop, Band and Bar Iron and Steel; Lamp, Lard, Linseed, Neats-foot and Olive Oils; White and Black Lead and other Paints; Litharge [yellow lead pigment], varnish, Putty and Glass. Also--Rice, Pickles, Preserves and Jellies, Lump Sugar, Teas, Coffee, Pepper, Spices, Ginger, Mustard, Saleratus [baking soda], Soap, Candles, Vinegar, Tobacco and Cigars; Manilla, tarred and cotton Rope; Packing Yarn, Oakum, and Blocks; together with a host of other articles too numerous to mention.⁸³

⁸²Atherton, The Southern Country Store . . ., 54.

⁸³Ibid. Advertisement for S. Smith & Son in the Planters' Banner, November 2, 1854, quoted by Atherton, 74-75.

This list does not mention all items that a country store was expected to carry. Other "everyday" items included patent medicines, plows and harness, hand tools, fertilizers, writing paper, salt, pad locks, books (from the Bible to Observations on the Shoeing of Horses⁸⁴) and coffins. Farmers and their families knew that practically everything could be found at the local store, and what could not could be ordered. Special orders by storekeepers existed long before Montgomery Ward started his store-in-a-catalog business in 1872, or the opening of Sears, Roebuck in 1887.⁸⁵

The country store's final economic function was as a marketer of farm crops. After the Civil War, many small farmers turned to the production of cash crops as a means of reestablishing their economic independence. Since most of these farmers produced small quantities, few buyers were interested in their business. By concentrating local production into large amounts, stores were able to attract buyers and obtain a higher price for the crop. Another reason the merchant marketed crops was to insure that, upon completion of the sale, he was first in line for payment of the crop lien.

From an purely economic point of view these were the country store's main functions; but the stores also served other purposes. For example, because of their central locations, many stores doubled as the local post office. According to Atherton, even before these official

⁸⁴Ibid., 82 for a list of books sold by stores.

⁸⁵Frank B. Latham, 1872-1972 A Century of Serving Consumers: The Story of Montgomery Ward (Chicago: Montgomery Ward & Co., Inc., 1972), 2. Gordon L. Weil, Sears, Roebuck, U.S.A.: The Great American Catalog Store and How It Grew (New York: Stein and Day, 1977), 7.

appointments, stores handled customers' remittances to distant creditors as well as ordering their newspapers and magazines.⁸⁶

The store was also the source of information, whether national news or local gossip. Men would congregate around the wood stove or on the porch and exchange views on topics ranging from religion to the weather to politics. One community learned of the assassination of President McKinley from the local merchant, who heard of it from a passing traveler.⁸⁷ Dixon describes Connally's Store as a "rallying point for the young men on Saturday afternoon when farmers took off and came to town."⁸⁸

Politicians used stores as the local "stump" from which to harangue the locals for their votes. Political gatherings increased business, and since many storekeepers were the local registrars, having the voters together simplified their official duty. For many years Connally served Leasburg in this capacity while his store functioned as the village's polling place.⁸⁹

Since many stores were two-story, the second floor often became home to new churches, temperance leagues and other groups in search of a meeting place. While there are no records of groups meeting upstairs at Connally's Store during the nineteenth century, the Boy Scouts met there

⁸⁶Atherton, The Southern Country Store . . ., 55-56.

⁸⁷Herman Clarence Nixon, Possum Trot: Rural Community, South (Norman, Oklahoma: The University of Oklahoma Press, 1941), 10.

⁸⁸Dixon, The Leasburg I Knew . . ., 5.

⁸⁹For stores as political "stumps" see Clark, Pills, Petticoats and Plows . . ., 64-65. As to Connally's position as registrar see S. T. Richmond interview.

in the 1940s.⁹⁰ Because poor transportation imposes its own form of isolationism, the southern country store became, through default, the economic, political and social center of many communities.

⁹⁰Whitlow, The Heritage of Caswell County . . ., 363.

The Founding of the Pulliam & Connally
General Store/Connally General Store

Between 1865 and 1876 Berryman Green Pulliam made a rather startling realignment of his wealth. The most important result of this was that by 1867 he possessed sufficient cash to finance the opening of a store. Why Pulliam decided to open a store is a matter of conjecture since he left no record of his reasoning. He was 66 in 1867 and had lost 58 slaves; perhaps these were reasons enough to shift away from agriculture. What little is known about the store's beginnings comes from letters written by his granddaughter and reminiscences of longtime Leasburg citizens.

On two separate occasions, Miss Mildred Connally (Pulliam's granddaughter and Connally's daughter) wrote that the store, ". . . was operated by Hancock & Paylor before my grandfather," and ". . . before the business was operated by Pulliam and Connally it was in operation by Hancock and Paylor." Mildred Connally dates the change in ownership and operation to sometime in 1869.⁹¹

Little information concerning the background and operation of the Hancock & Paylor General Store is available. Branson lists the firm in operation in both the 1867-1868 and 1869 editions of his business directory. Hancock & Paylor also owned and operated one of the village's four post-war tobacco factories.⁹² According to Ella Graves Thompson,

⁹¹The first quote and the date of opening are found in Connally, 4 September 1961, pages 2-3. The second quote is found in Connally, 5 September 1962, page 2.

⁹²Branson, North Carolina Business Directory . . . , 1867-8, 25 and 1869, 33. In both editions Hancock & Paylor are listed under the headings "Manufactories" and "Merchants." Paylor appears again in the following editions as a Leasburg merchant: 1872, 52 and 1877 and 1878, 59. By 1884, 191, Paylor had moved his business to the Caswell town of

their tobacco business was a large operation, doing business as far away as Atlanta, Montgomery, Alabama and New Orleans. Graves goes on to relate,

William Paylor seems to have dropped from this firm soon after the Civil War, perhaps when a prohibitive tax was levied by the government in an effort to raise money to pay the war debt. Transportation was so difficult and labor so unpredictable that the tax finally was ruinous. An effort to evade this tax finally crushed Hancock financially.. .⁹³

Hancock's financial distress was probably the reason Berryman Green Pulliam assumed ownership of the Hancock & Paylor store in January 1869.

At about the same time that Pulliam bought the store, Henry T. Connally appeared in Leasburg. Although he joined Pulliam in opening the store, it is unknown whether he started as a partner. Connally may have been a partner as early as 1870, but he definitely was by late 1872. Evidence of this is found in a ledger owned by the Greensboro Historical Museum. In a section entitled "Amounts Collected by H. T. Connally Due to B. G. P[ulliam]. & Co." is an inventory of receipts broken into the following categories: "Collected," "B. G. Pulliam's," and "H. T. Connally's." The categories show that Connally held a one-third interest in the store. This is the earliest known evidence of partnership.⁹⁴ With Pulliam's death in 1877, Connally gained complete control of the store.

Hightower.

⁹³Thompson, A History of Leasburg . . ., 6.

⁹⁴Pulliam and Connally Business Papers, (Greensboro Historical Museum) "Pulliam & Connally Bound Volumes," H. T. Connally's Book--H.T.C., 175-176.

Operation of the Connally Store:
An Overview

While certain aspects of the Connally's operations will be covered later, there are some broad details to be considered now. These are: price markups (profit margins); competition; sources of inventory (local, regional and national); transportation of goods from suppliers; and advertising.

Because all of the store's available wholesale invoices are dated 1880 or before, comparing 1880 (or earlier) wholesale prices to 1881 retail prices in an attempt to figure markup is risky. Even if invoices from 1881 were available, it would be still be difficult. The reason for this is Connally almost never described goods in the same detail as his wholesalers making it almost impossible to match wholesale to retail. For example, a wholesaler may sell Brand "X" coffee for eight cents per pound, Brand "Y" for ten cents and Brand "Z" for twelve cents. Connally's entry might read, two pounds coffee at forty cents.

Connally was not alone in his sketchy record keeping. Because most merchants kept equally poor records, such southern store scholars as Thomas Clark, Lewis Atherton and Jacqueline Bull admit that determining markup is almost impossible.⁹⁵ Scattered throughout Connally's ledger is enough identical merchandise to make an estimate. These are goods Connally bought for his own use as well as sold to others. And since Connally rarely paid full price, the difference between what he paid and what other customers paid may be the best reflection of full markup.

⁹⁵Atherton, The Southern Country Store . . ., 170-171. Atherton notes that markups of 100 percent were not unusual before the Civil War.

Table 9.--Difference in Price Charged on Identical Merchandise,
Connally's Personal Account Versus Other Customers' Accounts

<u>ITEM</u>	<u>CONNALLY'S PRICE</u>	<u>OTHER CUSTOMERS' PRICE</u>	<u>MARKUP</u>
Zell's Guano, (per bag)	\$ 5.20	\$ 5.75	10.58 %
Loose Guano, (per pound)	0.02 1/4	0.03	33.33
Malta Plow	2.85	3.50	22.81
Malta Hoe	0.27 1/2	0.50	81.82
# 2 Plow Point	0.18	0.40	122.00
1 Pair Horseshoes	0.16 0.06	0.20 0.10	25.00 66.67
Box of Grease Radway's Ready Relief (per bottle)	0.25 0.20	0.50 0.25	100.00 25.00
Coffee (per package)	1.00	1.50	50.00
Potatoes (per bushel)	0.04	0.10	150.00
Soda (per pound)	0.01 1/2	0.03	100.00
Hominy (per pound)	0.06 0.05	0.10 0.05	66.67 0.00
Cambric (per yard)	0.02 1/2	0.05	100.00
Spool Cotton Box of Bluing			63.59 %
AVERAGE MARKUP			

Source: Connally Family Papers . . ., Ledger, 9-163.

The difference in prices that existed between Connally's account and all others may explain his motivation to operate the store while building his real estate holdings; paying wholesale provided great savings. This is not to imply that saving money was his only reason for operating the store, but it certainly was a strong incentive.

Between its founding and 1896 the Leasburg market was not monopolized by the Pulliam & Connally General Store/Connally Store. In fact, for such a small town, the competition was remarkably keen. According to various editions of Branson's North Carolina Business Directory, between 1867 and 1896 these stores competed in Leasburg:

Table 10.--Leasburg's Stores, 1867-1896

<u>NAME OF STORE</u>	<u>TYPE OF STORE</u>	<u>EDITION OF BRANSON'S WHERE LISTED</u>
Hancock & Paylor	Dry Goods & Groc.	1867-1868, 1869
J. A. Stanfield	Dry Goods & Groc.	1867-1868, 1869
Paylor & Garrett	General Stock	1872
Pulliam & Connally	General Stock	1872, 1877-1878
W. A. & V. T. Bradsher	General Stock	1877-1878
Henry Connally	General Stock	1877-'78, 1890, 1896
J. A. Johnson	General Stock	1877-1878
Henry Lea	Grocery	1877-1878
W. Paylor, Jr.	General Stock	1877-1878
S. T. Richmond	Drug Store	1877-1878
W. E. Wagstaff	General Stock	1877-1878
Warren & Bro.	General Stock	1877-1878
H. T. & J. M. Connally	General Stock	1884
W. R. Hambrick	General Stock	1884
W. J. Pulliam	General Stock	1884, 1890, 1896
J. T. Bradsher	General Stock	1890
Hambrick Bros.	General Stock	1890
J. Z. Malone	General Stock	1896
W. L. Thomas	General Stock	1896

Sources: Branson's North Carolina Business Directory . . ., 1867-8, 25; 1869, 33; 1872, 52; 1877 and 1878, 59-60; 1884, 191; 1890, 165; 1896, 162.

Notes: The listing for the H. T. & J. M. Connally Store is an error; H. T. Connally did not have a brother with the initials "J. M.". Hancock & Paylor became Pulliam & Connally which, in turn, became the Connally Store. Note also that Paylor was involved in three different stores. By 1884 he had moved to the Caswell town of Hightower and owned a Drug Store.

In a period in which merchants were more likely to fail than succeed, it is not surprising that only one store (but not the same

management) spans the entire time period. Connally's longevity as a Leasburg merchant is unique and speaks volumes about his standing within the community. Longevity itself contributes to success since people prefer to buy from an established merchant they know and trust. His longevity is also a testament to his business skills. In order to survive as a merchant, Connally's business skills were constantly challenged. "Was so-in-so a good credit risk?" "Will my customers buy this new product and what price will they pay?" "Should I order it in quantity?" These questions were typical of those Connally had to answer daily.

Connally's ledger, and his day book, indicates the breadth of his selection. Connally's wide assortment was possible due to his dealings with many wholesalers across the country (Appendix E). Surviving invoices show Connally buying from companies as close as Milton (Caswell County), North Carolina and as far away as Chicago, Detroit and New York City. While often dealing with northern suppliers, Connally preferred to do business with companies in nearby cities. Out of hundreds of invoices, the majority attest to the large amount of business with Richmond and other local suppliers.

If not for good transportation, Connally would not have been able to buy from distant wholesalers. While Caswell itself suffered from poor facilities, both Danville and Milton were served by both rail and boat lines and became gateways to the county. Surviving transportation invoices show goods shipped to Connally via the Chesapeake & Ohio Railroad, the Richmond & Danville Railroad, the Piedmont Air Line (railroad), the Baltimore, Chesapeake & Richmond Steamboat Company and

the Roanoke & Dan River Navigation Company.⁹⁶ From the edge of the county goods were hauled by wagon over horrible roads to Leasburg.

Once the goods reached the store, Connally needed to make his customers aware of his new merchandise. In a small community like Leasburg, it was not necessary to advertise; word-of-mouth was sufficient. The only known instance of Connally using print advertising is found on the back cover of the 1880 edition of Barker's Illustrated Almanac.⁹⁷ If he did other advertising, it has either been destroyed or is undiscovered.

⁹⁶Pulliam and Connally Business Papers . . ., Greensboro Historical Museum and Duke University Library.

⁹⁷Barker's Illustrated Almanac, Farmers Guide and Household Receipts, (Philadelphia, 1880), back cover. Almanacs, Box 1104, Archives Department, Greensboro Historical Museum, Greensboro, North Carolina. This advertisement was not discovered until the Summer of 1991.

Leasburg, North Carolina and the
Connally General Store,
1881

In 1881 the nation's economy had recovered from the Panic of 1873; a fact confirmed by business at the Connally Store. In that year, the store did total credit business of \$3,841.42, or \$2,443.39 if Connally's personal account is subtracted. This subtraction is important since his account is missing from the 1895 summary. Eighteen eighty-one's business is divided into thirteen different categories encompassing not only Connally's mercantile business but also reflecting his informal banking practices. As an adjunct to his credit business, Connally's Day Book reveals some of the cash business that also crossed his counter. Unless otherwise noted, all account information comes from Connally's Store Ledger and Day Book in the possession of Mr. Leon Richmond of Leasburg, North Carolina.

In 1880, the population of the Leasburg District peaked at 1,647.⁹⁸ Despite this number, Connally only had fifty-eight accounts (including himself) in 1881: forty-eight men, eight women, one company and one estate. Out of fifty-eight accounts, basic information concerning thirty-two (twenty-six men, four women, one company and one estate) was found in the 1880 census (Appendix F). Of the thirty known individuals, all were white and at least twenty-one years of age. To date no black accounts have been found. If they did exist, Connally kept a separate ledger.

⁹⁸Powell, When the Past Refused to Die . . ., 276. Population figures are as follows: 1870--1,461; 1880--1,647 (up 13 percent); 1890--1,364 (down 17 percent); and 1900--1,252 (down 8 percent).

The thirty individuals formed a cross section of Leasburg's white community. And while some of these accounts were professional people, almost all shared a common thread--agriculture. Twenty-five were full or part-time farmers. In all probability, the majority of the unidentified accounts also farmed. Four women are included in the identified group; three were full-time farmers and the fourth, Connally's sister-in-law, was living with her widowed mother, a farmer.⁹⁹ Not counting Connally, the remaining twenty-nine comprise the following categories.

Table 11.--Total Purchases by Category of Identified Accounts in 1881

<u>CATEGORY</u>	TOTAL CATEGORY <u>SALES</u>	CATEGORY SALES AS A PERCENTAGE OF <u>OVERALL SALES*</u>
3 Businessmen (14%)	\$ 751.77	30.77 %
(2 Merchants)	(670.36)	(27.44)
(1 Miller)	(81.41)	(3.33)
18 Farmers (62%)	641.16	26.24
1 Minister (3.5%)	11.95	0.49
6 Professional (17%)	312.51	12.79
(1 Teacher)	(103.39)	(4.23)
(1 Dentist)	(13.60)	(0.56)
(3 Doctors)	(48.94)	(2.00)
(1 Lawyer)	(146.58)	(6.00)
1 Unassigned (3.5%)	<u>11.88</u>	<u>0.49</u>
 TOTALS:	 \$ 1,729.27	 70.78 %

Source: Connally Family Papers . . ., Ledger, 9-160.

Notes: Minus Connally's account, the total comes to \$2,443.39. The teacher was Reverend Solomon Lea, a Methodist minister and first president of Greensboro College. His primary occupation was owner and headmaster of the Somerville Female Institute in Leasburg. He was also a part-time farmer.

⁹⁹These women appear to have been carrying on with the operation of their deceased husbands' farms.

Leasburg's agricultural economy is obvious. At first glance, farmers spent the second largest amount of money. But with the addition of seven members of other groups who were part-time farmers, they become Connally's most important group of customers.¹⁰⁰ Interestingly, Leasburg's doctors and dentist do not have conspicuous purchasing power; this may be due to being paid in-kind.

The importance of these identified accounts should not be overlooked. When the personal accounts (minus Connally's) are combined with the company and estate accounts, total sales reach \$1,946.04. This represents fifty-one percent of total sales or, minus Connally, eighty percent of sales.

Women held eight (fourteen percent) of the fifty-eight accounts; four were married and three were widowed. Since normal business practice set up accounts in the husband's name, the four married women were probably widows. The ledger's list of accounts reinforces this theory; some accounts have postscripts indicating that the wife had assumed responsibility.

It is relatively simple to find information concerning individual account owners; the difficult part is determining how many people each account represented. The census allows the discovery of the number of family members and servants, yet what about those whose connections are less obvious? The census lists tenants and sharecroppers as individual

¹⁰⁰The following individuals were also part-time farmers: W. J. Pulliam (merchant); T. W. Currie (miller); Dr. J. A. Stanfield (doctor); Dr. J. A. Thompson (doctor); Dr. C. G. Siddle (dentist); and G. N. Thompson (lawyer). Rev. Solomon Lea (teacher and headmaster) also farmed part-time.

farmers with no indication of their economic dependence upon the landowner. And since it was common practice for their purchases to be charged against the landowner's account, tenants and sharecroppers represent the store's shadow customers. One way of uncovering Leasburg's tenants and sharecroppers is by examining H. T. Connally's food purchases in 1881. According to the 1880 census, Connally's family consisted of his wife Sallie and his three young sons George, Edgar and Walter.¹⁰¹ Despite his small family, Connally purchased food on a tremendous scale. Keep in mind that he was not only a merchant, but a farmer with tenants as well. Between 1879 and 1886 his acreage increased from 126 to 613. Connally, the businessman, would not have invested in new land just to allow it to lie fallow. To show a return he needed a work force. Connally's alternatives were to employ wage hands or allow tenants or sharecroppers to work the land. Either way, Connally would need to provide provisions. And although they were charged to Connally, the tenant would pay him back after the harvest.

Based upon total food sales in 1881 (Appendix M, category H), these seven foods represent eighty-three percent of aggregate sales. Likewise, they also represent the same percentage of Connally's total food purchases.¹⁰² Subtracting Connally's purchases from total food sales considerably lowers the average account's consumption.

¹⁰¹United States Census Bureau, Tenth Census of the United States: 1880, "Population of North Carolina, County of Caswell [Leasburg Township]" (Raleigh: North Carolina State Archives, 1880), 268.

¹⁰²Connally had total food purchases of \$210.08

Table 12.--H. T. Connally's Major Food Purchases in 1881

<u>FOOD</u>	<u>AMOUNT CONNALLY BOUGHT</u>	<u>CONNALLY DOLLAR AMOUNT</u>	<u>TOTAL SALES</u>	<u>PERCENT OF TOTAL SALES</u>
Bacon	456 lbs.	\$ 47.80	\$ 133.60	36 %
Coffee	48 lbs.	7.73	26.33	29
Corn	61 bu.	42.95	42.95	100
Eggs	61 doz.	6.30	6.50	97
Flour	698 lbs.	25.08	32.08	78
Sugar	342 lbs.	34.42	167.21	21
Wheat	7 bu.	<u>10.00</u>	<u>16.38</u>	61
TOTALS:		\$ 174.28	\$ 425.05	41 %

Source: Connally Family Papers . . ., Ledger, 9-20, 160-163.

Table 13.--Average Account's Food Consumption Before and After Connally's Purchases

<u>FOOD</u>	<u>WITH CONNALLY</u>	<u>WITHOUT CONNALLY</u>
Bacon	19.42 lbs.	11.48 lbs.
Coffee	2.42 lbs.	1.59 lbs.
Corn	1.09 bu.	---
Eggs	1.13 doz.	---
Flour	16.04 lbs.	3.64 lbs.
Sugar	24.23 lbs.	18.45 lbs.
Wheat	0.29 bu.	0.08 bu.

Source: Connally Family Papers . . ., Ledger, 9-163.

Note: Average consumption of sugar is further skewed by George N. Thompson. Subtracting his purchase of 490 pounds drops average consumption to 9.72 pounds.

While Connally's purchases in several food categories outweighed those made by other accounts, this was not always true. For instance, Connally and his tenants were not the only ones in Leasburg with a prodigious sugar consumption. George N. Thompson, lawyer and part-time farmer, bought 490 pounds of sugar; over forty percent more than Connally. Hopefully he was supplying his tenants' needs as well.

Reverend Solomon Lea bought sixty-one and one-half pounds of sugar, probably for the use of his tenants and for students boarding at his school. Another lover of sweets was Dr. J. A. Thompson (also a part-time farmer); he purchased forty-six pounds of sugar. And out of twenty-two and one-half gallons of molasses sold, he bought seven. And as for syrup, Thompson purchased three and one-half gallons of the nineteen sold. Either he and his tenants loved molasses and syrup or he used both as the basis for medicines that he compounded.¹⁰³ Finally, Reverend R. A. Willis purchased twenty-six pounds. These five accounts were responsible for seventy-one percent of sugar sales. While there is a chance that such large purchases of sugar went toward the production of liquor, there is nothing in the store's records to support this theory.

The store's total food sales amounted to \$511.01 or slightly over thirteen percent of total sales. Although a substantial amount of business, without Connally's purchases the average account bought only \$5.28 worth of food. Given the agrarian nature of Caswell County, this small amount indicates the self-sufficiency of Connally's customers.

Working against self-sufficiency was the crop lien system. Although Connally provided credit to his customers, there are no surviving lien documents legally linking him to this system.¹⁰⁴ If he did participate, which is likely, he recorded his transactions in another ledger. On the other hand, circumstantial evidence of Connally's

¹⁰³Ibid., Ledger. See account of George N. Thompson, 128-129 and account of Dr. J. A. Thompson, 108-110.

¹⁰⁴There is one chattel mortgage (crop lien) surviving in the Connally Family Papers. Connally was not a party to the agreement and was only listed because he owned the property being farmed.

participation with crop liens does exist in the form of tobacco warehouse receipts. These receipts, dated after the turn of the century, show tobacco was sold for various "partnerships" made up of Connally and others. Listing Connally's name on the receipt indicates that his "partner" was farming Connally's land, that Connally held a lien against the farmer, or both.¹⁰⁵

Whether legally involved in crop liens or not, Connally was a source of credit. Since neither Caswell County tax records or any sources lists any banks in Leasburg, Connally's store acted as an informal bank.¹⁰⁶ Representing almost forty-four percent of his total business in 1881, informal banking was the store's greatest contribution to Leasburg. To be accurate, the store should have been named Connally's Store and Bank. According to the ledger, thirty accounts (including Connally) borrowed money against their accounts. These borrowings took the form of cash and scrip.¹⁰⁷ Except for Connally and his brother, the borrowing of cash was rare; scrip, on the other hand, was common (Appendix M, category G).

¹⁰⁵Ibid. Two examples of surviving receipts show: 574 pounds of tobacco sold for Baines & Connally by Acree's Warehouse in Danville Virginia on October 1, 1912 and 273 pounds of tobacco sold for Connally & Fuller by Cabell Warehouse in Danville on December 12, 1912.

¹⁰⁶Caswell County Tax List 1866 . . ., 49. Caswell County Tax List 1867 . . ., 34. Branson, Branson's North Carolina Business Directory . . . for 1876-8, 25-26; 1869, 33-35; 1872, 51-53; 1877 and 1878, 58-61; 1884, 189-193; 1890, 163-167; and 1896, 160-163.

¹⁰⁷Connally Family Papers . . ., 1881 Ledger, almost any page. Connally's system for recording these transactions was quite simple: cash loans read "to cash paid . . .," while scrip was recorded as "to amount paid . . ."

Scrip generally took the form of a handwritten note authorizing the bearer to a certain dollar amount of merchandise from a particular store. A surviving example reads, "Due Bearer/Three Dollars in goods/this Sept 21 1906/[signed] H. T. Connally."¹⁰⁸ Scrip was extremely important to the cash poor South. Instead of dollars a person could have a note of credit charged to his account and made payable to anyone. For the average farmer, scrip was a method of meeting one's obligations without the use of scarce dollars. For the storekeeper, scrip was a guaranteed transaction since, whether used or not, it was already charged against an account.

The greatest user of scrip after Connally and his brother, W. H. Connally, was Reverend Solomon Lea, owner and headmaster of the local boarding school. Scrip written against his account totalled \$54.30. All of this amount, except one dollar, went to the paying of wages. Out of Lea's thirty-four wage payments to sixteen individuals, all but one lists the worker's name. The one exception is \$3.25 paid to "girl." Interestingly enough, only four individuals, none of whom had a store account, are listed by their full names. Of the remaining individuals, ten are identified by first name only, while two names could be either first or last names.¹⁰⁹

Connally's entries for the payment of scrip seem to differentiate between blacks and whites. Payments to blacks (and possibly some white

¹⁰⁸Ibid., Ledger, scrip placed between pages 386 and 387.

¹⁰⁹Ibid., Ledger, 89-92. The four people whose first and last names are listed are: Jim Stanfield, Ed Thompson, Ed Oliver and Mary Malone. The two names that could be either first or last names are Hazwood and Roberts. As an aside, in later years Connally would pay his sons' tuition to Reverend Lea by advancing him credit on his account.

wage hands) are entered under their first name. Whites, on the other hand, are listed by last name, full name or honorific and last name.¹¹⁰

Like banks, southern country stores charged interest. Common practice was to charge interest on goods not paid for within six months. In this Connally was different; interest was only charged accounts where money (cash or scrip) had been loaned and had not been paid back within six months, and then only at three percent semi-annually. Connally did not charge himself or his brother, W. H. Connally, interest while he gave his mother-in-law a break by charging her only 2.11 percent. Accounts whose outstanding balance consisted only of goods were not charged. Only one exception to this was found, Connally charged interest on unpaid goods when the man stopped patronizing the store.¹¹¹ Still, with only \$14.59 in interest charged, Connally was not getting rich on this practice (Appendix M, category M). Connally's reluctance to charge interest whenever possible made him very atypical of southern merchants.

Customers usually tried to settled their accounts every six months. When settlement was made, it was likely to be in cash or a combination of cash and "in-kind" payments. In-kind (or barter) payments are those that do not involve cash. Of the forty-eight accounts that settled at least part of their account, nineteen (forty percent) paid in this fashion (Appendix H, **Breakdown of Credit Payments**). Of all in-kind payments,

¹¹⁰Connally left no written evidence to confirm the use of this system. However, calling most black adults by their first name, even by small white children, was common practice in the South even into the 1960s. The author, who grew up in the South, remembers this practice.

¹¹¹Connally Family Papers . . ., Ledger, 40. Dr. Calvin Lea did not settle his 1881 obligations until June 21, 1884. Because of this, he was charged three percent interest every six months.

George N. Thompson's settlement was the largest and most unusual: land valued at \$190.61 in exchange for a clean slate.

Another unusual method used was to haul freight in exchange for account credit. But at a rate of one-quarter cent per pound, 400 pounds of freight moved would reduce debt by only one dollar. Although five people used this method, Connally was its greatest practitioner by hauling 37,240 pounds in exchange for \$93.10 of credit. Other unique payments came from J. J. Yarborough who traded store stock for goods and N. M. Richmond & Company's trade of plows and plow points.

While these four unusual methods constituted eighty percent of the dollar value of in-kind payments, the majority of customers continued to trade what could be grown or made at home. Yet despite the acceptability of in-kind payments, \$2,021.48 (seventy-five percent) of the \$2,704.84 in payments were in cash (Appendix H, **Breakdown of Credit Payments**). Despite these payments, Connally's customers still owed \$1,136.58 at year's end. This, combined with the carryover debt from 1880 (\$787.93) left the store with a negative balance of \$1,924.51. Yet Connally had no reason to worry; he and his brother owed \$1,226.22 of the total. The remaining amount, when divided between the thirty-nine accounts with outstanding balances, came to \$17.90 per account.¹¹² This, combined with the general outlook for prosperity, helped Connally manage what little anxiety he may have suffered.

¹¹²See Appendix G. Of the accounts with outstanding balances, fourteen owed less than \$10.00; eleven owed between \$10.01 and \$20.00; eleven owed \$20.01 to \$50.00; and three owed \$50.01 and up. Fifteen accounts had paid their bills while two had overpaid.

Although Connally provided credit to his accounts, there is no evidence available that he acted as marketer of their crops. If evidence is discovered perhaps it will show Connally also participated in the use of crop liens for security. Available evidence indicates that the proximity of marketing centers (Danville, Milton and later, Roxboro) made it unnecessary for Connally to assume this role.

Since Leasburg's economy had an agricultural orientation, banking was just one more part of farming business. After banking, Connally concentrated on the sale of farm related items (Appendix M, category C-- **Tools & Farm Equipment** and category F--**Guano & Chemicals**). Combined sales of these two categories came to \$924.54 or twenty-four percent of total sales. And even though farmers bought everything from cotton rope to wagons, the farmers of Leasburg were practical, concentrating their resources on those items necessary to work the land. While the purchase of wagons and buggies made up the largest dollar portion of the category's sales, plows, plow parts and harnesses were more important. For without the equipment to cultivate the land there would have been no extra funds for wagons and buggies.¹¹³

In spite of Caswell County's traditional character, farmers used artificial fertilizer. The store sold nearly seven and one-half tons of guano (fertilizer). Lime, while sold, was not commonly used. As for new and different types of seeds, Connally did not deal in them.

All of the store's various categories of goods are recorded in Appendix J along with a complete list of components (Appendix M). In

¹¹³The store sold three wagons and one buggy in 1881. Connally bought two of the wagons.

comparison to our own "name" conscious society, there is a notable lack of brand names. Connally mentions only eight: Radway's Ready Relief, St. Jacob's Oil and Vigor Hair Dye (Appendix M, category I--**Patent Medicines and Sundries**); Gilliam's guano and Zell's guano (category F--**Guano & Chemicals**); Malta and Dixie plows and Neff Wagons (category C--**Tools & Farm Equipment**).¹¹⁴ Other than these few examples, Connally did not see fit to identify others by name.

Dry Goods, Sewing Supplies and Clothing & Accessories (Appendix M, categories A, B and J) were three other important categories for Connally. Surprisingly, the total of all three represents just under twelve percent (\$448.37) of total sales. The large amount of material versus the relatively small amount of money generated was the most noticeable aspect of **Dry Goods**. Although 942.15 yards of various materials were sold, this category brought in only \$157.74 (an average of seventeen cents per yard).

Dry goods sales, like food sales, can show the existence of tenants, sharecroppers and other shadow customers. The best proof is offered by the sale of calico (304.50 yards) and domestic (218 yards). Since both are inexpensive fabrics (calico averages 7.60 cents per yard, domestic averages 10.88 cents), they are a natural choice for clothing tenants. Two top buyers of calico were H. T. Connally and Reverend Solomon Lea; between them, they bought 149 yards. Connally, at 118.50 yards, was the leader, and with only five people in his immediate family,

¹¹⁴Connally Family Papers . . ., Ledger. Radway's Ready Relief--12, 109; St. Jacob's Oil--92; Vigor Hair Dye--68; Gilliam's Fertilizer--54, 80, 130; Zell's Fertilizer--13, 14, 16, 51, 22, 62, 63, 80, 86, 124, 130, 154, 156; Malta Plows--13, 62, 112, 122; Dixie Plows--112; Neff Wagons--11, 134, 162.

he was either buying for tenants or his family had large wardrobes. The Reverend Lea purchased 30.50 yards. Domestic, while not as popular as calico, also sold well. Connally bought thirty yards. J. J. Lipscomb bought the largest amount (sixty-five yards) followed by T. W. Featherston's fifty-one yards. It is known that Featherston was a farmer and, in all probability, so was Lipscomb. Both were probably helping to clothe their tenants.

At the same time, **Sewing Supplies** amounted to \$7.72. Even though a small amount, it represents, among other items, twenty dozen buttons and eighty-two spools of cotton thread. Cotton thread alone represented one-half of sales in this category. Connally bought nineteen spools while Reverend Lea and J. J. Lipscomb each bought fourteen. This matches up with their large dry goods purchases. In other words, home production of clothing was still very much the norm.

The **Clothing & Accessories** category reinforces this conclusion. While sales in this category reached \$282.91, forty percent (\$113.80) came from the sale of shoes and boots.¹¹⁵ In ready-made clothing, the big seller was men's clothing (\$122.80 or forty-three percent). W. H. Connally was the store's biggest buyer of clothes. His purchases of men's clothing reflect his unmarried status in 1881. In that year he bought two pairs of boots and one of shoes for \$16.25 or 15.79 percent of men's boot and shoe sales. His clothes purchases possibly made him

¹¹⁵Ibid., Ledger. Of the thirty-eight pairs of shoes sold, twenty-eight pairs (seventy-four percent) were sold between October and April. The remaining ten pairs (twenty-six percent) were sold between May and September. Of the fourteen pairs of boots sold, thirteen pair (ninety-three percent) were sold in November and December.

Leasburg's Beau Brummell: hat, vest, overcoat, collar, coat, four shirts, two pairs of socks, gloves and one suit. For all of this he paid \$47.66 or 38.81 percent of men's clothing sold. He also purchased a woman's bonnet for ten cents, a knife for ten cents and a pocketknife for forty cents.

Women's clothing, on the other hand, brought in \$29.10 (ten percent) while jewelry and personal objects generated \$17.21 (six percent). No children's clothing was sold. The purchase of women's clothing is evenly spread between all accounts. Based upon ledger entries, Connally's customers purchased only those items that could not be made at home.

Other items that could not be made at home made up slightly more than six percent of Connally's business and comprised five categories. These were, **Household Goods** (Appendix M, category D), **Building Materials** (category E), **Patent Medicines & Sundries** (category I), **Raw Metals** (category K) and **Unidentified** (category L).

Connally bought almost half of all household goods sold. Besides dippers, a milk cooler, sifter and many other household items, Connally made large purchases. These included a set of knives and forks for \$5.50, a cruet set for \$4.40 and furniture for \$35.37. These three purchases alone represent over eighty percent of his expenditures for household goods. No other account bought these types of goods.

As for building materials, Connally's sales in this category amounted to only \$17.84. Although most items in this category are minor, such as seven hinges or three bottles of turpentine, the best seller was nails--244.50 pounds worth \$12.23. Connally bought the most, 84.50

pounds. If a construction spree was underway in Leasburg, the citizens were building outbuildings since there is no record of Connally selling glazing materials.

While sales of patent medicines amounted to only \$17.83, this does not imply that the local citizens were never sick. Excepting the use of home remedies, the people of Leasburg probably bought their drugs from the three doctors in town, S. T. Richmond's drug store or by mail order.¹¹⁶ The few patent medicines that were purchased from Connally dealt with the cure of intestinal and liver problems. And given the high alcohol content of these products, the cure was probably more dangerous than the complaint. Based upon his account, even Connally the teetotaller (or members of his family) partook of these remedies.

As for the last two categories, raw metals and unidentified, raw metal weighing 1,841 pounds was sold to the local foundry, N. M. Richmond & Company. The remainder was sold to two local farmers who may possibly have had, or been, a resident blacksmith. The majority of unidentified entries belong to Connally who seems to have been more careless about the details of his own account than others.

¹¹⁶David L. Cowen and William H. Helfand, Pharmacy: An Illustrated History (New York: Harry N. Abrams, Inc., 1990), 184. The second half of the nineteenth century saw the mail order sale of patent medicines reach its peak. See the patent medicine section in Fred L. Israel, ed., 1897 Sears Roebuck Catalogue (Chicago: 1897; reprint, New York: Chelsea House Publishers, 1968).

Leasburg, North Carolina and the Connally General Store's
Day Book: Cash and Scrip Sales in 1881

Besides the details provided by the store's ledger, more information is available from Connally's surviving day book. This book, where each transaction was listed as it occurred, was the first step in the accounting process. Whether purchased with cash or credit, the transaction was entered here. Since ledgers were reserved for credit purchases, day books should be a source of information concerning the spending patterns of those without accounts. Unfortunately, Connally's day book lists only a small amount of cash and scrip purchases. Of those few purchases that do exist, the majority were made by account owners using cash. Because of this, only a few conclusions can be reached concerning individuals without accounts. Fortunately, Connally's day book did help to clarify unclear ledger entries.

According to the day book, total cash and scrip (hereafter known as "C & S") business in 1881 amounted to \$285.02. This amount, generated by thirty-eight individuals,¹¹⁷ consisted of purchases made by cash--\$249.72 (eighty-eight percent); by scrip--\$26.05 (nine percent); and entered into the "small book"--\$8.10 (three percent).¹¹⁸ Of this amount, \$198.61 (seventy percent) was generated by people with store accounts and \$86.41

¹¹⁷Just as all identified account owners were white, the 1880 census shows that all identified C & S customers were also white.

¹¹⁸The reference to a "small book" is baffling. The only "small [account] book" known to exist is in the Pulliam and Connally Business Papers in the Greensboro Historical Museum. Even though it is part of this collection, there is no indication that the book belonged to either Pulliam or Connally. Whomever it belonged to, it was used to track employees' time and to list how they were paid--cash or in-kind. If this was Connally's book, he has no entries corresponding with the two entries (dated February 22, 1881 and May 27, 1881) found in the day book.

(thirty percent) by those without accounts.¹¹⁹ The twenty-one account owners settled their bills in the following fashion: cash--nineteen; scrip--one; cash and scrip--one. Individuals without accounts (seventeen) paid for their purchases by cash--eight; scrip--four; cash and scrip--three; and "small book"--two (Appendix N).

The methods of payment used by the two groups demonstrates their economic status. Letting his own judgement be his guide, Connally allowed only economically stable individuals to open accounts. Ninety percent settled their C & S purchases in cash. In contrast, those who did not enjoy economic stability (even those who owned land) did not have accounts. Only forty-seven percent of non-account owners paid in cash. Of those using a combination of cash and scrip to settle accounts totaling \$22.28, \$20.05 was paid in scrip. It must be mentioned that of the seventeen individuals without accounts doing business in 1881, seven, and possibly eight, would later open accounts at the Connally Store.¹²⁰

Concerning scrip purchases, the day book revealed a curious fact. In 1881 Connally wrote scrip totaling \$818.32, yet the day book indicates that only \$26.05 (or three percent) of this was redeemed during the year. Perhaps the remainder was being saved as "insurance" for an emergency. Another theory is that Connally may have recorded scrip purchases by

¹¹⁹Since the day book list the name of everyone who made a purchase, a comparison was made of those individuals buying with cash or scrip to the list of account owners in the front of Connally's ledger.

¹²⁰The seven were W. E. Wagstaff, W. Bolton, Mrs. K. Bradsher, J. Love, R. Newman, J. Jacobs and Dr. W. G. Siddle. J. Hester, the possible eighth, may have already had an account under the name A. J. Hester. See Appendix O for those individuals without accounts that have been identified through the 1880 Federal Census.

blacks in a separate day book, thereby making scrip redemption appear inordinately small.

Possible references to blacks are rare in Connally's records. The few that exist appear only in the day book and refer to handwritten purchase orders. Just in the writing of scrip, Connally used first and last names to differentiate between blacks and whites in noting the messenger. One such note found in Connally's ledger reads, "Mr Connally./ Please send/me 3 Plow points by/ William/[signed] Sallie Wrenn."¹²¹ Upon filling the order, Connally listed the items (three plow points), noted the account (Sallie Wrenn's), whether the purchase was by cash or credit and the messenger's name (William) in the day book. It should be noted that Connally did not always follow this practice of naming the messenger; often he listed the purchaser as: "self" (the account owner), "lady" (possibly the account's wife), "daughter," "son," "girl," "boy" or "Negro."¹²²

Cash and scrip sales comprised many of the same categories as credit sales in 1881. The major difference lay in the amounts purchased (compare Appendix P to Appendix J). Even more than credit sales, C & S purchases reflect an agricultural economy. In 1881 credit sales of **Tools & Farm Equipment** and **Guano & Chemicals** (Appendix M, categories C and F) amounted to twenty-four percent of total sales while C & S sales in these categories (Appendix S, categories C and E) reached fifty-one percent.

¹²¹Connally Family Papers . . ., Ledger.

¹²²Connally Family Papers . . ., Day Book, 87-204.

Only a small amount of food was purchased (Appendix S, category F). Of \$4.68 in sales, \$3.55 represents eight pounds of bacon and twenty pounds of sugar. Compare this to 1,087 1/2 pounds of bacon and 1,357 pounds of sugar sold on credit. Like those buying food on credit, people purchasing food using C & S were self-sufficient.

Self-sufficiency in the form of home production of clothing is seen in the sale of **Dry Goods** and **Sewing Supplies** (Appendix S, categories A and B). A view that is reinforced by **Clothing & Accessories** sales (Appendix S, category H). A glance at its components shows a majority of items not normally made at home. Like credit sales of clothing, C & S sales show no children's clothing sold. The surprising difference between the two sections is that C & S sales of boots and shoes, men's clothing and women's clothing is almost equally divided between the three. Also as with every other C & S category, cash sales were stronger than scrip sales.

The two last categories to be considered are **Household Goods** and **Short Term Borrowing** (Appendix S, categories D and H). C & S purchases of Household Goods were in approximately the same percentage amount as credit sales of these items. As for Short Term Borrowing, Connally continued his practice of only loaning to those with accounts, although he did make one exception. Twenty dollars to W. Paylor constituted a low-risk loan since Paylor was a fellow merchant.

The lesson learned from the day book is that the people most likely to do cash and scrip business with the store were those who had an established account or worked for those with accounts. Also, the availability of discretionary funds indicates that the local economy was

fairly strong. Likewise, because the outlook for tobacco prices was favorable, farmers felt that their future income was secure. With such a positive view of the future, cash was used to make purchases rather than paying down accounts. In the years following 1881 this favorable outlook would begin to change.

Leasburg, North Carolina and the Connally General Store,
1881-1889

The 1880s was a period of increasing pessimism on the part of farmers. Fired by the immense changes of America's emerging industrialization, farmers worried about whether they could survive the nation's shift from a rural to an urban society. Compounding this pessimism was the increasing erosion of their political and economic power by big business. Further problems arose due to the instability of commodity prices which only increased the farmer's pessimism. Despite these problems, the ledger shows that the store continued to do consistent business until late in the decade.

Table 14.--Total Sales Volume of the Connally Store, 1881-1889

<u>YEAR</u>	H. T. <u>CONNALLY'S</u> <u>ACCOUNT</u>	ALL OTHER <u>ACCOUNTS</u>	TOTAL ANNUAL <u>SALES</u>
1881	\$ 1,398.03	\$ 2,443.39	\$ 3,841.42
1882	2,201.71	2,448.73	4,650.44
1883	1,515.76	1,662.33	3,178.09
1884	2,125.41	2,292.10	4,417.51
1885	2,500.08	2,443.99	4,944.07
1886	2,362.42	1,155.66	3,518.08
1887	557.17	1,021.49	1,578.66
1888	994.31	669.34	1,663.65
1889	<u>52.64*</u>	<u>685.63</u>	<u>738.27</u>
TOTALS:	\$ 13,707.53	\$ 14,822.66	\$ 28,530.19

Source: Connally Family Papers . . ., Ledger, 1-478.

Note: This may or may not be the total amount of H. T. Connally's personal business in 1889. According to the ledger, 304, Connally had ten entries for 1889. They began with a January 2 entry and end with the August 3 entry. This is followed by one entry for 1890 dated March 19.

Between 1881 and 1889 H. T. Connally proved to be the store's best customer, accounting for fifty-four percent of all business. Connally's large share demonstrates that he took full advantage of buying at wholesale. Consider how much his purchases would have cost if he did not have such an opportunity. Based upon the average markup found in 1881 (63.59 percent), Connally's total bill would have increased from \$13,707.53 to \$22,424.15!

Connally's heavy account activity was not only important to him, it insured the store's survival. A general store with a declining account base was usually headed for trouble; this was Connally's problem. Not counting Connally's own account, the store's peak was in 1881 when fifty-eight accounts did business; by 1889 only twenty-two accounts were active. Connally was faced with the problem of generating greater sales out of fewer customers; a tactic that did not always work. If not for his consistent accounts he would have been in serious trouble (Appendix T).

Table 15.--Total Number of Accounts Doing Business (Less H. T. Connally's) in 1881-1889

<u>YEAR</u>	<u>TOTAL NUMBER OF ACCOUNTS</u>	<u>AVERAGE SALES PER ACCOUNT</u>
1881	58	\$ 42.13
1882	54	45.35
1883	38	43.75
1884	35	65.49
1885	22	111.09
1886	36	32.10
1887	32	31.92
1888	34	19.69
1889	22	31.17

Source: Connally Family Papers . . ., Ledger, 1-478.

The failure to get greater sales from fewer customers lay in the roller coaster effect of tobacco prices and farmers' increasing pessimism as the decade progressed. A comparison between tobacco prices and annual sales demonstrates why sales decreased. At first glance, the available sales data for the period 1881 to 1889 appears to show no correlation between the average price for tobacco in the Danville market and the sales volume for each year. Closer examination shows that, like today's economy, earnings in one year influence the following year's sales. To see the pattern, ignore the numbers and concentrate on whether sales volume follows the direction of tobacco prices in the preceding year.

Table 16.--Changes in Annual Sales Volume of the Connally Store Versus Changes in Average Annual Tobacco Prices, 1881-1889

<u>YEAR</u>	<u>TOTAL ANNUAL SALES</u>	<u>CHANGE IN SALES FROM PRIOR YR.</u>	<u>AVERAGE PRICE OF TOBACCO, PER LB.</u>	<u>% CHANGE AVG PRICE FROM PRIOR YR.</u>
1880*	\$3,419.27	--	10.86 ct	--
1881	3,841.42	+ 12 %	9.41	- 13 %
1882	4,650.44	+ 21	13.45	+ 43
1883	3,178.09	- 32	13.07	- 3
1884	4,417.51	+ 39	13.54	+ 4
1885	4,944.07	+ 12	9.41	- 31
1886	3,518.08	- 29	8.65	- 8
1887	1,578.66	- 55	10.60	+ 23
1888	1,663.65	+ 5	8.75	- 17
1889	738.27	- 56	13.22	+ 51

Sources: For annual sales volume see Connally Family Papers . . ., Ledger, 1-478. For average annual tobacco prices in Danville see Tilley, The Bright-Tobacco Industry . . ., 353-355.

Note: The **Total Annual Sales** for 1880 is an annualized figure. Known sales volume for the year was \$2,279.51 and represents approximately eight months.

Except for a sharp drop in tobacco prices in 1881, the relative stability of prices between 1880 and 1884 seems to have blunted this cause and effect relationship. By 1884, three years of stable tobacco prices (in the range of thirteen cents per pound) began to strongly affect buying patterns in 1885; from 1884 to 1888, the pattern is clear. And except for the relatively even match up between 1885's price and 1886's sales, the pattern is pessimistic. Starting in 1886, a decline in price is matched by an even steeper decline in sales while an increase in price evokes a much smaller increase in sales. Eighteen eighty-five's sudden drop in tobacco prices and the resulting blow to consumer confidence forced a matching of consumption to income. As the decade wore on fewer of Leasburg's citizens did business with the store, and those who did bought less. It is difficult to determine whether this was attributable to increased competition. While the number of Leasburg's stores is unknown in 1895, it is known that in both 1890 and 1896 there were four stores. Of these, only Connally and W. J. Pulliam (B. G. Pulliam's son) owned stores in both years.¹²³

This loss of confidence during the late 1880s points directly to the depression that would occur in 1893; a depression mirrored by the Connally Store's business at the bottom of the cycle in 1895.

¹²³Branson, Branson's North Carolina Business Directory. . . , 1890, 165; and 1896, 162.

Leasburg, North Carolina and the Connally General Store
in 1895¹²⁴

The year 1895 was bleak. Leasburg, like the rest of the nation, had been in the grip of a three year economic depression that showed no signs of weakening. Connally's business, which was bad in 1889, was even worse by 1895. The number of accounts had decreased from twenty-two to twenty, but what hurt more was the decline in the average account's annual business. Eighteen eighty-nine's average had been \$31.17; by 1895 it had fallen to \$13.40. Once again it was Connally's consistent customers from the 1880s who formed the core of his business. Of these twenty accounts, fourteen were active in 1895. Unfortunately there had been changes in these accounts; three of Connally's long-term customers (J. J. James, G. N. Thompson and J. S. Thompson) had died and their accounts had been taken over by their widows (Appendix V).

Another important change is the addition of George Berryman Connally's account in 1895. George Connally was twenty-two years old and had worked in the store since he was a teenager.¹²⁵ And although H. T. Connally's account is unavailable, George Connally acted as his father's surrogate since his is the year's largest account. This fact must be considered when examining the various categories of merchandise.

In 1895 the store's total business only came to \$267.93, a far cry from the \$2,443.39 recorded in 1881. The situation was further

¹²⁴H. T. Connally's account for 1895 was not found. Therefore, in order to make comparisons between 1881 and 1895 valid, Connally's account has been subtracted from 1881's data.

¹²⁵Connally, 4 September 1961, 3.

aggravated by the fact that a total balance of \$410.67 had been carried over from the previous year. While carryovers had not hurt badly in 1881 when there had been a sale/carryover ratio of \$3.00 to \$1.00, now the ratio was \$1.00 to \$1.53. Now carryovers formed a distinct handicap. Once payments of \$151.38 had been paid, Connally was left with an uncollected balance of \$527.22 in a depression year.

The problem with Leasburg's economy can be shown in the price of tobacco on the Danville market in 1895. After the surge in prices in 1889 (see above), tobacco prices began an almost constant downward slide that would last until 1900. The problem, as usual, was overproduction. Between 1890 and 1900, North Carolina's total production increased from 56 million pounds to almost 119 million pounds, an increase of 111 percent.¹²⁶ The store's sales reflected the severe drop in tobacco prices.

Just the amount of sales in each category is enough to demonstrate the sorry state of the local economy in 1895. No attempt was made to compare amounts sold, rather, comparisons are between percentage of total annual sales. During both years, sales occurred in all but one of the same categories; many of which show similar percentages.

The need for banking facilities kept the store's customers returning to borrow against their accounts (Appendix Y, category G). And unlike the even split between cash and scrip in 1881, the balance shifts

¹²⁶Tilley, *The Bright-Tobacco Industry . . .*, 354-355. The average price of tobacco on the Danville market each year during the 1890s was as follows: 1890--11.95 cents; 1891--8.87; 1892--8.23; 1893--6.46; 1894--7.96; **1895--7.79**; 1896--6.46; 1897--7.81; 1898--6.64; 1899--6.76; and 1900--11.07.

towards cash in 1895. Although the percentage of borrowing appears larger, the figure is skewed by George Connally's account.¹²⁷ Once his activity is removed, total borrowing drops to twenty percent of the store's volume. Even with this change, the category still remains the most used. This decrease in borrowing demonstrates how farmers felt about overextending themselves in uncertain times.

Table 17.--Categories of Merchandise Sold by the Connally Store,
1881 Versus 1895

<u>CATEGORY</u>	1881 TOTAL <u>SALES</u>	PERCENT OF TOTAL <u>SOLD</u>	1895 TOTAL <u>SALES</u>	PERCENT OF TOTAL <u>SOLD</u>
Dry Goods	\$ 119.42	4.89 %	\$ 2.20	0.82 %
Sewing Supplies	5.58	0.23	0.24	0.09
Tools & Equip.	409.32	16.75	13.70	5.11
Household Goods	58.72	2.40	5.11	1.91
Building Material	10.86	0.44	17.67	6.60
Guano Etc	338.24	13.84	49.66	18.53
Money				
Borrowed	894.70	36.62	121.97	45.52
Foodstuff	300.93	12.32	14.46	5.40
Patent				
Medicine	14.37	0.59	2.60	0.97
Clothing	244.39	10.00	26.23	9.79
Metals	18.86	0.77	-----	-----
Unknown	13.41	0.55	12.94	4.83
Interest	<u>14.59</u>	<u>0.60</u>	<u>1.15</u>	<u>0.43</u>
TOTALS:	\$2,443.39	100.00 %	\$ 267.93	100.00 %

Source: Connally Family Papers . . ., Ledger, 9-478.

Note: Connally's account has been subtracted from the 1881 figures.

¹²⁷George Connally was responsible for \$67.85 borrowed out of a total of \$121.97 or fifty-six percent.

Another example of the farmers' anxiety appears in the decline of **Tools & Farm Equipment** (Appendix Y, category C). Comparable sales fell dramatically from almost seventeen percent to five percent of total sales. The farmers of Leasburg, obviously trying to make their equipment last, were trying to avoid any financial obligations. On the other hand, **Guano & Chemicals** (category F) claimed a greater percentage of sales in 1895 than in 1881--nineteen percent versus fourteen. The channeling of scarce funds into this category shows farmers' efforts to offset low prices (and falling income) by attempting to produce more.

Clothing & Accessories (category J) sales appear to remain stable. But just as in money borrowed, George Connally's purchases have inflated these sales. Without him, this category's sales would have fallen to just under six percent. Ordinary citizens were foregoing this luxury. At the same time that ready-made clothing sales were falling, so were the sales of **Dry Goods** and **Sewing Supplies** (categories A and B). Combined sales, which made up five percent of sales in 1881, declined to less than one percent in 1895. Apparently times were so tough that even the production of homemade clothing had become a luxury.

The sale of **Foodstuffs** (category H) was the town's bright spot in an otherwise dark time. Despite lower sales, the store continued to sell those food items that people could not produce at home. Despite a growing regional trend away from self-sufficiency, the citizens of Leasburg continued to produce enough food. But, like a nation at war, during this crisis Leasburg focused almost all resources toward production rather than consumption.

CHAPTER V
CONCLUSIONS

As a southern country store, the Connally Store was both typical and atypical. This is not as contradictory as it may seem. Rather, all organizations, whether economic, political, or social, tend to follow a general pattern applicable to their group. It was no different with southern country stores. Connally ran his store upon generally accepted guidelines but, like any successful businessman, he adapted it to fit his particular situation.

The typical southern country store of the late nineteenth century was an establishment that provided its community with many services. Stores brought economic relief in the form of credit and other banking services to a traditionally credit- and cash-poor society. They also provided their customers with goods from across the nation and the world. Besides these economic benefits, stores were a place where the community could meet and discuss the latest news and gossip. Finally, the store was a source of entertainment, whether it was a baseball game, a game of checkers, a fistfight or a political rally (often one and the same).

The Connally Store provided the citizens of Leasburg with all of these services, but the store was not typical in all respects. Unlike the average southern country store, there is no evidence that Connally secured his credit accounts with crop liens. At this time, the majority of Caswell County's population was black, yet his records show no evidence of any black accounts. This difference was truly atypical.

Perhaps further research will discover data concerning Connally's black accounts.

Information concerning Connally's accounts came from matching the store's list of accounts to the 1880 federal census returns. All of Connally's identifiable accounts in 1881 and 1895 were white and at least twenty-one years of age. Like other storekeepers, Connally had accounts owned by women, who were widows. By allowing them to assume their husbands' accounts, Connally was following the custom of the day. There is only one known example of Connally's making an exception. He allowed his twenty-one year old, unmarried sister-in-law to open an account. Like other storekeepers, Connally allowed his customers six months' credit, interest free. Although he differed from other storekeepers in that he did not charge interest after that time unless the account had borrowed money. Then he charged six percent per annum. Quite reasonable when compared to other stores. Like other merchants Connally settled his accounts by accepting cash and kind.

Due to the fact that Connally loaned money and scrip for his accounts, the store would have been more properly known as the Connally Bank. In both 1881 and 1895, nearly fifty percent of his volume came from his loan activities. Without other store records for comparison it is impossible to judge if this percentage was abnormally high.

Leasburg's economy was an agricultural one and farmers were the village's economic force. Nearly all of Connally's account holders farmed, even the doctors, the dentist and the lawyer. Like the rest of the South, the village's fortunes depended upon a cash crop. In Leasburg's case, tobacco. Comparing the record of the store's sales

volume reveals a vital link with the price of tobacco. Then as now, last year's income affects this year's purchases. Because tobacco prices remained fairly stable during the first half of the 1880s, there was little or no correlation between sales and tobacco prices. The sudden decline in the price of tobacco in 1885 shattered the confidence of Leasburg's farmers and led to a matching of consumption to income. Consumer pessimism is evident in the store's declining sales in the second half of the 1880s. By 1889 business was bad (\$738.27), but it was even worse during the depression year of 1895 (\$267.93). By the end of that year, sales at the Connally Store had fallen ninety-three percent from the glory days of 1881.

The store's records tell us more about Leasburg's food production and consumption. The sale of large quantities of food and dry goods to an account with a small family indicates the presence of tenants and/or sharecroppers. Because southern landowners routinely purchased supplies for their workers, this can be used as a reliable indicator.¹²⁸ An account owner, with a wife and three children, purchased 456 pounds of bacon, 342 pounds of sugar and 118.50 yards of calico indicating that he probably had tenants and/or sharecroppers he was supporting. Other information can be gleaned from food sales. Minus Connally's food purchases, the average food purchase in 1881 was only \$5.28. This small amount points to Connally's customers being self-sufficient, a pattern

¹²⁸Clark, Pills, Petticoats and Plows . . ., 159.

which was repeated in 1895. This is in variance with a regional trend away from self-sufficiency during the late nineteenth century.¹²⁹

Likewise, dry goods sales in combination with clothing sales show that the home production of women's and children's clothing was still strong. Men's wear formed the majority of clothing sales. The ready-made clothing industry catered first to men's wear; it was not until the last quarter of the century that ready-made women's clothing was generally available. Connally's sales show that women's ready-made clothing had yet to reach Leasburg in meaningful quantities. It must also be noted that the majority of men's clothing was purchased by members of the Connally family: W. H. Connally (H. T. Connally's brother) in 1881 and George B. Connally (H. T. Connally's son) in 1895. As men of some standing in the community, it was important for them to look their best.

Information on the Connally Store as a community meeting place comes from the store's records and other sources. For example, during the 1880s the store was home to the only soda fountain in Leasburg. Whether this was common to most stores is unknown, but it must have been very popular. Connally, like many other merchants, was the local registrar of voters and his store was the village's polling place. Political rallies must have been a common event at the Connally Store. By the early part of the twentieth century young men were meeting at the store before baseball games that were played across the street. And by

¹²⁹Ibid., 155-162.

the 1930s and 1940s, the store's second floor was home to the local Boy Scout troop. The Connally Store was a focal point of the community.

Finally, the records of the Connally Store show an establishment that was operated for the benefit of H. T. Connally and his family. As a source of income, the store's volume of business was consistent enough to allow Connally to finance his steady acquisition of farmland. But more importantly, the store was a personal source of goods that allowed him to circumvent other stores' high markup.

The Connally Store is not unique among southern country stores. Connally's stock, his patrons and his business practices were similar to stores across the South, although he did adjust his methods to fit various situations. The store is noteworthy, however, due to the amount and type of records that have survived, providing a detailed look at the store, its patrons and its role in the community.

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"Population of North Carolina, County of Caswell [Leasburg
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APPENDIX A

CASWELL COUNTY'S LARGEST LANDOWNERS,*
1850

Hiram Henderson	\$10,000
James A. G. Hunt	10,000
Nathan Hunt	10,000
John G. Lea	10,000
C. H. Richmond	10,000
Stephen Sergeant	10,000
Samuel Watkins	10,000
Elijah K. Withers	10,000
Nicholas Thompson	10,800
Thomas A. Donoho	12,000
Thomas D. Johnston	12,000
William Long	12,000
James E Williamson	12,000
Thomas J. Reid	12,500
Nathaniel Lea	13,800
John G. Bassett	14,000
John Wilson	14,000
Samuel Hinton	15,000
Benjamin Stanfield	16,500
George Williamson	20,000
William Price	20,064
Ann Yancey	21,000
Richard J. Smith	23,000
John F. Garland**	26,000
William Russell	35,000
James L. Graves	43,000

Source: Powell, When the Past Refused to Die . . ., 112-113.

Note: *Based on real property valued at \$10,000 or more. **John F. Garland is in all probability the same person as J. T. Garland in Appendix B. Names in **Bold Type** are those cross-referenced with Appendix B.

APPENDIX B

CASWELL COUNTY'S LARGEST SLAVEOWNERS,*
1860

James Evans	40	James A. G. Hunt	50
A. M. Fuller	40	<i>B. G. Pullieum**</i>	52
Thomas L. Slade	40	W. J. Brown	54
Dabney Terry	40	J. S. Thompson	54
A. M. Woods	40	Thomas T. Bigilow	55
A. G. Anderson	41	Samuel Hinton	55
J. D. Long	41	Sydney Lea	55
John Wilson	41	F. L. Lea	58
A. Z. Graves	43	James K. Lea	58
S. B. Price	43	N. W. Lewis	59
R. B. Thornton	43	William Russell	59
L. T. Hunt	44	F. P. B. Williamson	61
R. J. Smith	44	Agnes Jeffreys	66
James Gunn	45	James E. Williamson	68
W. H. Land, Administrator for S. Nunnally	49	William Long	74
Giles Mebane	49	Calvin Graves	75
T. M. Smith	49	T. D. Johnston	84
A. Willis	49	James Poteet	84
Bedford Brown	50	W. L. Stamps	115
		J. T. Garland***	116

Source: Ibid., 113

Note: *Based on forty slaves or more. **B. G. Pullieum is the same man as B. G. Pulliam of the Pulliam & Connally General Store. ***J. T. Garland is, in all probability, the same person as James F. Garland in Appendix A. Names in **Bold Type** are those cross-referenced with Appendix A.

APPENDIX C

SLAVE OWNERSHIP PER WHITE INDIVIDUAL
IN CASWELL COUNTY,
1860

NUMBER OF INDIVIDUAL <u>WHITE SLAVEOWNERS</u>	NUMBER OF SLAVES <u>PER SLAVEOWNER</u>
79	1
67	2
43	3
55	4
43	5
32	6
38	7
34	8
26	9
112	10-14
77	15-19
69	20-29
34	30-39
17	40-49
16	50-69
4	70-99
<u>2</u>	100-199
TOTAL 748	

Source: Ibid., 519.

APPENDIX D

HENRY T. CONNALLY: THE FAITHFUL STEWARD
(BY DR. R. C. BEAMAN)

On the 11th day of last August, in the little village of Leasburg, N. C., there passed to his reward a humble Methodist steward whose remarkable [sic] fidelity to the duties of his office deserves to be held in everlasting remembrance. During a ministry of more than average length, I have had extensive dealings with many stewards, good, bad and indifferent. Of this large number I do not recall one whose fidelity [sic] to duty, whose love for Methodism, whose willingness to serve at his [sic] altars, whose unselfish interest in his pastor and his family, surpassed that of Henry T. Connally, of the Leasburg Circuit. During my four years on the Durham District I never knew him to miss but one quarterly conference in the bounds of his charge, and then he was entirely too feeble to travel, and this was his record for more than thirty years. Those who are acquainted with the almost impassible roads of Caswell County especially in winter and early spring, know what this means. Only a man deeply in love with his Lord and with a profound appreciation of the responsibilities of an office bearer in the Church of God, could travel those roads for thirty years, never missing a roll call unless sick or otherwise providentially [sic] hindered. And this was the secret of his long and beautiful fidelity; he loved his Lord, and counted it an honor to be a Methodist steward. He could truthfully sing out of the raptures of a loving experience:

"I love Thy Kingdom Lord,
The house of Thine abode;
The Church the blest Redeemer bought
With His own precious blood.
Beyond my highest joys
I prize her heavenly ways;
Her sweet communion, solemn vows;
Her hymns of love and praise."

A beautiful incident, illustrating his fidelity as a steward on the one hand, and a son's devotion on the other, lives in my memory as a lovely picture on which I delight to dwell. His son, who was associated with him in business, was taking his vacation visiting some of the Northern cities. While in Washington, I think it was, he suddenly remembered that the following Saturday would be would be [sic] the occasion for the quarterly conference for his charge. He knew that it would be very inconvenient, if not impossible, for his father to attend unless he could return and take charge of the business himself; so he cut short his vacation, took the first train, hurried back and reached the nearest

station, ten miles from home at 12 o'clock Friday night, and there being no conveyance obtainable he set out at midnight to walk the distance over one of the worst stretches of road I ever saw, reaching home early Saturday morning, footsore and weary, and solely that his dear old father might go to his quarterly conference, eight miles away, and there be no break in his wonderful record of attendance.

In my quarterly visits to his Circuit as Presiding Elder, I was nearly always a guest at his home, and what a home it was, where love reigned as a law supreme! I have slept beneath no roof where Christian hospitality was more beautiful and unstinted, or where reverence and worship were more firmly set as shining jewels in the family crown. The memory on my communings with this faithful steward and his gracious household around his quiet fire ennobling. He took me in his own buggy to nearly all the quarterly conferences during my four years association with him, and it was upon those long, hard trips, through muck and mire, climbing steep hills, threading our way sometimes through interminable mud, breasting the wintry blast, or facing the summer storm, that I learned to have such a profound admiration for his fidelity to the duties of his stewardship. Sometimes his nerves were racked, his body in pain, his feet almost too weary to obey the impulses of his will, and yet he said, "I must go, I must be there[,] I must make my report, the preacher is depending on me; I must not fail." And go he did, until in sheer physical exhaustion [sic] he could go no more, add [sic] his work was done. Surely when the Lord comes to gather His own, Henry T. Connally shall have no mean place among the jewels of the King; for he was faithful unto death, and to him belongs the promise [sic], "I will give thee a crown of life." Let it be written upon his tomb: "Here sleeps a faithful steward of the Methodist Episcopal Church, South, who for more than thirty years served at her altars in this humble capacity as one called of God unto high honor and great responsibility."

Source: Undated Broadside from North Carolina entitled "Henry T. Connally: The Faithful Steward." Special Collections Department, Duke University Library, Durham, North Carolina.

APPENDIX E

**EXAMPLES OF WHOLESALE MERCHANTS DEALING
WITH THE CONNALLY GENERAL STORE**

<u>WHOLESALER</u>	<u>PRODUCT</u>	<u>LOCATION</u>
H. M. Smith & Co.	Farm Implements Studebaker Wagons	Richmond
P. H. Starke	"Dixie" Plows	Richmond
D. M. Ferry & Co.	Seed Merchant	Detroit
S. B. Nichols & Co.	Commission Merchant	New York City
J. E. Schoolfield	Hardware, Cutlery and Stoves	Danville, Virginia
Kennedy & Co.	Patent Medicines	Pittsburgh
Brown-Manly Co.	"Malta" Plows	Malta, Ohio
Harvey & Blair	Wholesale Grocers	Richmond
Robinson Wagon Co.	Wagons	Cincinnati
Wingo, Ellett & Crump	Boots, Shoes and Trunks	Richmond
P. Zell & Sons	Fertilizers	Baltimore
John D. Tustin	Produce Merchant	Philadelphia
S. S. Cottrell & Co.	Saddler	Richmond
F. W. Jesup	Metals and Metal Products	New York City
Neff Wagon Co.	Neff Wagons	Chicago
W. A. Hughes	Medicines & Toiletries	Milton, N.C.
M. Millhiser & Co.	Dry Goods & Notions	Richmond
R. Starr & Co.	Snuff	Baltimore
N. M. Richmond & Co.	Plows & Farm Implements	Milton, N.C.
Dr. D. Jayne & Son	Patent Medicines	Philadelphia

Source: Pulliam and Connally Business Papers . . ., Greensboro Historical Museum and Duke University Library. This list is by no means complete.

APPENDIX F

1881 ACCOUNT INFORMATION BASED UPON
THE 1880 FEDERAL CENSUS

<u>ACCOUNT</u>	RACE AND AGE OF ACCOUNT <u>OWNER</u>	<u>OCCUPATION</u>
H. T. CONNALLY	White/32	Merchant & Farmer
MRS. M. H. PULLIAM	White/52	Widow & Farmer
J. J. YARBROUGH	N/A	N/A
J. YARBROUGH	N/A	N/A
W. H. SMITH	White/51	Farmer
B. G. PULLIAM ESTATE	White	---
DR. C. LEA	N/A	Doctor
W. H. CONNALLY	White/23	Merchant
W. J. PULLIAM	White/28	Merchant & Farmer
MRS. EMMA JAMES	N/A	N/A
J. J. LIPSCOMB	N/A	N/A
J. P. WILLIAMS	White/46	Farmer
MRS. NANCY TALLEY	N/A	N/A
MRS. NANCY SHANKS	White/77	Widow & Farmer
MRS. JAMES WINSTEAD	N/A	N/A
T. W. CURRIE	White/75	Miller & Farmer
J. M. SNIPES	N/A	N/A
N. M. RICHMOND & CO.	---	Foundry
B. F. STANFIELD	White/25	Farmer
REV. S. LEA	White/73	Minister & Teacher
T. W. FEATHERSTON	White/42	Farmer
H. L. THAXTON	N/A	N/A
B. CHILDRESS	N/A	N/A
DR. C. G. SIDDLE	White/68	Dentist & Farmer
J. A. JOHNSTON	N/A	N/A
R. GRAHAM	N/A	N/A
DR. J. A. THOMPSON	White/43	Doctor & Farmer
J. J. JAMES	N/A	N/A
DR. J. A. STANFIELD	White/51	Doctor & Farmer
J. NEWTON	N/A	N/A
A. WOODS	N/A	N/A
V. L. MORTON	White/56	Farmer
C. S. WINSTEAD JR.	N/A	N/A
D. T. ELLIOTT	N/A	N/A
H. A. ROGERS	N/A	N/A
A. S. G. WOODS	White/70	Farmer
S. G. WOODS	N/A	N/A
MRS. B. D. PAYLOR	N/A	N/A
G. N. THOMPSON	White/48	Lawyer & Farmer
J. S. THOMPSON	White/75	Farmer

<u>ACCOUNT</u>	RACE AND AGE OF ACCOUNT <u>OWNER</u>	<u>OCCUPATION</u>
J. Y. THOMAS	N/A	N/A
G. A. ROGERS	White/53	Farmer
MRS. MARTHA DEVENPORT	White/55	Widow & Farmer
W. H. JOHNSTON	White/65	Farmer
H. BOLTON	White/48	Farmer
REV. R. A. WILLIS	N/A	Minister
J. L. BROOKS	N/A	N/A
J. BURTON	N/A	N/A
W. W. WILKERSON	N/A	N/A
G. FEATHERSTON	White/46	Farmer
N. OAKLEY	N/A	N/A
R. P. SMITH	White/33	Farmer
J. T. STEPHENS	N/A	N/A
C. LIPSCOMB	N/A	N/A
MISS M. PULLIAM	White/20	---
J. B. SMITH	White/36	Farmer
A. B. NEWMAN	White/55	Farmer
E. W. LEA	White/30	Farmer

Source: Tenth Census of the United States: 1880 . . . , Caswell County.
 United States Census Bureau, Tenth Census of the United States: 1880,
 "Population of North Carolina, County of Person [Olive Hill Township]"
 (Raleigh: North Carolina State Archives, 1880). The information
 concerning T. W. Currie's ownership of corn, flour and saw mills and Dr.
 C. Lea's occupation was found in Branson's North Carolina Business
Directory for 1877 and 1878, 60. N. M. Richmond & Co. operation as a
 foundry comes from a letter to H. T. and W. H. Connally dated 12 March
 1881 found in the Connally Family Papers . . .

APPENDIX G

ACCOUNTS OF THE CONNALLY
GENERAL STORE
IN 1881

<u>ACCOUNT</u>	<u>AMOUNT CARRIED OVER FROM 1880</u>	<u>TOTAL PURCHASES* (DEBITS)</u>	<u>TOTAL PAYMENTS (CREDITS)</u>	<u>POSITION OF ACC'T @ YR. END</u>
H. T. CONNALLY	\$ (64.51)	\$1,398.03	\$ 856.94	\$(605.60)
MRS. M. H. PULLIAM	(47.89)	59.60	57.70	(49.79)
J. J. YARBROUGH	-----	10.80	93.58	82.78
J. YARBROUGH NEW	NEW	4.80	4.80	-----
W. H. SMITH	(1.00)	12.25	13.25	-----
B. G. PULLIAM ESTATE	-----	11.50	-----	(11.50)
DR. C. LEA	(3.50)	11.25	-----	(14.75)
W. H. CONNALLY	(48.36)	640.61	68.35	(620.62)
W. J. PULLIAM	(10.25)	29.75	37.75	(2.25)
MRS. EMMA JAMES	-----	0.75	-----	(0.75)
J. J. LIPSCOMB	(61.04)	134.93	174.16	(21.81)
J. P. WILLIAMS	(0.40)	121.23	61.87	(59.76)
MRS. NANCY TALLEY	(26.06)	14.36	35.45	(4.97)
MRS. NANCY SHANKS	(0.20)	2.88	3.08	(0.20)
MRS. JAMES WINSTEAD	-----	0.08	-----	(0.08)
T. W. CURRIE	(0.50)	81.41	66.97	(14.94)
J. M. SNIPES	(14.07)	23.30	22.27	(15.10)
N. M. RICHMOND & CO.	(19.74)	205.27	176.12	(48.89)
B. F. STANFIELD	(18.38)	84.09	35.00	(67.47)
REV. S. LEA	(27.52)	103.39	40.25	(90.66)
T. W. FEATHERSTON	(13.46)	43.73	12.55	(44.64)

<u>ACCOUNT</u>	<u>AMOUNT CARRIED OVER FROM 1880</u>	<u>TOTAL PURCHASES* (DEBITS)</u>	<u>TOTAL PAYMENTS (CREDITS)</u>	<u>POSITION OF ACC'T @ YR. END</u>
H. L.				
THAXTON	(45.48)	42.06	56.86	(30.68)
B. CHILDRESS	(14.50)	-----	14.50	-----
DR. C. G.				
SADDLE	NEW	13.60	13.60	-----
J. A.				
JOHNSTON	(49.80)	5.89	52.30	(3.39)
R. GRAHAM	(51.94)	61.73	77.45	(36.22)
DR. J. A.				
THOMPSON	(35.74)	29.94	20.00	(45.68)
J. J. JAMES	(80.62)	63.88	111.67	(32.83)
DR. J. A.				
STANFIELD	(15.59)	7.75	21.89	(1.45)
J. NEWTON	NEW	0.25	0.25	-----
A. WOODS	NEW	20.75	20.75	-----
V. L. MORTON	NEW	14.99	14.99	-----
C. S.				
WINSTEAD JR	NEW	13.80	13.80	-----
D. T.				
ELLIOTT	(2.40)	20.00	-----	(22.40)
H. A. ROGERS	(11.25)	7.34	18.59	-----
A. S. G.				
WOODS	-----	17.55	13.40	(4.15)
S. G. WOODS	(0.38)	43.95	44.33	-----
MRS. B. D.				
PAYLOR	(1.40)	11.49	0.27	(12.62)
G. N.				
THOMPSON	(51.40)	146.58	200.61	2.63
J. S.				
THOMPSON	(13.35)	88.07	62.07	(39.35)
J. Y. THOMAS	(6.40)	-----	0.90	(5.50)
G. A. ROGERS	-----	85.00	65.00	(20.00)
MRS. MARTHA				
DEVENPORT	(1.72)	11.17	12.89	-----
W. H.				
JOHNSTON	(0.50)	0.90	-----	(1.40)
H. BOLTON	NEW	8.70	-----	(8.70)
REV. R. A.				
WILLIS	(6.30)	11.95	18.25	-----
J. L. BROOKS	NEW	4.00	4.00	-----
J. BURTON	(3.00)	-----	3.00	-----
W. W.				
WILKERSON	(3.85)	-----	3.75	(0.10)
G.				
FEATHERSTON	(5.61)	19.14	5.00	(19.75)
N. OAKLEY	(7.20)	7.43	-----	(14.63)
R. P. SMITH	(3.50)	0.10	3.50	(0.10)

<u>ACCOUNT</u>	AMOUNT CARRIED OVER <u>FROM 1880</u>	TOTAL PURCHASES* <u>(DEBITS)</u>	TOTAL PAYMENTS <u>(CREDITS)</u>	POSITION OF ACC'T <u>@ YR. END</u>
J. T. STEPHENS				
C. LIPSCOMB				
MISS M.	-----	5.76	5.76	-----
PULLIAM	(19.12)	-----	19.12	-----
J. B. SMITH				
A. B. NEWMAN	NEW	11.88	-----	(11.88)
E. W. LEA	NEW	25.01	6.25	(18.76)
	NEW	40.00	40.00	-----
	<u>NEW</u>	<u>6.75</u>	<u>-----</u>	<u>(6.75)</u>
TOTAL:	\$(787.93)	\$3,841.42	\$2,704.84	(1924.51)

Source: Connally Family Papers . . ., Ledger of the Connally General Store, 9-160.

Note: The figures in the above table have been adjusted to correct Connally's mathematical mistakes. The only mistakes found were in the accounts of T. W. Currie, B. F. Stanfield and G. N. Thompson, all highlighted, and amounted to only \$2.85. Each mistake was in the store's favor. All-in-all, his mathematics were remarkably accurate. *Includes money borrowed against the account.

APPENDIX H
BREAKDOWN OF CREDIT PAYMENTS TO THE
CONNALLY GENERAL STORE
IN 1881

<u>ACCOUNT</u>	<u>CASH</u> <u>PAYMENTS</u>	<u>IN-KIND</u> <u>PAYMENTS</u>	<u>TOTAL</u> <u>PAYMENTS</u>
H.T. CONNALLY	\$ 745.19	\$ 111.75	\$ 856.94
MRS. M. H. PULLIAM	55.74	1.96	57.70
J. J. YARBROUGH	2.88	90.70	93.58
J. YARBROUGH	4.80	-----	4.80
W. H. SMITH	6.75	6.50	13.25
B. G. PULLIAM ESTATE	-----	-----	-----
DR. C. LEA	-----	-----	-----
W.H. CONNALLY	68.35	-----	68.35
W. J. PULLIAM	37.75	-----	37.75
MRS. EMMA JAMES	-----	-----	-----
J.J. LIPSCOMB	174.16	-----	174.16
J.P. WILLIAMS	59.61	2.26	61.87
MRS. NANCY TALLEY	35.45	-----	35.45
MRS. NANCY SHANKS	3.08	-----	3.08
MRS. JAMES WINSTEAD	-----	-----	-----
T. W. CURRIE	27.47	39.50	66.97
J. M. SNIPES	22.27	-----	22.27
N.M. RICHMOND & CO.	40.30	135.82	176.12
B. F. STANFIELD	-----	35.00	35.00
REV. S. LEA	40.00	0.25	40.25
T. W. FEATHERSTON	-----	12.55	12.55
H. L. THAXTON	56.86	-----	56.86
B. CHILDRESS	14.50	-----	14.50
DR. C. G. SIDDLE	13.60	-----	13.60
J. A. JOHNSTON	50.30	2.00	52.30
R. GRAHAM	76.95	0.50	77.45
DR. J. A. THOMPSON	20.00	-----	20.00
J. J. JAMES	107.67	4.00	111.67

<u>ACCOUNT</u>	<u>CASH</u> <u>PAYMENTS</u>	<u>IN-KIND</u> <u>PAYMENTS</u>	<u>TOTAL</u> <u>PAYMENTS</u>
DR. J. A.			
STANFIELD	21.89	-----	21.89
J. NEWTON	0.25	-----	0.25
A. WOODS	20.75	-----	20.75
V. L. MORTON	1.39	13.60	14.99
C.S.WINSTEAD, JR	1.50	12.30	13.80
D. T. ELLIOTT	-----	-----	-----
H. A. ROGERS	18.59	-----	18.59
A.S.G. WOODS	12.75	0.65	13.40
S. G. WOODS	38.08	6.25	44.33
MRS. B. D. PAYLOR	-----	0.27	0.27
G.N. THOMPSON	10.00	190.61#	200.61
J.S. THOMPSON	62.07	-----	62.07
J. Y. THOMAS	0.90	-----	0.90
G. A. ROGERS	65.00	-----	65.00
MRS. MARTHA DEVENPORT	6.00	6.89	12.89
W.H. JOHNSTON	-----	-----	-----
H. BOLTON	-----	-----	-----
REV. R. A. WILLIS	18.25	-----	18.25
J. L. BROOKS	4.00	-----	4.00
J. BURTON	3.00	-----	3.00
W. W. WILKERSON	3.75	-----	3.75
G.FEATHERSTON	5.00	-----	5.00
N. OAKLEY	-----	-----	-----
R. P. SMITH	3.50	-----	3.50
J.T. STEPHENS	0.26	5.50	5.76
C. LIPSCOMB	19.12	-----	19.12
MISS M. PULLIAM	-----	-----	-----
J. B. SMITH	1.75	4.50	6.25
A. B. NEWMAN	40.00	-----	40.00
E. W. LEA	-----	-----	-----
TOTAL:	<u>\$2,021.48</u>	<u>\$ 683.36</u>	<u>\$2,704.84</u>

Source: Connally Family Papers . . ., Ledger, 9-160.

Note: #This "in-kind" payment was in the form of the deed to a tract of land.

APPENDIX I

BREAKDOWN OF IN-KIND PAYMENTS TO THE
CONNALLY GENERAL STORE
IN 1881

<u>IN-KIND PAYMENT</u>	<u>DOLLAR VALUE OF IN-KIND PAYMENTS</u>	<u>PERCENT OF TOTAL IN-KIND PAYMENTS</u>
1.) Land Traded to Settle Account	\$ 190.61	27.89%
2.) Plows & Points Supplied	135.82	19.87
3.) Freight Hauled	133.59	19.55
4.) Store Stock Supplied	90.70	13.27
5.) Corn Sold	46.60	6.82
6.) Wheat Sold	43.75	6.40
7.) Bacon Sold	14.40	2.11
8.) Lime Sold	8.75	1.28
9.) Oats Sold	6.50	0.95
10.) Plow Sold	4.00	0.58
11.) Shirts Sold	2.00	0.29
12.) Shoes Sold	1.75	0.26
13.) Liver Regulator Sold	1.00	0.15
14.) Potatoes Sold	1.00	0.15
15.) Mellons Sold	0.90	0.13
16.) Nails Sold	0.72	0.11
17.) Corset Sold	0.50	0.07
18.) Butter Sold	0.40	0.06
19.) Jug Sold	0.25	0.04
20.) Eggs Sold	<u>0.12</u>	<u>0.02</u>
TOTALS:	\$ 683.36	100.00%

APPENDIX J

CATEGORIES OF MERCHANDISE SOLD ON CREDIT
BY THE CONNALLY GENERAL STORE
IN 1881

<u>CATEGORY</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>	<u>PERCENT OF TOTAL DOLLAR AMOUNT SOLD</u>
A.) Dry Goods	\$ 157.74	4.11 %
B.) Sewing Supplies	7.72	0.20
C.) Tools & Farm Equipment	528.50	13.76
D.) Household Goods	113.84	2.96
E.) Building Materials	17.84	0.46
F.) Guano & Other Chemicals	417.66	10.88
G.) Money Borrowed Against Account	1,683.31	43.82
H.) Foodstuffs	511.01	13.30
I.) Patent Medicines & Sundries	17.83	0.46
J.) Clothing & Accessories	282.91	7.36
K.) Raw Metals	18.86	0.49
L.) Unidentified	69.61	1.80
M.) Interest Charged	<u>14.59</u>	<u>0.40</u>
Totals:	\$ 3,841.42	100.00 %

APPENDIX K

CATEGORY BREAKDOWN,
H. T. CONNALLY VERSUS ALL OTHER ACCOUNTS
IN 1881

<u>CATEGORY</u>	<u>TOTAL SALES</u>	<u>CONNALLY'S SHARE</u>	<u>ALL OTHER ACCOUNTS</u>
A.) Dry Goods	\$ 157.74	\$ 38.32	\$ 119.42
B.) Sewing Supplies	7.72	2.14	5.58
C.) Tools & Farm Equip.	528.50	119.18	409.32
D.) Household Goods	113.84	55.12	58.72
E.) Building Materials	17.84	6.98	10.86
F.) Guano & Chemicals	417.66	79.42	338.24
G.) Money Borrowed Against Account	1,683.31	788.61	894.70
H.) Foodstuffs	511.01	210.08	300.93
I.) Patent Medicines & Sundries	17.83	3.46	14.37
J.) Clothing & Access.	282.91	38.52	244.39
K.) Raw Metals	18.86	0.00	18.86
L.) Unknown	69.61	56.20	13.41
M.) Interest Charged	<u>14.59</u>	<u>0.00</u>	<u>14.59</u>
TOTALS:	\$3,841.42	\$1,398.03	\$2,443.39

APPENDIX L

CATEGORY BREAKDOWN,
H. T. CONNALLY VERSUS ALL OTHER ACCOUNTS,
BY PERCENTAGE, IN 1881

<u>CATEGORY</u>	TOTAL SALES <u>PER</u> <u>CATEGORY</u>	PERCENT OF CONNALLY'S <u>SHARE</u>	PERCENT OF ALL OTHER <u>ACCOUNTS</u>
			76 %
A.) Dry Goods	\$ 157.74	24 %	
B.) Sewing Supplies	7.72	28	72
C.) Tools & Farm Equipment	528.50	23	77
D.) Household Goods	113.84	48	52
E.) Building Materials	17.84	39	61
F.) Guano & Chemicals	417.66	19	81
G.) Money Borrowed Against Account	1,683.31	47	53 59
H.) Foodstuffs	511.01	41	
I.) Patent Medicines & Sundries	17.83	19	81
J.) Clothing & Access.	282.91	14	86 100
K.) Raw Metals	18.86	----	19
L.) Unknown	69.61	81	
M.) Interest Charged	<u>14.59</u>	----	100
			64 %
Totals:	\$ 3,841.42	36 %	

APPENDIX M

BREAKDOWN OF GOODS SOLD ON CREDIT
BY THE CONNALLY GENERAL STORE,
BY CATEGORY, IN 1881

A.) DRY GOODS

<u>FABRIC</u>	<u>TOTAL YARDAGE SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
a. Calico	304.50	\$ 23.15
b. Cambric	24.00	2.22
c. Canvas	0.50	0.10
d. Caspian	5.75	4.67
e. Cassimere	25.50	16.97
f. Cloth*	70.40	8.98
g. Cotton	not given	0.63
h. Domestic	218.00	23.72
i. Dress Goods	2.00	0.30
j. Ducking	-----	-----
k. Edging	6.50	1.66
l. Flannel	26.00	7.38
m. Jaconet	2.00	0.60
n. Jeans	30.75	3.48
o. Lace	33.25	4.42
p. Lawn	36.00	5.49
q. Linding	2.50	0.63
r. Linen	17.75	3.83
s. Miscellaneous	not given	7.72
t. Muslin	12.00	1.80
u. Oil Calico	1.00	0.10
v. Pant Goods	52.25	20.47
w. Pique	4.50	0.75
x. Ribbons	4.00	0.80
y. Ruffling	-----	-----
z. Satin	0.50	0.50
aa. Silk	1.50	1.50
ab. Sheeting	-----	-----
ac. Swiss	0.50	0.13
ad. Table Cloth	5.25	3.12
ae. Ticking	39.00	11.11
af. Trimmings	not given	2.05
ag. Velveteen	-----	-----
ah. Wash Poplin	12.00	1.50
ai. Wiggin	<u>2.00</u>	<u>0.21</u>
TOTAL:	942.15 yards	\$ 157.74

Note: Includes two bolts with an estimated total length of fifty yards.

B.) SEWING SUPPLIES (1881)

<u>ITEM</u>	<u>TOTAL AMOUNT SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
a. bows	1	\$ 0.10
b. braid	9 bunches	0.77
c. buttons	20 dozen	2.04
d. knitting cotton	3 balls	0.15
e. needles	1 paper	0.04
f. paper of pins	1 paper	0.10
g. spool cotton	82 spools	4.07
h. spool silk	1 spool	0.05
i. thread	1 ball	0.08
j. miscellaneous	-- buttons & thread	0.07
	-- needles & spool	
	cotton	0.20
	-- loose buttons	<u>0.05</u>
Total:		\$ 7.72

C.) TOOLS & FARM EQUIPMENT (1881)

<u>CATEGORY</u>	<u>TOTAL AMOUNT SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
1. Hand Tools		
a. axe	3	\$ 3.35
b. axe handle	1	0.10
c. corn sheller	2	19.75
d. cradle	3	10.50
e. curry comb	1	0.20
f. hammer	1	0.50
g. hoe#	5	2.57
h. mattock	1	1.00
i. pitch fork	2	1.15
j. rat trap	1	0.63
k. tobacco knife	2	0.50
l. wheel barrow	1	5.50
m. whet rock	3	0.30
n. wrench	1	0.10
sub-total		\$ 46.15
2. Plows & Parts		
a. landside	10	3.50
b. landslip		
no.2	1	0.30
undesignated	9	1.68
c. mould board		
no. 11	1	0.80
d. plows		
bull tongue	2	0.80
Dixie plow	1	4.00
no. 8 plow	1	6.00
no. 11 plow	1	6.00
Malta plow	5	16.85
undesignated	4	14.00
e. plow hoes		
Malta hoes	4	1.55
steel hoes	1	0.75
undesignated	13	6.00
f. plow points		
no. 1 points	7	1.15
no. 2 points	12	4.38
undesignated	227	35.43
sub-total		\$ 103.19
3. Harness, Etc.		
a. back band	1	0.40
b. belly band	1	0.40
c. breast chain	1	0.50
d. bridle	1	1.25

<u>CATEGORY</u>	<u>TOTAL AMOUNT SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
3. Harness, Etc. continued		
e. harness oil		
f. harness sets	2 bottles*	0.55
g. horse collars	2	38.50
h. horseshoes	2	3.50
odd numbers		
pairs	31	2.76
i. lap links	78 (39 pairs)*	6.47
j. leather	18	0.45
k. traces	-----	0.35
l. whip	2 pair	1.65
sub-total	2	<u>2.00</u>
		\$ 58.78
4. Wagons, Etc.		
a. buggies		
b. wagons	1	135.00
Neff wagons		
c. wagon boxes	3	165.08
sub-total	1 set	<u>6.00</u>
		\$ 306.08
5. Miscellaneous		
a. bolts		
machine		
plow	1	0.10
undesignated	7	0.55
b. fluting	11	0.49
machine		
c. grease	1	3.50
d. log chain	8 boxes*	0.76
e. rope	1	1.40
cotton		
pounds	1.80 lbs.*	0.45
undesignated	6.75 lbs.	1.70
f. groupings**	-----	0.33
sub-total	-----	<u>5.02</u>
		\$ 14.30
FINAL TOTAL:		\$ 528.50

Note: *Totals have been estimated based upon average price. **Two examples of "groupings" are "peas, H shoes & nails . . . \$0.15" (page 14) and "1 plow point & bolt . . . \$0.50" (page 157). #Hoes may possibly be "plow hoes;" Connally is unclear on this point. Since he did not distinguish between "hoe" and "plow hoe," I listed those labeled "hoe" as a hand tool.

D.) HOUSEHOLD GOODS (1881)

<u>ITEM</u>	<u>TOTAL AMOUNT SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
a. andirons	1 pair	\$ 1.69
b. bags	3	0.60
c. barrels		
molasses	1	0.50
oil	2	1.00
sugar	1	0.20
d. baskets	5	1.55
e. blacking	1 box	0.05
f. bluing	13 boxes	0.55
g. books		
price	2	0.20
reader	1	0.25
undesignated	1	0.11
h. bowls	2	0.40
i. box	1	0.15
j. buckets		
undesignated	7	2.00
well	1	0.50
k. cake moulds	1	0.20
l. cards	2	0.10
m. castor (cruet set)	1	4.40
n. churns	1	1.00
o. cigars	not given	0.05
p. coffee pot	1	0.30
q. cologne	1 bottle	0.25
r. cups	2	0.10
s. cups & saucers	1 set	0.60
t. dippers	2	0.11
u. dishes		
steak dishes	2	2.00
undesignated	3	0.65
v. flat irons	1	0.35
w. fly traps	1	0.40
x. furniture	not given	35.37
y. guns	1	13.80
z. ink	1 bottle	0.05
aa. jars	1	0.35
ab. jugs	1	0.25
ac. knives & forks	1 set	5.50
ad. lamps	2	3.00
ae. lamp parts		
burners	3	0.75
chimneys	10	0.95

<u>ITEM</u>	<u>TOTAL AMOUNT SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
af. locks		
pad	1	0.40
undesignated	3	0.80
ag. lye	4 boxes	0.40
ah. matches	5 1/3 gross	1.40
ai. milk coolers	2	1.40
aj. miscellaneous	--	1.15
ak. oil	44 1/2 gallons	12.71
al. paddle	1	0.10
am. pans		
dish	1	0.50
dust	1	0.10
tin	4	0.30
undesignated	1	0.25
an. paper	not given	0.40
ao. pencils	1	0.05
ap. pen points	5	0.05
aq. plates	1 set	0.40
ar. polish	1 bottle	0.08
as. quilt	1	1.75
at. razors	1	0.75
au. sacks	1	0.75
av. sausage mills	1	2.00
aw. sifters	1	0.20
ax. snuff	1 bladder	0.90
ay. soap		
bars	7	0.35
boxes	2	0.18
cakes	13	0.96
az. stationary	not given	0.20
ba. stove parts	1	0.50
bb. strainers	1	0.20
bc. tea boards		
(trays?)	2	1.10
bd. tin sets	1 set	1.76
be. towels	2	0.17
bf. tubs	2	<u>1.30</u>
TOTALS:		\$ 113.84

E.) BUILDING MATERIALS (1881)

<u>ITEM</u>	<u>TOTAL AMOUNT SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
a. hinges	7	\$ 0.62
b. miscellaneous	--	2.35
c. nails	244 1/2 pounds	12.23
d. putty	1 pound	0.09
e. screws	2 dozen	0.06
f. shingles	286	1.43
g. tacks	3 papers	0.25
h. turpentine	3 bottle	0.31
i. varnish	2 bottles	<u>0.50</u>
TOTALS:		\$ 17.84

F.) GUANO & CHEMICALS (1881)

<u>ITEM</u>	<u>TOTAL AMOUNT SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
a. blue stone		
blue vitriol	1 2/3 pounds	\$ 0.25
b. copperas (dye)		
ferrous sulfate	2 1/2 pounds	0.25
c. guano (Gilliam's)	25 bags*	127.65
d. guano (Zell's)	44 1/2 bags	249.45
e. guano		
unnamed brands	3 bags	9.33
loose	339 pounds	9.11
f. lime	**	<u>21.62</u>
TOTALS:		\$ 417.66

Note: *One bag of guano equals 200 pounds; Connally sold approximately 14,839 pounds (7.42 tons) of guano during 1881. **The amount of lime sold was "4 barrels & 10 bags & frt . . . [\$]12.87," 16; "1 barrel . . . [\$]2.50," 22; and "5 bags . . . [\$]6.25," 63.

G.) MONEY BORROWED AGAINST ACCOUNT* (1881)

<u>ACCOUNT</u>	<u>CASH BORROWED</u>	<u>SCRIP WRITTEN</u>	<u>TOTAL AMOUNT, CASH & SCRIP</u>
H.T. CONNALLY	\$ 415.78	\$ 373.23	\$ 789.01
MRS. M. H. PULLIAM	13.19	2.00	15.19
J. J. YARBROUGH	-----	10.00	10.00
B. G. PULLIAM ESTATE	7.17	-----	7.17
DR. C. LEA	-----	1.00	1.00
W.H. CONNALLY	385.00	182.25	567.25
J.P. WILLIAMS	30.00	15.00	45.00
MRS. NANCY TALLEY	-----	1.75	1.75
DR. J. A. STANFIELD	6.45	-----	6.45
J. M. SNIPES B. F.	-----	7.15	7.15
STANFIELD	-----	17.10	17.10
REV. S. LEA	-----	54.30	54.30
T. W. FEATHERSTON	-----	4.50	4.50
H. S. THAXTON	-----	19.00	19.00
DR. C. G. SIDDLE	0.15	-----	0.15
R. GRAHAM	-----	21.25	21.25
J. J. JAMES	-----	5.75	5.75
H. A. ROGERS	-----	7.00	7.00
A.S.G. WOODS	-----	2.50	2.50
MRS. B. D. PAYLOR	-----	4.60	4.60
G.N. THOMPSON	-----	22.57	22.57
J.S. THOMPSON	-----	3.42	3.42
G.A. ROGERS	-----	20.00	20.00
H. BOLTON	-----	8.45	8.45
REV. R. A. WILLIS	5.25	-----	5.25
J. L. BROOKS	-----	4.00	4.00
G.FEATHERSTON	-----	13.00	13.00
MISS M. PULLIAM	2.00	-----	2.00
J. B. SMITH	-----	16.00	16.00
A. B. NEWMAN	-----	2.50	2.50
TOTALS:	\$ 864.99	\$ 818.32	\$ 1,683.31

Note: To differentiate between the paying of cash and scrip, Connally's entries read: "to cash . . . ," or "to amount paid . . .".

H.) FOODSTUFFS (1881)

<u>ITEM</u>	<u>TOTAL AMOUNT SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
a. bacon	1,087 1/2 pounds	\$ 133.60
b. butter	29 1/2 pounds	6.20
c. candy	2 1/4 pounds	0.45
d. cheese	43 1/2 pounds	7.88
e. chickens*	43	4.68
f. coconut	1	0.10
g. coffee	135 1/2 pounds	26.33
h. corn		
barrels	1/2 barrel	2.00
loose	59 bushels	40.95
i. eggs*	63 1/2 dozen	6.50
j. fish	6	2.25
k. flour		
barrels	3 barrels	21.50
loose	298 pounds	10.58
l. ginger	1 bottle	0.16
m. grits	18 pounds	0.27
n. ham	1	1.25
o. hogs	1	5.00
p. hominy	22 pounds	0.48
q. lard	15 pounds	1.65
r. lemon	2 bottle	0.15
s. meal	7 1/2 bushels	8.10
t. miscellaneous	--	0.27
u. molasses	22 1/2 gallons	8.73
v. mustard	1/4 pound	0.38
w. nutmeg	not given	0.05
x. oats	5 1/4 bushels	3.13
y. peas	7 3/4 bushels	6.35
z. pepper		
packaged	1 box	0.08
loose	5 pounds	1.76
aa. potatoes*	8 bushels	11.29
ab. powder [baking?]	1/4 pound	0.10
ac. rice	2 pounds	0.20
ad. salt	76 1/2 pounds	1.91
ae. shoat	1 @ 6 pounds	0.48
af. soda	32 pounds	2.50
ag. starch	15 pounds	0.71
ah. sugar	1,357 pounds	167.21
ai. syrup	19 gallons	9.40
aj. wheat	11 1/4 bushels	<u>16.38</u>
TOTAL:		\$ 511.01

Note: *Total number sold is approximate.

I.) PATENT MEDICINES & SUNDRIES (1881)

<u>ITEM</u>	<u>TOTAL AMOUNT SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
a. bitters		
packaged	3 bottles	\$ 1.25
undesignated	--	3.21
b. cotton bats	--	0.92
c. liniment	1 bottle	0.17
d. liver regulator		
packaged	3 bottles	2.33
undesignated	--	1.67
e. pectoral	1 bottle	0.67
f. pills	4 boxes	0.91
g. powders	5 papers	0.55
h. oil		
hair	1 bottle	0.40
undesignated	4 bottles	0.73
i. quinine		
packaged	1 bottle	0.27
undesignated	--	0.65
j. Radway's Ready Relief	2 bottles	0.75
k. rock & rye	1 bottle	1.00
l. St. Jacob's Oil	1 bottle	0.50
m. salts	2 pounds	0.20
n. soothing syrup	3 bottles	0.59
o. sulfur	3 pounds	0.35
p. Vigor Hair Dye	1 bottle	<u>0.75</u>
 TOTAL:		 \$ 17.83

J.) CLOTHING AND ACCESSORIES (1881)

<u>CATEGORY</u>	<u>TOTAL AMOUNT SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
1. Children's		
NONE DESIGNATED	--	\$ -----
2. Men's		
a. coats	3	\$ 9.85
b. collars		
packaged	3 boxes	0.45
loose	7	1.19
c. gloves	3 pair	1.15
d. handkerchief		
silk	1	0.75
undesignated	3	0.60
e. hats		
straw	2	0.50
undesignated	20	19.88
f. hose	1 pair	0.40
g. overcoats	2	35.00
h. shirts	9	7.20
i. socks*	8 pair	2.93
j. suits	2	41.90
k. vests	1	1.00
sub-total		\$ 122.80
3. Women's		
a. bonnets	2	0.20
b. cloaks	2	14.00
c. corsets	1	0.50
d. dress	1	1.00
e. fans	1	0.25
f. gloves	1 pair	0.25
g. hair brush	1	0.50
h. hair shield	1	0.10
i. handkerchief	2	0.50
j. hats	1	1.00
k. hose	7 pair	1.30
l. parasol	2	2.00
m. scarves		
silk*	2	2.00
undesignated	2	0.55
n. shawls	1	1.40
o. stockings	3 pair	0.55
p. umbrellas	2	3.00
sub-total		\$ 29.10

<u>CATEGORY</u>	<u>TOTAL AMOUNT SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
4. Boots#		
a. boys		
b. undesignated	1 pair	1.25
sub-total	<u>13 pair</u>	<u>47.13</u>
	14 pair	\$ 48.38
5. Shoes##		
a. children		
girls		
undesignated	1 pair	1.25
b. ladies	1 pair	1.40
c. undesignated	4 pair	7.00
sub-total	<u>32 pair</u>	<u>55.77</u>
	38 pair	\$ 65.42
6. Jewelry & Personal Items		
a. earrings		
b. knives	1 set	5.00
pocket		
undesignated	2	0.60
c. rings	3	0.75
d. toys	1	6.00
e. watch & chain	2	0.11
sub-total	1 set	<u>4.75</u>
		\$ 17.21
FINAL TOTAL:		\$ 282.91

Note: *Amounts are estimated. #Of the 14 pairs of boots sold, 13 pair (or 93 percent) were sold during November (10 pair) and December (3 pair).

##Of the 38 pairs of shoes sold, 28 pair (or 74 percent) were sold between October and April while 10 pair (or 26 percent) were sold between May and September.

K.) RAW METALS (1881)

<u>ITEM</u>	<u>TOTAL AMOUNT SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
a. iron		
rod	4 pounds	\$ 0.20
undesignated	5 pounds	0.25
b. metal	<u>1,841 pounds</u>	<u>18.41</u>
TOTAL:	1,850 pounds	\$ 18.86

L.) UNIDENTIFIED (1881)

<u>CATEGORY</u>	<u>TOTAL AMOUNT SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
a. "merchandise"	--	\$ 5.25
b. illegible	--	<u>64.36</u>
TOTAL:		\$ 69.61

M.) INTEREST CHARGED IN 1881

<u>ACCOUNT</u>	<u>DATE</u> <u>INTEREST</u> <u>CHARGED</u>	<u>OUTSTANDING</u> <u>BALANCE</u>	<u>DOLLAR</u> <u>AMOUNT OF</u> <u>INTEREST</u>	<u>PERCENT</u> <u>INTEREST</u> <u>CHARGED</u>
MRS. M. H PULLIAM	DEC. 22	\$ 49.79	\$ 1.05	2.11%
DR. CALVIN LEA	JUNE 24 DEC. 31	3.50 14.75	0.10 0.44	3.00 3.00
JAMES M. SNIPES	JAN. 18	14.07	0.42	3.00
B. F. STANFIELD	JUNE 30 DEC. 31	18.38 31.29	0.55 0.94	3.00 3.00
REV. SOLOMON LEA	JUNE 27 DEC. 14	27.52 40.19	0.82 1.20	3.00 3.00
THOMAS FEATHERSTON	JUNE 25 DEC. 20	13.46 33.52	0.40 1.00	3.00 3.00
DR. J. A. THOMPSON	JUNE 27 DEC. 29	35.74 48.68	1.07 1.46	3.00 3.00
H. A. ROGERS	APR. 18	11.25	0.34	3.00
MRS. B. D. PAYLOR	NOV. 12	5.40	0.16	3.00
HENDERSON BOLTON	DEC. 24	8.45	0.25	3.00
GEORGE FEATHERSTON	OCT. 17	17.28	0.52	3.00
NATHAN OAKLEY	FEB. 12 DEC. 1	7.20 10.71	0.21 0.32	3.00 3.00
G. N. THOMPSON	DEC. 31	<u>111.39</u>	<u>3.34</u>	3.00
TOTALS:		\$ 502.57	\$ 14.59	

APPENDIX N

INDIVIDUALS MAKING PURCHASES WITH EITHER CASH OR SCRIP
AT THE CONNALLY GENERAL STORE
IN 1881

<u>INDIVIDUAL</u>	<u>CASH</u> <u>SALES</u>	<u>SCRIP</u> <u>SALES</u>	<u>SMALL BOOK</u> <u>SALES</u>	<u>TOTAL</u> <u>SALES</u>
W. J.				
PULLIAM	\$ 0.25	\$ ----	\$ ----	\$ 0.25
J. NEWTON	9.25	----	----	9.25
E. SNIPES	1.00	1.75	----	2.75
S. LEA	1.36	----	----	1.36
R. A. WILLIS	30.00	----	----	30.00
MRS. N.				
SHANKS	0.80	----	----	0.80
T. RICHMOND	----	1.50	----	1.50
J. L. MOORE	----	----	4.42	4.42
J. J. JAMES	1.00	----	----	1.00
V. L.				
MORTON	14.53	----	----	14.53
W. E.				
WAGSTAFF	0.88	12.80	----	13.68
W. PAYLOR	20.00	----	----	20.00
S. G. WOODS	34.60	----	----	34.60
MISS E.				
STIPES	2.82	----	----	2.82
J. WINSTEAD	3.15	----	----	3.15
H. BOLTON	0.42	----	----	0.42
J. P.				
WILLIAMS	5.00	1.50	----	6.50
W. BOLTON	6.45	----	----	6.45
A. B.				
NEWMAN	2.20	----	----	2.20
B. F.				
STANFIELD	80.00*	----	----	80.00
R. NEWMAN	10.23	----	----	10.23
J. L.				
BROOKS	5.00	----	----	5.00
CAPT. H. LEA	----	----	3.68	3.68
MRS. K.				
BRADSHER	0.35	5.50	----	5.85
J. LOVE	0.30	----	----	0.30
J. JACOBS	1.00	----	----	1.00
T. W.				
FEATHERSTON	0.25	----	----	0.25
G. A.				
ROGERS	2.00	----	----	2.00

<u>INDIVIDUAL</u>	CASH	SCRIP	SMALL BOOK	TOTAL
	<u>SALES</u>	<u>SALES</u>	<u>SALES</u>	<u>SALES</u>
MISS H. BOLTON				
J. HESTER				
MRS. M. H.	\$ ----	\$ 2.70	\$ ----	\$ 2.70
PULLIAM	1.30	----	----	1.30
R. GRAHAM				
R. SMITH	----	0.50	----	0.50
W. F. SNIPES	1.45	----	----	1.45
MRS. E.	0.20	----	----	0.20
JAMES	----	0.60	----	0.60
MISS M.				
PULLIAM	3.55	----	----	3.55
B. TALLEY				
DR. W. G.	1.60	----	----	1.60
STEPHENS	8.93	----	----	8.93
TOTALS:	<u>----</u>	<u>0.20</u>	<u>----</u>	<u>0.20</u>
	\$ 249.72	\$26.05	\$ 8.10	\$ 285.02

Source: Connally Family Papers . . ., Day Book of the Connally General Store, 87-204.

Note: Names in **Bold Type** are those individuals who had an established account and did business with the Connally store in 1881. *Paid by "note."

APPENDIX O

INFORMATION CONCERNING CASH AND SCRIP
CUSTOMERS WITHOUT STORE ACCOUNTS IN 1881 ACCORDING TO
THE 1880 FEDERAL CENSUS*

<u>CUSTOMER</u>	<u>RACE AND AGE OF CUSTOMER</u>	<u>OCCUPATION</u>
W. E. WAGSTAFF	White/48	Farmer
W. BOLTON	White/54	Farmer
MRS. K. BRADSHER	White/37	Housewife
J. LOVE	White/41	Farmer
MRS. E. SNIPES	White/65	Housewife
W. PAYLOR	White/49	Merchant & Farmer
MISS E. STIPES	White/16	Student
J. JACOBS	White/34	Farmer
DR. W. G. STEPHENS	White/40	Doctor & Farmer

Source: Tenth Census of the United States: 1880 . . . , Caswell County.
Tenth Census of the United States: 1880 . . . , Person County.

Note: Information from the 1880 Federal Census concerning account holders is available in Appendix F.

APPENDIX P

CATEGORIES OF MERCHANDISE SOLD FOR CASH OR SCRIP
BY THE CONNALLY GENERAL STORE
IN 1881

<u>CATEGORY</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>	<u>PERCENT OF TOTAL DOLLAR AMOUNT SOLD</u>
A.) Dry Goods	\$ 29.51	10.35 %
B.) Sewing Supplies	4.85	1.70
C.) Tools & Farm Equipment	96.57	33.88
D.) Household Goods	8.55	3.00
E.) Guano & Chemicals	48.91	17.16
F.) Foodstuffs	4.68	1.64
G.) Clothing & Accessories	36.50	12.81
H.) Short Term Borrowings	<u>55.45</u>	<u>19.45</u>
TOTALS:	\$ 285.02	100.00 %

APPENDIX Q

CATEGORIES OF MERCHANDISE SOLD FOR CASH OR SCRIP,
 PERCENTAGE OF TOTAL SALES BY CUSTOMERS
 WITHOUT STORE ACCOUNTS IN 1881

<u>CATEGORY</u>	<u>TOTAL AMOUNT SOLD</u>	<u>NON- ACCOUNT SALES</u>	<u>PERCENT OF TOTAL SALES</u>
Dry Goods	\$ 29.51	\$ 21.18	72 %
Sewing			
Supplies	4.85	1.65	34
Tools &			
Farm Equip.	96.57	9.95	10
Household			
Goods	8.55	0.45	5
Guano &			
Chemicals	48.91	11.50	24
Foodstuffs	4.68	3.18	68
Clothing &			
Access.	36.50	18.50	51
Short Term			
Borrowing	<u>55.45</u>	<u>20.00</u>	36
TOTALS:	\$ 285.02	\$ 86.41	30 %

APPENDIX R

CATEGORIES OF MERCHANDISE SOLD FOR CASH OR SCRIP,
 PERCENTAGE OF TOTAL SALES BY CUSTOMERS
 WITH STORE ACCOUNTS IN 1881

<u>CATEGORY</u>	TOTAL AMOUNT <u>SOLD</u>	ACCOUNT <u>SALES</u>	PERCENT OF TOTAL <u>SALES</u>
Dry Goods	\$ 29.51	\$ 8.33	28 %
Sewing			
Supplies	4.85	3.20	66
Tools &			
Farm Equip.	96.57	86.62	90
Household			
Goods	8.55	8.10	95
Guano &			
Chemicals	48.91	37.41	76
Foodstuffs	4.68	1.50	32
Clothing &			
Access.	36.50	18.00	49
Short Term			
Borrowing	<u>55.45</u>	<u>35.45</u>	64
TOTALS:	\$ 285.02	\$ 198.61	70 %

APPENDIX S

CASH AND SCRIP SALES OF THE
CONNALLY GENERAL STORE,
BY CATEGORY, IN 1881

A.) DRY GOODS

<u>FABRICS</u>	TOTAL YARDAGE <u>SOLD</u>	SOLD FOR <u>CASH</u>	SOLD FOR <u>SCRIP</u>	ENTERED IN "SMALL <u>BOOK" *</u>
Calico	36	\$ 3.12	\$ ----	\$ ----
Domestic	6	----	----	0.75
Flannel	6	0.60	----	----
Jeans	4.75	----	----	0.72
Lawn	15	0.50	1.80	----
Net	3	0.38	----	----
Pant				
Goods	15.50	----	----	5.38
Satin	1	1.00	----	----
Silk	3	2.70	----	----
Table				
Linen	2.50	1.88	----	----
Unknown	18	4.00	6.50	----
Worsted	<u>0.75</u>	<u>0.18</u>	<u>----</u>	<u>----</u>
TOTALS:	111.50	\$ 14.36	\$ 8.30	\$ 6.85

Note: Besides sales paid for with cash and scrip, the day book also referred to sales entered into a "small book." Based upon a small date book owned by the Greensboro Historical Museum, Connally may have used this "small book" to record hours worked and method of payment of his workers.

B.) SEWING SUPPLIES (1881 Cash & Scrip)

<u>ITEM</u>	<u>TOTAL SOLD</u>	<u>SOLD FOR CASH</u>	<u>SOLD FOR SCRIP</u>	<u>ENTERED IN "SMALL BOOK"</u>
Buttons	6 dozen	\$ 0.40	\$ ----	\$ 0.25
Buckles	3	----	----	0.10
Lace	4 bunches	0.70	----	----
Pins	1 paper	0.05	----	----
Ribbon	1 yard	0.20	----	----
Spool				
Cotton	14 spools	0.60	----	0.10
Spool				
Silk	3 spools	0.30	----	----
Tape	1 bunch	----	----	0.05
Trimings	unknown	<u>2.10</u>	<u>----</u>	<u>----</u>
TOTALS:		\$ 4.35	\$ 0.00	\$ 0.50

C.) TOOLS & FARM EQUIPMENT (1881 Cash & Scrip)

<u>ITEM</u>	<u>TOTAL SOLD</u>	<u>SOLD FOR CASH</u>	<u>SOLD FOR SCRIP</u>	<u>OTHER THAN CASH OR SCRIP</u>
Axe	1	\$ 1.00	\$ ----	\$ ----
Buggy	1	----	----	80.00*
Cattle				
Yoke	1	1.25	----	----
Hoes	2	1.30	----	----
H'shoes &				
Nails	3 pair	0.60	----	----
Land				
Side	3	0.70	----	----
#2 Land				
Slip	2	----	0.50	----
Leather	unknown	0.35	----	----
Nails	unknown	----	0.20	----
Points	22	3.07	1.60	----
Saddle	1	----	5.50	----
Whip	1	<u>0.50</u>	<u>----</u>	<u>----</u>
		\$ 7.77	\$ 7.80	\$ 80.00

Note: *Paid by "note."

D.) HOUSEHOLD GOODS (1881 Cash & Scrip)

<u>ITEM</u>	<u>TOTAL SOLD</u>	<u>SOLD FOR CASH</u>	<u>SOLD FOR SCRIP</u>	<u>ENTERED IN "SMALL BOOK"</u>
Book	1	\$ 0.05	\$ ----	\$ ----
Broom	1	0.15	----	----
Cologne	1 bottle	0.20	----	----
Misc.	2 boxes	0.05	----	----
Napkins	6	0.60	----	----
Pen				
Points	5	0.05	----	----
Pitcher	1	1.00	----	----
Sack	1	1.25	----	----
Snuff	unknown	----	0.20	----
Washing Machine	1	<u>5.00</u>	<u>----</u>	<u>----</u>
TOTALS:		\$ 8.35	\$ 0.20	\$ 0.00

E.) GUANO & CHEMICALS (1881 Cash & Scrip)

<u>ITEM</u>	<u>TOTAL SOLD</u>	<u>SOLD FOR CASH</u>	<u>SOLD FOR SCRIP</u>	<u>ENTERED IN "SMALL BOOK"</u>
Guano	22 pounds	\$ 0.66	\$ ----	\$ ----
Pacific Guano	75 pounds	2.25	----	----
Zell's Guano	8 bags	<u>46.00</u>	<u>----</u>	<u>----</u>
TOTALS:		\$ 48.91	\$ 0.00	\$ 0.00

F.) FOODSTUFFS (1881 Cash & Scrip)

<u>ITEM</u>	<u>TOTAL SOLD</u>	<u>SOLD FOR CASH</u>	<u>SOLD FOR SCRIP</u>	<u>ENTERED IN "SMALL BOOK"</u>
Bacon	8 pounds	\$ 1.00	\$ ----	\$ ----
Candy	1 ounce	0.05	----	----
Eggs	1 dozen	0.10	----	----
Potatoes	1/2 bushel	0.88	----	----
Rice	1 pound	0.10	----	----
Sugar	20 pounds	<u>1.25</u>	<u>1.30</u>	<u>----</u>
TOTALS:		\$ 3.38	\$ 1.30	\$ 0.00

G.) CLOTHING & ACCESSORIES (1881 Cash & Scrip)

<u>ITEM</u>	<u>TOTAL SOLD</u>	<u>SOLD FOR CASH</u>	<u>SOLD FOR SCRIP</u>	<u>ENTERED IN "SMALL BOOK"</u>
Women's				
Cloak	1	\$ 8.50	\$ ----	\$ ----
Corset	1	0.75	----	----
Fan	1	0.25	----	----
Hoop Skirt	1	1.00	----	----
Shawl	1	1.00	----	----
Men's				
Balmoral	1	2.00	----	----
Coat	2	8.50	----	----
Cuff & Collar	1 pair	0.25	----	----
Hat	1	----	1.00	----
Socks	1 pair	0.25	----	----
Vest	1	2.25	----	----
Shoes*	6 pair	<u>4.50</u>	<u>5.25</u>	<u>1.00</u>
TOTALS:		\$ 29.25	\$ 6.25	\$ 1.00

Note: Shoe sales were as follows: two pair in February; one pair in May; one pair in July; one pair in August; and one pair in November.

H.) SHORT TERM BORROWINGS* (1881 Cash & Scrip)

<u>ACCOUNT</u>	<u>CASH BORROWED</u>	<u>SCRIP WRITTEN</u>	<u>TOTAL AMOUNT, CASH & SCRIP</u>
Pulliam, W.	\$ ----	\$ 0.25	\$ 0.25
J.	30.00	----	30.00
Willis, R. A.	----	0.20	0.20
Lea, Solomon	20.00	----	20.00
Paylor, W.**	-----	<u>5.00</u>	<u>5.00</u>
Brooks, J. L.			
	\$ 50.00	\$ 5.45	\$ 55.45
TOTALS:			

Note: *Borrowings appear to have been of such short duration that it was unnecessary to post to borrower's account. **Paylor was the only person to borrow money from Connally without first having a store account.

APPENDIX T

MOST CONSISTENT ACCOUNTS OF THE
CONNALLY GENERAL STORE,
1881-1889*

<u>ACCOUNT</u>	<u>YEARS DOING BUSINESS</u>	<u>TOTAL BUSINESS</u>
MRS. M. H. PULLIAM	1881-84/1886-89	\$ 200.32
W. H. CONNALLY	1881-1888	4,529.91
W. J. PULLIAM	1881-1889	344.71
J. J. LIPSCOMB	1881-1889	1,612.79
MRS. NANCY SHANKS	1881-84/1886/1887-89	263.98
N. M. RICHMOND & CO.	1881-85/1887-89	342.38
B. F. STANFIELD	1881-1889	809.16
REV. SOLOMON LEA	1881-1889	388.44
H. L. THAXTON	1881-1889	207.48
JOHN A. JOHNSTON	1881-1889	258.42
DR. J. A. THOMPSON	1881-1889	312.13
J. J. JAMES	1881-86/1888	301.55
V. L. MORTON	1881-1889	120.40
A. S. G. WOODS	1881-1889	139.32
G. N. THOMPSON	1881-1889	540.46
J. S. THOMPSON	1881-1889	362.60
GEORGE A. ROGERS	1881-83/1885-89	105.70
MISS MARTHA PULLIAM	1881-84/1886-88	108.86
MRS. KATE WILLIAMS	1883-1889	281.11
E. W. LEA	1881-1889	<u>300.66</u>
TOTAL:		\$ 11,530.38

Note: Names in **Bold Type** are those of H. T. Connally's relatives. Mrs. M. H. Pulliam was his mother-in-law; W. H. Connally was his brother; W. J. Pulliam was his brother-in-law; and Miss Martha Pulliam was his sister-in-law. *These are people who did business with Connally for at least seven out of nine years, 1881-1889.

APPENDIX U

**MAJORITY OF TOTAL SALES,
1881-1889**

<u>YEAR</u>	H. T. CONNALLY'S <u>ACCOUNT</u>	MOST CONSISTENT <u>ACCOUNTS</u>	TOTAL COMBINED <u>SALES</u>
1881	\$ 1,398.03	\$ 1,773.11	\$ 3,171.14
1882	2,201.71	1,875.95	4,077.66
1883	1,515.76	1,412.66	2,928.42
1884	2,125.41	1,979.41	4,104.82
1885	2,500.08	2,332.74	4,832.82
1886	2,362.42	725.21	3,087.63
1887	557.17	591.18	1,148.35
1888	994.31	417.17	1,411.48
1889	<u>52.64*</u>	<u>422.95</u>	<u>475.59</u>
TOTALS:	\$ 13,707.53	\$ 11,530.38	\$ 25,237.91

Note: This may or may not be the total amount of H. T. Connally's personal business in 1889. According to the ledger of the H. T. Connally & W. H. Connally General Store, page 304, Connally has ten entries for 1889. They begin with a January 2 entry and end with the August 3 entry. This is followed by one 1890 entry dated March 19. Currently this is the only known ledger surviving from the time period.

**PERCENTAGE OF TOTAL SALES PROVIDED
BY CONSISTENT ACCOUNTS,
1881-1889**

<u>YEAR</u>	H. T. CONNALLY'S <u>ACCOUNT</u>	MOST CONSISTENT <u>ACCOUNTS</u>	TOTAL COMBINED <u>PERCENTAGES</u>
1881	36 %	46 %	82 %
1882	47	40	87
1883	48	44	92
1884	48	45	93
1885	51	47	98
1886	67	21	88
1887	35	37	72
1888	60	25	85
1889	7	57	64

APPENDIX V

**ACCOUNTS OF THE CONNALLY GENERAL STORE
IN 1895**

<u>ACCOUNT</u>	<u>AMOUNT CARRIED OVER FROM 1894</u>	<u>TOTAL PURCHASES* (DEBITS)</u>	<u>TOTAL PAYMENTS (CREDITS)</u>	<u>POSITION OF ACC'T @ YR. END</u>
G. CONNALLY	\$(55.54)	\$ 78.80	\$ 9.00	\$(125.34)
G. A. ROGERS	(12.91)**	1.25	-----	(14.16)
R. GRAHAM	(2.79)	0.30	0.50	(2.59)
MRS. J. J. JAMES	(0.35)	-----	-----	(0.35)
H. L. THAXTON	-----	12.00	-----	(12.00)
E. W. LEA	-----	5.00	5.00	-----
C. STEPHENS	(18.14)	18.93	28.14	(8.93)
MRS. G. N. THOMPSON	(0.27)	2.38	2.65	-----
C. B. PAYLOR	(17.05)	9.35	7.07	(19.33)
V. L. MORTON	(4.35)	0.05	-----	(4.40)
MRS. K. WILLIAMS	(11.45)	2.50	11.45	(2.50)
MRS. J. S. THOMPSON	(1.02)	3.95	4.87	(0.10)
W. J. PULLIAM	(9.18)	73.25	57.40	(25.03)
B. F. STANFIELD	(1.50)	23.83	0.50	(24.83)
DR. J. A. THOMPSON	(199.86)	3.78	-----	(203.64)
REV. S. LEA	(1.02)	4.77	-----	(5.79)
A. S. G. WOODS	(68.79)	-----	-----	(68.79)
T. W. FEATHERSTON	(1.24)	-----	-----	(1.24)
MISS W. LEA	1.41	25.19	18.18	(5.60)
J. A. JOHNSTON	<u>(6.62)</u>	<u>2.60</u>	<u>6.62</u>	<u>(2.60)</u>
TOTALS:	\$(410.67)	\$ 267.93	\$ 151.38	\$(527.22)

Source: Connally Family Papers . . ., Ledger of the Connally General Store, 1895, 69-379.

Note: *Includes money borrowed against the account. **Balance carried over from 1889.

APPENDIX W

**BREAKDOWN OF CREDIT PAYMENTS TO THE
CONNALLY GENERAL STORE
IN 1895**

<u>ACCOUNT</u>	<u>CASH PAYMENTS</u>	<u>IN-KIND PAYMENTS</u>	<u>TOTAL PAYMENTS</u>
G. CONNALLY	\$ 9.00	\$ -----	\$ 9.00
G. A. ROGERS	-----	-----	-----
R. GRAHAM	0.50	-----	0.50
MRS. J. J. JAMES	-----	-----	-----
H. L. THAXTON	-----	-----	-----
E. W. LEA	-----	5.00	5.00
C. STEPHENS	28.14	-----	28.14
MRS. G. N. THOMPSON	2.65	-----	2.65
C. B. PAYLOR	7.07	-----	7.07
V. L. MORTON	-----	-----	-----
MRS. K. WILLIAMS	11.45	-----	11.45
MRS. J. S. THOMPSON	4.87	-----	4.87
W. J. PULLIAM	57.23	0.17	57.40
B. F. STANFIELD	-----	0.50	0.50
DR. J. A. THOMPSON	-----	-----	-----
REV. S. LEA	-----	-----	-----
A. S. G. WOODS	-----	-----	-----
T. W. FEATHERSTON	-----	-----	-----
MISS W. LEA	0.13	18.05	18.18
J. A. JOHNSTON	<u>6.62</u>	<u>-----</u>	<u>6.62</u>
TOTALS:	\$ 127.66	\$ 23.72	\$ 151.38

Source: Connally Family Papers . . ., Ledger of the Connally General Store, 1895, 69-379.

APPENDIX X

BREAKDOWN OF IN-KIND PAYMENTS TO THE
CONNALLY GENERAL STORE
IN 1895

<u>IN-KIND PAYMENT</u>	<u>DOLLAR VALUE OF IN-KIND PAYMENTS</u>	<u>PERCENT OF TOTAL IN-KIND PAYMENTS</u>
1.) Mutton Sold	\$ 0.50	2.11%
2.) Planks Sold	0.17	0.71
3.) Tuition Paid	18.05	76.10
4.) Wheat Sold	<u>5.00</u>	<u>21.08</u>
TOTALS:	\$ 23.72	100.00%

APPENDIX Y

BREAKDOWN OF GOODS SOLD ON CREDIT
BY THE CONNALLY GENERAL STORE
IN 1895

A.) DRY GOODS

<u>FABRIC</u>	<u>TOTAL YARDAGE SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
a. Calico	10	\$ 0.70
b. Domestic	16	1.00
c. Miscellaneous	<u>not given*</u>	<u>0.50</u>
TOTALS:	26	\$ 2.20

Note: *Ledger entry reads "trimmings for coffin . . . 50 [cents]," page 322. This is the only entry I have seen dealing with this subject.

B.) SEWING SUPPLIES (1895)

<u>ITEM</u>	<u>TOTAL AMOUNT SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
a. Knitting Cotton	not given	\$ 0.14
b. Thread & Buttons	not given	<u>0.10</u>
TOTAL:		\$ 0.24

C.) TOOLS & FARM EQUIPMENT (1895)

<u>CATEGORY</u>	<u>TOTAL AMOUNT SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
1. Hand Tools		
a. cradle	3	\$ 7.50
b. hammer	1	0.25
c. mattock	1	0.65
sub-total		\$ 8.40
2. Plows & Parts		
a. landslips	1	0.10
b. plow hoes	2	0.40
c. plow links	1	0.20
d. points	2	0.16
sub-total		\$ 0.86
3. Harness, Etc.		
a. back band	2	0.25
b. hame strings	not given	0.15
c. horse collars	1	1.50
d. mule shoes	4 pair	0.40
sub-total		\$ 2.30
4. Miscellaneous		
a. bolts	1	0.02
b. landslip & point	not given	0.27
c. plow point & bolt	not given	0.46
d. rope	7 pounds*	1.39
sub-total		\$ 2.14
FINAL TOTAL:		\$ 13.70

D.) HOUSEHOLD GOODS (1895)

<u>ITEM</u>	TOTAL AMOUNT <u>SOLD</u>	TOTAL DOLLAR <u>AMOUNT SOLD</u>
a. barrels	1	\$ 0.50
b. lamp chimneys	2	0.29
c. lye	5 boxes	0.50
d. miscellaneous*	not given	1.02
e. napkins	not given	1.00
f. oil	8.50 gallons	1.55
g. sifter	1	0.15
h. washboard	1	<u>0.10</u>
TOTAL:		\$ 5.11

Note: *Miscellaneous* consist of "lye & soap . . . 65 [cents]," page 380; "paper, envelopes & ink . . . 22 [cents]," page 380; and "paper & matches . . . 15 [cents]," page 378.

E.) BUILDING MATERIALS (1895)

<u>ITEM</u>	TOTAL AMOUNT <u>SOLD</u>	TOTAL DOLLAR <u>AMOUNT SOLD</u>
a. nails	83 pounds	\$ 3.32
b. shingles	4,700	14.25
c. turpentine	not given	<u>0.10</u>
TOTAL:		\$ 17.67

F.) GUANO & CHEMICALS (1895)

<u>ITEM</u>	TOTAL AMOUNT <u>SOLD</u>	TOTAL DOLLAR <u>AMOUNT SOLD</u>
a. guano		
loose	24 pounds	\$ 0.36
sacks	1	2.55*
b. lime	3/4 bushel	0.75
c. Zell's Tobacco Fertilizer	2 tons	<u>46.00</u>
TOTAL:		\$ 49.66

Note: *Includes freight.

G.) MONEY BORROWED AGAINST ACCOUNT (1895)

<u>ACCOUNT</u>	<u>CASH BORROWED</u>	<u>SCRIP WRITTEN</u>	<u>TOTAL AMOUNT CASH & SCRIP</u>
G. CONNALLY	\$ 58.50	\$ 9.35	\$ 67.85
G. A. ROGERS	-----	1.25	1.25
H. S. THAXTON	10.00	2.00	12.00
C. STEPHENS	-----	9.75	9.75
C. B. PAYLOR	2.00	4.75	6.75
W. J. PULLIAM	1.17	-----	1.17
B. F. STANFIELD	20.00	0.20	20.20
MISS W. LEA	-----	<u>3.00</u>	<u>3.00</u>
TOTALS:	\$ 91.67	\$ 30.30	\$ 121.97

H.) FOODSTUFFS (1895)

<u>ITEM</u>	<u>TOTAL AMOUNT SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
a. cheese	2 pounds	\$ 0.30
b. coffee	12 1/2 pounds	3.10
c. corn	1 barrel	3.00
d. fish	not given	0.18
e. flour	11 1/2 pounds	0.35
f. molasses	2 gallons	0.70
g. rice	not given	0.08
h. salt	not given	0.25
i. soda	not given	0.15
j. sugar	not given	1.00
k. wheat	5 1/2 bushels	<u>5.35</u>
TOTAL:		\$ 14.46

I.) PATENT MEDICINES & SUNDRIES (1895)

<u>ITEM</u>	<u>TOTAL AMOUNT SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
a. Hall's Catarrh	2 bottles	\$ 1.50
b. Hot Drops	1 bottle	0.25
c. miscellaneous*	not given	0.60
d. Mustang Liniment	1 bottle	<u>0.25</u>
TOTAL:		\$ 2.60

Note: *Miscellaneous* consists of "R[ail]R[oad] & Wagon freight on Drug .
. . 60 [cents]," page 359.

J.) CLOTHING & ACCESSORIES (1895)

<u>CATEGORY</u>	<u>TOTAL AMOUNT SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
1. Men's		
a. cravat	3	\$ 0.80
b. handkerchief & hose	not given	0.30
c. hat	1	1.10
d. shirts	6	4.55
e. shoes & socks	not given	1.80
f. shoe strings	1	0.08
g. studs	2 sets	<u>2.00</u>
sub-total		\$ 10.63
2. Women's		
a. [shirt?]waist	1	<u>1.00</u>
sub-total		\$ 1.00
3. Shoes*		
a. men's	2 pair	3.15
b. women's	1 pair	1.50
c. undesignated	6 pair	<u>9.95</u>
sub-total		\$ 14.60
FINAL TOTAL:		\$ 26.23

Note: *All 10 pairs of shoes were purchased during the winter months: 2 pair in March; 2 pair in October; 3 pair (including "shoes & socks") in November; and 3 pair in December.

K.) MISCELLANEOUS & UNIDENTIFIED (1895)

<u>CATEGORY</u>	<u>TOTAL AMOUNT SOLD</u>	<u>TOTAL DOLLAR AMOUNT SOLD</u>
1. Miscellaneous		
a. leather & amount Sigh[?]	----	\$ 0.30
b. 1/2 of wheat & lime	----	3.25
c. dress goods & gloves	----	0.94
d. coffee & gloves	----	0.70
e. oil & rope	----	0.30
f. account transferred*	----	6.30
sub-total		<u>\$ 11.79</u>
2. Illegible		
a. [glerin__?]	1 paper	0.05
b. [____?]	2 pair	0.40
c. [__?] [__?] [____?]	1	0.50
d. [____?]	2 pair	0.20
sub-total		<u>\$ 1.15</u>
TOTAL:		\$ 12.94

Note: *The balance of Miss Lillie Lea's account was transferred to the account of her sister, Miss Willie [Wilhelmina] Lea (page 380). Miss Lillie Lea married Thomas C. Neal in 1884 (Whitlow, The Heritage of Caswell County . . ., 401) and moved away from Leasburg.

L.) INTEREST CHARGED IN 1895

<u>ACCOUNT</u>	<u>DATE</u> <u>INTEREST</u> <u>CHARGED</u>	<u>ACCOUNT</u> <u>BALANCE</u>	<u>DOLLAR</u> <u>AMOUNT OF</u> <u>INTEREST</u>	<u>PERCENT</u> <u>INTEREST</u> <u>CHARGED</u>
W. J. PULLIAM*	DEC. 2	\$ 46.00	\$ 1.15	2.50%

Note: *On November 1, 1895, Pulliam purchased "2 tons Zell's Tobacco F[ertilizer] [a]t \$ 23.00 [per ton] . . . [a]t \$ 46.00." On December 2, 1895 the ledger entry reads, "To interest on guano . . . [a]t \$ 1.15." Connally's normal practice of extending credit for six months before charging interest had apparently changed due to the nation's depressed economy. Because of the national situation, Zell's was apparently pressing their wholesale accounts to settle their balances early, thereby forcing Connally to charge interest on Pulliam's fertilizer bill.