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GREETINGS:

As often before this paper greets you everywhere, in your office, store, your factory, mine, mill, on your farm, on the porch of your hovel of your mansion. If it is general business conditions you are expecting us to discuss, we are afraid we can't be very helpful. The editor is only a detail worker and doesn't know anything about the broad economic situation. He is not an economist, not a statistician, not a forecaster, not a high executive.

We have tried out airing our ideas in the past. We have made suggestions, mentioned remedies for this ill or that. We have criticized supposed wrongs, pointed out ways and means to what we thought would be better conditions; we have moralized and philosophized all to no avail. Such a policy lost us a friend for every one we made. We were accused as a common propagandist.

We are through with that line; there is nothing to it but trouble and loss of business. When you come right down to it, we are just a plain old printer, with two or three "irons in the fire" all liable to get too hot and turn out unprofitable ventures—if we do not work hard and attend to our own business and let that of others alone.

There is only two things that we know anything about: Farming on a rough mountain farm, and running a printing plant against 30,000 heartless competitors! And we are getting too old to change our line of work.

Just for the sake of argument, we are willing to admit that times are mighty bad, and the chances are that they might get much worse. Just how much worse may depend on the amount of time you and us loaf on our respective jobs and waste time talking over the inevitable, making predictions or spreading propaganda.

We don't mean to be impolite, by any means. So if you've got your heart set on the hopelessness of the situation, and you believe you can talk the world back from destruction and ruin and the devil, then we don't want to spoil your fun. Just go to it—as for us, we have to work.

We are not contending from our broad overall economic standpoint that our work is so important—but only from our own selfish viewpoint it seems awfully important to us to think that it is important!

And maybe it would be made more important for both you and us, in our several jobs, if we would quit talking and work harder. Maybe we could all do a better job; for there is so much to learn and so much to do that none of us have yet done.

NEW YORK, June 20 — BUSINESS—American businessmen were surprised to learn last week that the present depression is more severe in the United States than in any other country, according to a report by the Federal Reserve Board. The Board pointed out, however, that manufacture of war materials in foreign countries, particularly England, Germany and Japan, is mainly responsible for keeping many factories humming. In America, factory employment is still well above normal in ten industries, farm implements, iron and steel wirework, cash registers, engines and turbines, machine tools, aircraft, women's clothing, baking, beverages and rayon. It is significant that these 10 all but the aircraft industry are manufacturing essentially peace-time goods. Perhaps America will be enjoying prosperity when other countries are busy paying for their armaments.

EXCESSIVE SPENDING—While the government gears its machinery to spend more money for relief and work projects, 42,000,000 of America's motorists will stage a spending program of their own this summer, parting with \$1,806,000,000 touring the U. S. from Maine to Mexico. This year's rolling army will be 13 per cent greater than last year and the largest ever to take the road, according to The B. F. Goodrich Company, which made the survey. Of the nation's 25,410,000 passenger automobiles, 14,000,000 are expected to join the tourist parade. Each tourist will spend an average of two weeks on vacation and travel 1,200 miles. The nearly two billion dollar flood of vacation cash will keep people employed at

18,000 hotels, 30,000 tourist camps, 158,254 restaurants, 317,000 gasoline filling stations and 98,004 repair shops.

WE MEAN WELL

When Ed Howe was 80 he said, "I have reached my 80th birthday. I frequently ask myself the question: 'What do you think of it all?' For one thing, I have lived longer than I expected. At sixty and sixty five I made arrangements for disappearing around seventy (according to the three score and ten maxim) Every year since seventy I have laid in supplies sparingly, as a householder should who expects to move out next day, or next month or so. . . . Today I noted that my shirts, socks, hankerchiefs, collars, suits, shoes, need replenishing; that it is necessary to put in another order, but I shall order smaller quantities."

None of us get as much out of the world as we did when we were young—that is, we get more variety and not so much quantity. Most of us are inclined to see the world in the old way. We understand a man who meets us in the road or the field or in the office or store. But when we meet him in a book or a newspaper or hear him make a speech he uses words that are new and too big for us. We have difficulty in following him in his maze of fine words; we cannot see his position so clear and we grow indifferent and maybe sleepy and we do not care what he says. We can read something else, or if it is a broadcast, we can quickly turn the dial to a new station.

How far back can you remember? A long ways you think, if you are past fifty. You are beginning to live much more in the past than you ever did. You do not day dream and build air castles in the future tense as you did when a young boy or girl. Instead of counting sheep to get to sleep, you recount and relive old memories. Your mind is full of them. The scenes so long past crowd and push each other in your mind. You can see yourself back on the old farm where work was so hard and pleasures so few. You can see in your mind's eye, the neighbors like beings in a spirit land moving, and you can make many of them out; and if you could now hear their voices you would recognize them easily.

You can follow them along the years and see their achievements, their failures and their follies and you can recall the day when they were laid to rest in their graves. Some of them were wise, some foolish; some were friends and some were foes, but now about all of them are gone. And worst of all, it seems all the best and truest friends, nearest neighbors, relatives, brothers, sisters, parents, even the old sweethearts and mates, seemed to have past out first! And strangest of all, you are still here. You wonder what for. Anyhow as Ed Howe said, it will not be for so long. You will not need to lay in huge quantities of supplies to build new houses or make extensive improvements on your farm or business.

And another strange fact you notice, is that the world as it is now constituted, does not understand you any better than you understand it. Queer. You think you are older and wiser than the young generation. Why do they not listen to you while you could tell them so much from your vast experience. You think you can see everything topsy-turvy, going to waste and ruin or to the devil. You would like to do something about it, but no one listens to you. It is because the world does not understand you and you do not understand the world.

It is because your mind has become ossified, fixed and is no more receptive to new ideas. Your mind lives only in the past; it has no future. Your intellect is dying slowly just like your body. Both have entered the transition from life into death. The world realizes it and you do not.

So you continue to live the old life out of harmony with the new and modern. Your mind being in conflict with nature's laws must

change and weaken under their inevitable rulings. Instead of unfolding into fields of future intellectual glory, we become to be children again, and instead of learning new rules of education and filling our memories with the fast moving events of modern wars, politics and rapid scientific developments, we remember vividly the old Possum Creek days and what folks said and done in Cove Creek church and school and the corn huskings and log rollings. Modern society and movieland characters sicken us now, but we gloat over the courtships of so and so back in the horse and buggy days.

And we live in the old days and will die in them. Woe is us if we led then, unhappy lives or had disappointments or losses and poverty to endure, for if so, we must suffer yet—in memory, lost opportunities, lost friends, lost loves!

After all is remembered or mourned over or forgotten, the best sentiment of all is this consoling fact, WE MEAN WELL!

A PROGRAM FOR RECOVERY

It has not been long since the Administration asked the smaller business organizations throughout the U. S. to submit suggestions for methods by which the government can aid in the present business situation. When the delegation met at Washington the following platform was submitted, which seems to be very reasonable:

First: We urge that the Wagner Act be amended to make labor as responsible as employers. Unions should be allowed to incorporate. Compulsory arbitration before striking and picketing should be written into the act. We believe in the principle of collective bargaining, but not the violation of a man's right to work.

Second: We favor small loans to responsible business men on at least a five-year payment basis, to be made by existing private banking agencies and guaranteed by the government.

Third: We ask that all Federal, State and local employes be required to pay the same income and other taxes as other taxpayers.

Fourth: We demand the immediate repeal of the undivided surplus profit tax and a fair modification of the capital gains tax.

Fifth: We demand that the Administration immediately cease its unwarranted and malicious attacks on business.

Sixth: We urge the Federal and other relief projects be on useful work only, and that every worker should give an honest day's work. We favor the return of relief to local communities.

Seventh: We view with alarm the increasing number of governmental employes with resulting increased taxes and business regulation—whether local, State or Federal.

Eighth: We believe the unbalanced condition of the budget discloses the unstable financial condition of the government and prevents business recovery.

Ninth: We insist on simplified tax forms and reports and we have definite recommendations to make along that line.

Tenth: We favor giving back business to the business men, believing that they are more capable for running their own affairs than through regulation and direction by college professors, politicians and legislators.

Eleventh: Business will continue to recede until the uncertainty of the future is removed. The confidence of the people must be restored through the unhampered continuance of our proved system of private system of private profit commensurate with private risk and initiative.

DON'T LET THE TOUGH WORLD DULL YOUR BILL

Did you ever hear that little story about the young minister who got discouraged in his calling? Maybe we'd better relate it to you as there might be a good moral in it for many of us.

This young man had graduated from a theological seminary, was sent to some far-away sparsely settled section where the folks took more interest in nearly anything than they did in religion, especially the brand the young minister was trying to install into their unreciprocal minds. . . . Some time later a high up Bishop visited him and asked him how he was doing, whereupon the ambitious young sky-pilot expressed his discouragement by saying that he was exerting so little influence on the welfare of mankind that he felt like a tiny little bird pecking away at a barren mountain of stone.

The Bishop answered, "Yes, but just look what it will do for your soul!"

Anyway the Bishop did not advise the young preacher to quit and this paper is not going to advise our readers to quit advertising their line for sale, nor to quit work in producing. No sir, go right on with your "rat-killing", whatever it is and you will accomplish something some time. Just keep on pecking away, no matter how sore your bill gets.

Don't let the pessimists out-talk you. Have a viewpoint of your own. You should even be selfish in some ways—Be selfish about your work. It will serve as a buffer against hard times; it will be something to occupy your mind and pass the time away. It will be good for your soul and body—and to sharpen your appetite, your mind and your bill.

Whatever you can do will help to contribute to the welfare of the country as a whole. It may be a small trifle. If the U. S. A. has a population of 130,000,000, then your individual responsibility is easy to figure out in this land of the free and home of the brave—and if you do not do your part, you are not EQUAL with your fellow citizens, no matter how "equal" you may have been created. Your responsibility figures out as follows:

130,000,000 of the total job!

WE CAN EAT CAN'T WE?

A lot of folks you meet are talking hard times. It is the same way with many of the country papers and the writers in the big ones. Some one ought to choke these hard-time prophets. We may have something the matter economically—maybe we have what some call a "slump", a "slow market", even a "recession", or for that matter a "depression", anything you please—but we wish people would quit talking to us about it—that is, unless they have something new to say and not the same kind of stuff that has been said for so long.

Look around you at the fine crops, the way they are growing, and the gardens. Good weather too. You never met more healthy nor good looking folks in your life. Plenty of work to do on the farms. Maybe we can find hands enough to do it. If not we can do a lot of it ourselves and let the rest go undone. We still have good appetites and there is going to be lots to eat on the farms. If we can't buy nor hire employ nor be employed, we can sure eat.

Some months ago when the economic conditions began to look bad, a Detroit man, called Henry Weaver, wrote a pamphlet as a "Thought Starter on the Economic Outlook" which he circulated as a private issue for some reason. Maybe Mr. Weaver is some sort of automobile man who wanted to sell more cars and saw his trade shrinking up, just as we all have. Anyway we are going to pass on some of his observations, with our own comment, where necessary by way of clarifying the theme.

Mr. Weaver says, "As a matter of fact I wouldn't mind generating a little hard times gossip of my own if I felt it would do any good or even if I thought I would be able to make some constructive contributions along the lines of new rhetorical effects—BUT THAT'S JUST THE TROUBLE. It seems that all the various ways of describing a recession were highly perfect

ed and widely circulated almost ten years ago; and now they are becoming a bit hackneyed.

"Now don't get me wrong—I don't mean to assume a Pollyanna attitude. I'm not trying to dodge the facts and I don't exactly want to play ostrich. I know that business is not exactly as good as we'd all like to have it, but I feel that I have already done my share of listening to people talk about 'general conditions' and now I'd like to be let alone for awhile.

"I speak only for myself. I don't mean to imply that economic discussions should be barred altogether, because there are some among us whose business is to study such things. And you can't blame a man for talking about his job!

"But I've got a suspicion that there are very few of us who are in a position to help the general situation through talk alone. Maybe the economists can—although I sometimes rather doubt it. Maybe the big business leaders can—except that they don't seem to have much time to do much talking. Maybe the politicians can—but having once been a 'party man', I reserve my opinion.

"Aside from all that I've got a hunch that maybe the best way for me, personally, to help the general situation is to buckle down, dig in and do as good a job as some of the professional pessimists are doing on theirs.

This is very good advice for us all to follow. Our work may not be very important. It may be quite UNimportant. If we will quit our little preachments and work more, then our troubles, if they do not disappear, will at least grow lighter. Ben Franklin once said, "A task done willingly is a task done easily." When you have a job put up to you to do, for instance a job like that of making a living for the folks in the family, each you feel like rebelling against death, ask some easier way or help

pat yourself on the back and shout and it need be, cuss hard times, and bounce to it with a gusto and say "Sure I'll do it—and like it!" It will turn the trick and your burden will turn out to be a profitable pleasure. Soon you'll be eating three squares a day and sleeping eight honest hours under warm blankets every night.

YE OLE TIMER SEZ

(By Sam Miller)

Just as we begin to get over the smell of campaign cigars (and the odor of bad whiskey) we have thoughts to hopes of business valetising—we hope.

CAN YOU KEEP A SECRET?

Yes, we can keep a secret. Every once in a while you hear some friend say that they can "keep a secret." Some folks can keep a secret, but the secret of saving money shouldn't be kept. So we won't keep it any longer. Here it is—

TRADE WHERE YOU SAVE MOST.

No matter where a firm is located, no matter what its name, you save the most money when you trade with the one that gives you the most value and the best service for every dollar, dime and cent you spend with it.

You may be patriotic and love home shops and stores, but if they can't sell you what you want as cheap as the firm a little farther off, you are very sure to mail the order off. That is what your family do when they want nice clothes. They haven't a thing against the little stores in the home village; they just find satisfaction, and variety, a wide range of choice and prices in the catalog—and they fill out an order sheet.

We do not recommend buying too much from the fellow who lives at a distance. Buy all you can get at home. Stick by your home merchant and manufacturer to the last ditch. But when you can save money on what the local party can't do so well, then you should hunt up a better place to buy. The Edwards Printing Company, during all its 33 years in business has never felt so sure that we will not, nor cannot be undersold. Send us all your choice jobs that must be done carefully at a low price. We do not mean the handful of letterheads or

printshop can do so well as they are not busy with their paper. We mean the larger intricate jobs out of the local printers' range: salesbooks, duplicating forms of invoices, calendars, posters, dodger jobs, calling for color treatment, special rulings, heavy body composition, long or heavy runs; those that require numbering, punching, perforating, &c. &c. &c.

Look over some of our price lists on regular run work in this paper and write for estimates and samples. Special work not referred to in lists.

THE POCKETBOOK OF KNOWLEDGE

ONE SHOE WHO WALKS THE PAVEMENT IN LONDON, IS FINDING HIMSELF MORE AND MORE UNABLE TO BUY HIS WARE AND CLOTHES TO SUIT HIS NEEDS. (WHEAT 2.50 A BUSHEL)

EMPLOYMENT IN THE STEEL INDUSTRY FOR THE YEAR 1937 WAS 100,000 LESS THAN IN 1936. (WHEAT 2.50 A BUSHEL)

IN 1937 THERE WERE 18,370,000 AMERICAN MEN, WOMEN AND CHILDREN WHO HAD SAVED MONEY IN BANKS. (WHEAT 2.50 A BUSHEL)

INSTEAD OF DOG RACES, THE SMALL BOWMAN SAID HE WOULD RACE HIS KATZ WIFE TO THE STORE AND TO THE STORE WHICH WAS BRANDED IN FRONT OF THEM.