

N R A Depends On The People

Plea For Support Of Great Masses Made By NRA Director

This week and next are the most important in the recent history of our country, but few of us realize it.

This week and next will have much to do with the success of the National Recovery Act. For now the drive is on to enlist the support of the consumers.

There are no marching armies, flying colors and military bands to stir us to a high pitch of patriotism. But the message of cooperation must be delivered to every American citizen in the next few days.

We reprint here the speech by the NRA leader, General Hugh Johnson, just delivered to the thousands of loyal workers throughout the nation, who this week and next will carry the message of NRA to millions of Americans.

"Tomorrow marks a milestone in human progress. For the first time the American people has a chance to test in business a principle that they long ago proved in government. That principle is the trite old slogan, 'In union there is strength.'

"On that principle, the thirteen colonies in the Revolution were able to do against the Mother country what none of them could have dreamed of doing alone. They created this nation. In 1861 Abraham Lincoln declared that principle and the Civil war was fought to protect it. It preserved the nation. But all that was political unity—not business unity. Business unity has never been permitted to us. The old order was afraid to try it. It was absolutely unlawful for business to get together. Every effort was made to prevent workers from getting together and as for the people—the consumers of the country—getting together, that was just too much even to think of.

"Rather than to threaten this Sacred Cow, some of its keepers were willing to let the country suffer anything. They banished the thought while from 1929 to 1932 our people—helpless to do anything about it because they had no way to act together—sat and saw the melting away of almost everything that makes life

worth while.

"And then came Franklin Roosevelt. He proposed to the people of this country that they take charge of their own affairs—in business just the same as in government and he said that if that is what they wanted, he would give it to them.

"Well he has done it. That is the meaning of what we shall start tomorrow—the first hop of the Blue Eagle's flight to better things.

"The first step is for every employer to adopt the Blue Eagle. The Roosevelt unity plan of economic unity for the American people simply cannot go forward with any considerable number of employers standing aside and taking advantage of the patriotism of their competitors. There just isn't any question about that. The government would be a coward if it did not say that. The people would be remiss if they did not support that. Employers would be wrong if they did not recognize that.

"It is our belief that either through Codes or Agreements we enter this drive with between 70 per cent and 80 per cent of employers in trade and industry already under the Blue Eagle. We must get 100 per cent under the Blue Eagle and we cannot afford to fail. Tomorrow morning the greatest corps of volunteers in the country's history is going forth under the N. R. A. banner to accomplish this result. It is of the utmost importance that these workers know precisely what to do and that they register in their hearts a solemn determination to do that and nothing more nor less. They must understand their task.

"Why are there any employers not under the Blue Eagle? This Administration has looked into thousands of cases. It has found not one in which the reason was unwillingness.

"The big trouble is lack of information. You must explain what the President's program means. We have tried to equip you to do this and it is your task—patiently and courteously to carry out that duty.

"A second obstacle is the fear of honest patriotic men that they cannot do what the President asks and remain in business. What they do not understand is that by get-

ting a certificate from his local Chamber of Commerce or Merchants Association that he cannot comply, any man is entitled to get and display a provisional Blue Eagle while an investigation is made by the National Recovery Administration. That should be explained so that nobody in the country is in the dark about it.

"There has been a great deal of loose talk about boycott, intimidation and violence—I want to say to you in all earnestness and solemnity that if there is even a shadow of such a thing it would spoil this whole endeavor.

"A boycott is a banding together of people to cut a seller off from his trade. Threat of a boycott could be intimidation. Any violence—even any critical comment or unkind words in this effort is repugnant to its whole purpose and volunteer workers have no right to use such means.— I beseech you to follow these rules.

"But there must not be the slightest misunderstanding. The watchword of this great cooperation is 'Buy under the Blue Eagle.' It is not a boycott for the people of a distressed country to say they are going to stick to those who do their part to cure a common evil and to ignore those who refuse to do so. To do otherwise would be to frustrate the national purpose—not to mention its lack of plain every-day horse sense and fair play.

"You would be less than frank and courageous and honest if you did not also explain this simple fact. The government itself has acted to center its buying on Blue Eagle supplies of both goods and service the whole people should follow that lead.

"The third obstacle we have found is a fear that competitors will use the Blue Eagle and cheat behind its wings—that there will be no real protection. Of course the government cannot permit this. People who fly the Blue Eagle must be honest with him—and it is our duty to see to this.

"It is quite true that in these first days of this great charge there has been some failure to perform. 90 per cent of this also comes from misunderstanding of what is required. Our next job is to clear that up.

"For about two weeks we shall confine all action to an intense effort to see that the obligations of

the Blue Eagle are understood by every man who flies one. In the meantime we shall collect evidence in the few important reported cases of big and thoroughly informed employers who seem knowingly and wilfully to have taken on this obligation with a deliberate intention of violating it to mislead and defraud their employees and their customers. The opening gun of the enforcement campaign will be a painstaking, fair, open, public hearing of these cases and if they prove to be what reports indicate, we shall use every lawful and proper means to protect the public and their competitors against such destructive, unpatriotic and unfair conduct. These examples will clear up mistakes and—of themselves—go far to eliminate these abuses everywhere. But we shall go the whole distance. Wherever the Blue Eagle flies we shall keep his wings clean and his talons sharp. If fairness and justice and patience require more time than some of us would like to see consumed, just remember that no such universal system was ever put to perfection in a

minute. The mill-wheel in the Eagle's claw may grind slowly but it will grind exceedingly fine.

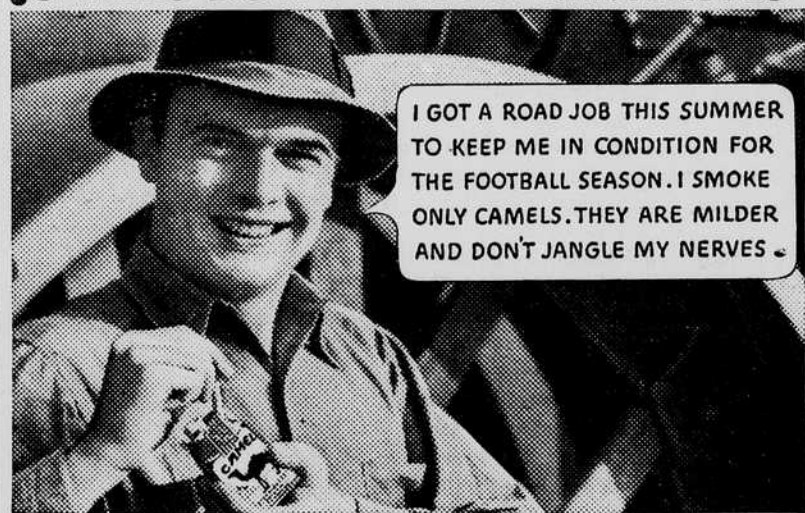
You are about to go forth on your great work.—Remember that you are patient missionaries and neither snoozers nor policemen. You will find bewilderment, some misinformation and (in the rarest of cases,) resistance.—With the latter you have nothing to do. Your sole duty is as of the duties of the Disciples:

"Whosoever shall not receive you nor heed your words, when ye depart out of that house, shake off the dust of your feet."

"It is not your duty to provoke resentment or hard feeling but only to give your message of helpfulness and go your way.

"This is a great adventure by a great people.—No man other than the President could have taken it thus far. What you have seen is only a beginning. As he said at his home yesterday, we are on our way out of this valley of despair and you are in the vanguard of that triumph."

"CAMELS DON'T JANGLE MY NERVES"



• Camel's costlier Tobaccos never get on your Nerves...Never tire your Taste

LAST EXCURSIONS

—TO—
VIRGINIA BEACH

Without Change of Cars

SUNDAY, AUG. 27th

—AND—

SUNDAY, SEPT. 3rd

\$1.65 ROUND TRIP \$1.65

PORTSMOUTH \$1.25 ROUND TRIP

Lv NORLINA	4:10 A. M.
Lv LITTLETON	4:40 A. M.
Lv ROANOKE RAPIDS	5:08 A. M.
Lv WELDON	5:13 A. M.
Ar PORTSMOUTH	7:45 A. M.
Ar VIRGINIA BEACH	8:45 A. M.

RETURN SCHEDULE

Special Train Leaves Virginia Beach 7:45 P. M., and Portsmouth 9 P. M. Same Day

SEABOARD

AIR LINE RAILWAY



4 REASONS WHY YOU SHOULD

Send Your Laundry
... to JOHNSON'S

1—A Home Town Concern—
Supporting—not shirking—our share of community undertakings. A concern that lives IN Roanoke Rapids—not one that lives OFF of Roanoke Rapids.

2—Our Service More Efficient!—
Our word is our bond. We do not make "rash promises" but live up to every one we make.

3—Our Methods "Germ Proof"—
Why take chances with "wash-woman" methods when you know we use a sanitary system?

4—You Take No Chance of Loss—
INSURED? Certainly, but we don't lose clothes here. Every bundle returned to you 100%!

DIAL R-312

JOHNSON'S LAUNDRY

"Forward With Roanoke Rapids For A Quarter-Century"