



THE STORY OF AN AUTOMOBILE

The One That Sold in 1914 For \$5,000 Not As Good As Today's \$700 machine.

Let us consider the story of two automobiles. One was sold in 1914 for \$5200. The other was sold in 1936 for about \$700. Let us call them A and B, so as not to be accused of advertising any brands.

Automobile A—which cost \$5,200—was very swanky in its day. But look at it! It has wooden wheels. Its glass is easily breakable. Its space is small and crowded. The wheelbase is short. The driver is unprotected. The doors are inconvenient. It is a light car and does not hold the road well. Look at the old horn—do you remember what a nuisance it was?

Now that inferior car cost seven times as much as Car B. In fact, if you paid a million dollars for a car in 1914, you could not get one as good as this \$700 car. It did not exist. The manufacturer did not know how to make it. Many of the improvements in the \$700 car are only a year or two old; some are four or five years old. Few, if any of them, existed in 1914.

What lesson can we learn from that? The American factory is a progressive laboratory which serves two purposes:

1. It improves its product;
2. It brings down the price.

Both these purposes have one objective, namely to bring the commodity to an increasingly larger number of customers.

When a product is improved, the old customer discards what he already has and buys something new. Also new customers who were dissatisfied with the old product might be satisfied with the new one.

When the price is brought down, new groups in the community can afford to buy the product. That is why one out of every 4.9 persons in the United States owns a car. Cars are available for almost every person according to his pocketbook.

In the United States, a luxury soon becomes a necessity for all the people. But that is not the point we wish to make in this article. Here we wish to emphasize that American industry employs more workers at better wages because it improves the product and brings down the price of the product.

This is as true of refrigerators as it is of automobiles. It is as

Storm-Torn Gainesville From the Air



The picture above was made by Mr. Thurmond Chatham from an airplane above Gainesville, Ga., the day after the town was wrecked by a tornado. Mr. Chatham flew to Gainesville from Winston-Salem, and this is only one of the pictures he made showing the terrible havoc wreaked by the storm.

true of nail polish as it is of blankets. It is true of everything.

Millions of dollars go into experiments, into successes and failures, into trials and errors, before a product is improved and the price can be brought down. If industry is progressive and flexible, it can make work; it can create new products; it can open new markets for old products.

It is true that the manufacturer makes a profit out of this increased market, but so does the worker improve his chances of earning more money and having a more permanent job.

The answer to all this is: mass production, quantity production, increased markets—these give jobs to workers. The small, tiny forge had a blacksmith and may-

be one assistant, but a modern company can give work to fifty or a hundred thousand men.

Lose Weston

Eddie Weston, one of the feature players of the Chatham team last year, has accepted a job with the Kannapolis baseball club.

"He that gives good advice, builds with one hand; he that gives good counsel and example, builds with both; but he that gives good admonition and bad example builds with one hand and pulls down with another.—Bacon.

"To be conscious that you are ignorant is a great step to knowledge."—Disraeli.

CHATHAM WINS 9 OUT OF 11 GAMES

Duke University and Mount Airy Reds Only Teams to Get the Best of Blanketeers

The Chatham Blanketeers of the Elkin Plant started the 1936 season by losing to the strong Duke University baseball club by the score of 5 to 4. The following week the Blanketeers defeated Erskine College in two games by the score of 2 to 1 and 14 to 2. The following week Elon College was defeated by the score of 3 to 2, and Catawba was defeated 2 to 1. High Point College fell victim by the score of 9 to 3.

The first game away from home the Blanketeers traveled to Mayodan and defeated the Mayodan entry in the Bi-State league 6 to 3. Mount Airy Reds defeated the Blanketeers in Elkin 8 to 6 and in a return engagement the Blanketeers defeated Mount Airy in Mount Airy 11 to 10. The next game the Chatham team defeated the Mayodan Club in Elkin by the score of 11 to 6.

Last Saturday the Chatham team won over the Harris-Covington Hosiery Mill of High Point by the score of 24 to 3.

CHATHAM TO MEET 2 STRONG TEAMS

Bossong and Southside to Face Blanketeers Here Friday and Saturday Respectively

The Chatham Blanketeers, winners of nine out of the first 11 games played thus far this season, will meet the strong Bossong Hosiery Mill of Asheboro here Friday, and Southside, of Winston-Salem, here Saturday.

The Southside team of Winston has one of the best teams in the history of the Plant, having been defeated only one time this year and then by Mayodan in an early season game in Mayodan 8 to 7.

The game Saturday will be a battle of southpaws between Sam Fowler, ace left hander of the Blanketeers and Johnson, of the Arista Mills.

The game with Bossong mills will bring together two of the best amateur teams in North Carolina as Bossong has one of the outstanding teams of Western North Carolina. The roster of Bossong includes all league players.

Admission prices have been reduced and large crowds are expected to witness both games.