

The Rocky Mount Herald

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Fishermen are beginning to feel the urge.

Every nation wants peace—on its own terms.

Half of the world wants to tell the other half how to live.

One thing about the late winter—it delays the spring poets.

Almost any efficiency expert can speed up some other man's business.

Congress really becomes important when it overrides the veto of a president.

Kind words will take the average man or woman a long way on the journey of life.

Nationalism is all right for those who are satisfied to ignore the rest of the world.

Men may reform but most of them will recognize the dinner bell when they hear it.

When gardeners reap what they expect to reap the golden age of gardening will be at hand.

Maybe the nation will one day exist to serve only three classes, farmers, laborers and veterans.

Speaking of puzzles, have you ever heard a bridge player tell why the other side won by 1,800 points?

One of the easiest things in the world is to stand to one side and tell the rest of the people what to do.

Somebody advises that we are about to enter upon a cycle of cold winters, beginning, he says, next winter.

Talk of war will always persist. It can be counteracted by intelligent work for peace, based on sound reason.

Summertime will soon arrive and people will begin to yearn for the cold days of winter. (P. S. We won't.)

Advertisers who spend their own money are entitled to choose their own methods even if they have to wish for results.

Candidates have a habit of losing faith in the people about the same time that the people lose faith in the candidates.

Nearly everybody can explain why his or her views are entitled to just a little more importance than those of other people.

Every religion suffers from differences of opinion on the part of those who are supposed to understand what it stands for.

Many a good business dies because the man who has it fails to give it the necessary attention. Ideas by themselves, do not make businesses.

The near approach of the baseball season brings to mind the rabid rooters, whose happiness over a home team victory is only exceeded by the grief over its defeat.

Advertising and Selling by Per Centage

The law of per centage is what encourages all who solicit for the sale of goods. The average peddler, or subscription solicitor, has long learned that a flock of unprofitable calls will be off-set by a number of good sales. He realizes that he "gets" a very definite per centage of the prospects upon whom he calls.

The merchant who advertises should know this truth if he expects to get the most for his money. If he places his advertising before five hundred readers, other things being equal, he will get half the response that would be his if he contacted one thousand readers. There is no magic to it, the law of per centage is pure mathematics.

However, in newspaper advertising there is another factor that makes certain newspapers more valuable than others. A newspaper may, through the years, build up prestige and win the high regard of a buying class of readers. It may not have the numbers of another newspaper, when mere subscribers are counted, but it will easily outpull its competitor in securing results.

Whenever an advertiser can secure a newspaper, possessed of both the largest circulation as well as the class circulation, that's what sensible merchants would call rare good fortune. Whether this newspaper should be classed in this unusual category we must leave to the reader.

The New Attitude

A year ago big business men in the United States were in a panic, just like the big bankers. These "captains of industry" followed the leadership of the Roosevelt Administration meekly and unanimously, fearing lest in the crash which followed their own control of things everything might be lost. There are signs now that this attitude is being transformed into a newer effort to restore the old benefits, if not the older one. As the New Republic recently said:

"High, wide and handsome, the tide of industrial recovery sweeps along. That is, it sweeps along for the great barons of industry. So long as present woes seem to them merely the ladder to greater profits they can heroically endure the misery of others. With unpleasant tax legislation put off to some indefinite future, with bountiful naval appropriations existent and in the offing, with orthodox bond salesman's economics guiding the Treasury, above all with the price-lifting and price-pegging of the N. R. A.; they no longer find the depression so ominous as it was. In all essentials the present trend is satisfactory to the big industrialists and bankers . . .

"A year ago it was the big industrialists who feared revolution, some of them acutely, the rest as a vague threat on the horizon. Their own industrial world seemed to be going to pieces then, their place in it threatened. Today they no longer feel so; their world seems to be on the upgrade. The recovery in physical tonnage and actual dollars does not compare with the recovery in self-confidence of the managers of big business.

"The retreat of big business is over. Do strikes threaten? They can be broken. Will unemployment continue? There can be relief. What of the farmer? The administration may do what it can. From the view of the worker, the farmer, the small business man, the professional, vast problems are as unsolved as ever. The total of misery may be almost unchanged and the threat of labor may be even greater, but their own world, so they think, is no longer foundering beneath them.

"When they were terrified the administration was timid. As the administration grows worried, they grow firm. Some few things may still be hammered out of them, but they will yield nothing freely. The iron of reform is cooling."

COMMENTS OF THE PRESS

One Virtue of the Sales Tax

News and Observer.

The suggestion has been made by friends of the sales tax that opponents of that tax upon subsistence have no right to propose its abolition without offering some other means of raising revenues sufficient for the needs of the State. Now it appears that the sales tax itself may be inadequate to perform just that task. School teachers in North Carolina in whose name the sales tax was put upon the people may, because of failing State revenues, be cut once more below the inadequate salaries which they are now receiving.

In one year of operation the failure of the sales tax to do the job which its advocates said that it would do has necessitated the attempt to secure national legislation, which by applying the tax on interstate merchandise comes close to destroying, if it does not destroy, the free trade between the States which was one of the essential foundations of the union of States in America. In the same year the sales tax, it is now suggested, may fail to produce the revenues which it was promised it would produce to such an extent that the inadequate salaries which the State now pays its teachers may have to be cut to an even lower level of inadequacy, or other essential educational expenditure be reduced unless aid can be secured from the federal government.

The sales tax has many faults but only one purported virtue, that it would get the money. If it fails in that, it fails altogether. The burden of showing how to get the money rests not with those who opposed the sales tax but with those who insisted that the sales tax would do it. They may continue to cry the virtues of a failing horse because they sold that horse to the State. But the time has come to get rid of the nag who is not only a troublesome beast but one who now seems unable to do the job for which he was acquired.

Home Owners Loan Corporation

Courier-Journal.

It is reported that the individual cost of making loans to home owners in North Carolina is \$130.00 each as against a national average of \$28.00. The North Carolina division of the HOLC is regarded as a colossal failure by comparison with the record in other states. The more than ten thousand disappointed applicants for loans have been subjected to a cruel and unreasonable inquisition by the inspection bureau and after their property had been subjected to a microscopic examination for any possible fly speck they were declined until political pressure was brought to bear by certain influential officials, after which the applications were reinstated and the loans subsequently approved. In so far as North Carolina is concerned the HOLC has been a monumental failure up to the present time. A shakeup has been promised by Senator Reynolds and he is said to have in his possession plenty of data to bring about a complete reorganization of the HOLC.

The Governor said he wasn't. Perhaps these threatening remarks the Governor overheard weren't intended for him after all. It's too bad the Governor did not call names. Then we could

School Money Short

Greensboro Daily News.

North Carolina has been much proclaimed, also acclaimed, on account of the eight months' school, all school houses open and operating and teachers paid. Which is quite different in other states, few if any, having that record. Recently when there was an opening to get money from Washington for school aid it was found that it was only for states that hadn't been able to do their duty by their children. That naturally brought on talk that we were being penalized for sacrificing to keep our schools open; that if we hadn't considered the children first we might have had some federal aid. In fact we seemed to regret that we had cause for boast. When low salaries for teachers were mentioned the answer was prompt that they were being paid in cash the amount promised, which was better than most were doing.

Now it comes out that the school fund is short \$300,000 to \$400,000 of the amount necessary to pay the teachers for the concluding month of the school year. It seems that the school commission, at the beginning of the school year, figured and estimated and that it hasn't worked out according to the figures. Now federal aid is being sought for cause. We have a real case. It is hoped that Washington won't suspect that we have arranged things that way to get the money, in view of the noise we made about the situation hitherto.

That can probably be explained to Washington but there may be some embarrassment on account of the sales tax. Among the credits claimed for the sales tax is that it has kept the schools open and teachers are being paid regularly. It is too much to expect that sales tax opponents will not take advantage of the opening, with some remarks about the sales tax not doing all that

IN MY OPINION

By Frank Smethurst
IN NEWS AND OBSERVER

The obvious weakness of Governor Ehringhaus' fear that some Democrat may give aid and comfort to the enemy is that the enemy is practically immune to aid and comfort.

But it is wholesome for the Governor, and for the party which elected him governor to get down to a recognition of some of the fundamentals.

One of them is that if the Republican party ever recovers from its sleeping sickness, ever gets out on the streets again with a sample case of renovated wares, its sales talk will be drawn pretty thoroughly from the list of Democratic shortcomings rather than an anthology of Democratic short-talk.

It isn't going to make any headway if there are no shortcomings. That would suggest, in this day of efficiency engineers, the desirability that Democratic repair squads be kept on the job more or less regularly; that instead of threatening ostracism to the member of the organization who thinks the product may be improved, he be given a hearing and, possibly, a bonus if his idea is good.

Political organizations have a lot to learn from business. There's a substantial difference between being loyal and being dumb.

Bit by bit, the Governor's speech before the Young Democrats Saturday night is being resurrected.

In this case the thanks are due R. L. Whitmire, Western North Carolina candidate for solicitor, who thought the Governor was throwing a piece of it at his head. Mr. Whitmire seemed a bit over anxious to be hit. His enthusiasm for the role of martyr somehow was not convincing.

Anyhow, the Governor had beat him to it.

The Governor is threatened with martyrdom, too. If Mr. Whitmire had known that, he possibly would not have been so severe.

But nobody knew it until the Governor revealed the ominous truth.

"Occasionally," he said, "I hear myself threatened with political oblivion. Here is a threat that has no terrors for me. . . I may be lacking in brains but there is in me no dearth of gratitude. I shall always count myself debtor to the great Democratic party of North Carolina."

And there you are, oblivion or no oblivion.

It is barely possible that there's been a misunderstanding all around. Such things do happen this side of oblivion. For example, Mr. Whitmire thought the Governor was talking about him when the governor suggested something ought to be done about some Democrats.

The Governor said he wasn't. Perhaps these threatening remarks the Governor overheard weren't intended for him after all. It's too bad the Governor did not call names. Then we could

REPRESENTATIVE POU DIES IN WASHINGTON

(Continued from page one)

Active pallbearers were members of the Raleigh and Smithfield posts of the American Legion. Honorary pallbearers were members of the North Carolina delegation to Congress, the Governor and other State officials, Johnson County officers and members of the Johnson County Bar, of which Mr. Pou had been a member for nearly half a century.

Mr. Pou was born at Tuskegee, Ala., September 9, 1863, the son of Edwards D. and Anna Maria Smith Pou. His family moved to

could have asked them if they were talking about the Governor.

At any rate, it is grand to know that two such stalwart Democrats as Mr. Whitmire and the Governor are not cast down or frightened.

The next time the Young Democrats get together it might be a good stunt to have the Governor and Mr. Whitmire and anyone else who has been exposed to oblivion meanwhile join hands and dance around the speaker's table singing "Who's Afraid of the Big Bad Wolf?"

The Governor is quite right when he says there is a danger confronting the Democratic party and that it comes from within rather than without the party.

It isn't, as the governor suggests, the menace of snipers. It doesn't come from the disloyal who spend their time manufacturing ammunition for the enemy, perverting truth, garbling facts, traducing other Democrats, subverting Democratic doctrine.

We need not wait for the publication of the Republican keynote speech to identify its character.

The danger comes from those who elect themselves custodians of Democratic truth and censors of Democratic doctrine; who suggests ostracism and penalties for other Democrats whose conceptions of Democracy may differ with theirs; who harbor the illusion that the Democratic party has been accorded an irrevocable franchise to govern North Carolina and that anything the elect may see fit to do is good Democracy and therefore sacrosanct.

The Democratic party has given North Carolina reasonably good government. The danger confronting the party in North Carolina, is that it may come to believe that any sort of government it supplies is good and ought to be swallowed because it is Democratic.

O. A. BRASWELL

125 S. Main St.
Phone 171-172

We have a complete line of heavy and fancy groceries. We specialize in BRANDED BEEF by an expert Butcher. Goods Promptly Delivered. Yours to serve

O. A. BRASWELL

is claimed for it. If it should turn out that it will be impossible to pay the teachers for the time that will add much fuel to the flame.

The maximum paid teachers is \$90 per month for eight months. The minimum is \$70. It is explained that when the salaries were fixed it was impossible to secure the ratings of all the teachers. Now it comes out that there are many more in the higher brackets than had been guessed, and that accounts for the shortage. Seems as if that would have appeared in the first pay roll. But may be they trusted to luck and providence to work it out.

R. R. CLARK.

When intelligent men and women, studying the same facts, reach different conclusions, something is wrong with the facts or with the people.

The man or woman who has not tested the power of advertising hardly knows how modern business grows.

The church, whether the sanctimonious think so or not, is a meeting place for sinners, not for saints.

It was quite apparent, in March 1933, that private initiative was not all that had been suspected.

Most nations, like most people, develop principles in accord with their material interests.

Judging from the way they howl some of the air-mail operators must have been hit.

A government, administered for all citizens, should recognize no privileged class.

Advertising knows little modesty.

of 23 as Chairman of the Democratic Executive Committee of Johnson County. He was a Presidential elector for Grover Cleveland in 1888 and became Solicitor of his judicial in 1891 at the age of 28. He served in that position until his election to Congress ten years later, and even now, is remembered in the district as a forceful and able prosecutor.

In 1887 Mr. Pou married Miss Carrie H. Ihrie, of Smithfield, who survives him. There were born to this union four children. Of these the following survive: Mrs. Thomas Antony Waddell of Washington; George Ross Pou of Raleigh; and Mrs. Edwin Fuller Parham, of Henderson. A fourth child, Esigun Edwin Smith Pou was killed in the World War while on active duty as a naval aviator. Also surviving are eight grandchildren, a brother, James Hinton Pou, of Raleigh, and a sister, Miss Mattie Pou, of Smithfield.

BIG MIRROR REQUIRES 10 MONTHS TO COOL

Corning, N. Y.—Twenty tons of white hot borosilicate glass, 2400 degrees Fahrenheit, poured into a mold 17 feet in diameter, is expected to become a 200-inch reflecting telescope to widen the field of man's knowledge of the universe.

The glass will require ten months for cooling. Heat will be maintained for several months and then gradually lowered. Not until then will anyone be able to tell whether the venture is a success. If it is, the huge glass will be taken to Pasadena, California where for two years experts will grind it accurately in order to correctly focus the rays of starlight that it will receive.

VAGABOND VERSES

By J. Gaskill McDaniel

TO A DREAMER

The breeze sings a song of contentment,
That only the dreamer hears;
Things rivers say as they wend on their way
Are quite musical to his ears;
The sun paints a picture for twilight,
That only the dreamer sees,—
It touches its brush to the breast of a thrush,
And etches designs on the trees;
What matters the sneer of the scoffers,
Their jeerings but count as naught;
For they never can know of the roses that grow
Deep down in a dreamer's heart.

Editor's Note: You may secure a personally autographed copy Vagabond Verses by sending fifteen cents in stamps to the author, care of the Herald. This pocket sized edition contains McDaniel's best liked poems of the past five years, as well as a photograph of the Vagabond Poet.



CHESSON'S
After Easter
SALE
Going In Full Blast
Prices that Will
Astonish You

1 LOT OF
Silk DRESSES \$3.95

FORMERLY \$6.95—NOW

OTHER PRETTY EASTER DRESSES ALSO
REDUCED.

Woolen Swagger Suits \$5.95

Swagger Suits \$12.50

UP TO \$19.75 NOW GOING

ONE LOT OF
Ladies' COATS \$7.95

CLOSING OUT AT

Chesson's, Inc.

312 S. MAIN