

ROOSEVELT AGAIN ADDRESSES THE AMERICAN PEOPLE

Urges All Patriotic Citizens to Subscribe to General Code of National Industrial Recovery Act. Country Can't Wait for Special Codes. He Warns. Must Get Started Now. Willing Industries Will Be Protected.

Washington.—President Roosevelt appealed Monday night to every employer in the country to sign the "common covenant" of uniform higher wages and shorter hours in the name of patriotism and humanity and thus make the New Deal and immediate reality.

Failure will mean "another desperate winter," he said in a statement to the nation, issued to the press and broadcast over the radio.

Striking at the "shirker," the President said such an individual refuses to play his part "at the expense of his country's welfare."

Adoption of the uniform code, which provides a 55-hour week and a \$14 minimum wage for labor and a 40-hour week and \$15 for the "white collar" worker, "will start the wheels turning now, and not six months from now," the President declared.

Warns Shirkers

"But if any considerable group should lag or shirk this great opportunity will pass by us, and we shall go into another desperate winter," he warned solemnly.

"This must not happen." "It will be clear to you," he told the millions who heard his appeal, as it is to me that, while the striking employer may undress his competitor, the saving he thus makes is made at the expense of his country's welfare."

While there are penalties in the law to reach the shirker, the President said it is his present plan to depend upon co-operation.

"There are, of course, men, a few of them who might thwart this great common purpose by seeking selfish advantages," he declared.

"There are adequate penalties in the law, but I am now asking co-operation that comes from opinion and conscience. These are the only instruments we shall use in this great summer offensive against unemployment."

"But we shall use them to the limit to protect the willing from the laggard and to make the plan succeed."

"I cannot guarantee the success of this nation-wide plan, but the people of this country can guarantee its success," President Roosevelt said. "I have no faith in 'sure-alls,' but I believe we can greatly influence economic forces."

Pointing to the flood of telegrams which has deluged the White House pledging support to the plan, the President asked every employer who has not done so to write or telegraph him personally "expressing their intention of going through with the plan."

He plans, he said, to keep an honor roll posted in every postoffice in the country.

"Already," the President said, "all the great, basic industries have come forward willingly with proposed codes and in these codes they accept the principles leading to mass re-employment. But, important as is the heartening co-operation the richest field for results is among the small employers, those whose contribution will be to give new work to from one to ten people. These smaller employers are indeed a vital part of the backbone of the country and the success of the plan lies largely in their own hands."

None Will Suffer

No employer will suffer, the Chief Executive said, "because the relative level of competitive cost will advance by the same amount for all."

He warned labor against resorting to "aggression" to gain its rights.

"While we are making this great common effort, there should be no discord and dispute," the President declared. "This is no time to cavil or to question the standard set by the universal agreement. It is time for patience and understanding and co-operation."

The workers of the country have rights under this law which cannot be taken from them, and nobody will be permitted to whittle them away, but, on the other hand, no aggression is now necessary to attain those rights.

"The whole country will be united to get them for you. The principle that applies to the employers applies to the workers as well, and I ask you workers to co-operate in the same spirit."

Science's newest discoveries about women. Why they are different from men explained in an instructive article in *The American Weekly*, the magazine distributed with next Sunday's *Baltimore American*. Buy your copy from your favorite newsdealer or newsboy.

Dr. C. B. Baughman, Eye, Ear, Nose and Throat Specialist, Elizabethton, Tenn., will be in the office of Dr. J. B. Hagaman in Boone, on the first Monday in each month for the practice of his profession.



Italian Airmen Fly To Chicago World Fair

To the right is shown General Italo Balbo, Italian Minister of Aviation, who headed the Trans-Atlantic flight of a fleet of 24 huge flying boats from Lake Orbetello, Italy, to the World Fair at Chicago in hops from the continent to Iceland, Labrador and Canada. Above are shown the crews of the boats in review. Chicago planned a mammoth welcome for the flyers.

POST SHATTERS HIS OWN RECORD FOR CIRCLING WORLD

Hysterical Crowd Storms Field as Lone Flier Drops From Clouds at New York. Shows Effects of Seven-Day Grind. First Man to Fly Alone Around the World. Broke Former Record by Twenty-one Hours.

New York.—Wiley Post made good. He streaked down out of the dark skies at Floyd Bennett Airport, Brooklyn, landing at exactly midnight Sunday to break the round-the-world flight record.

The Oklahoman, when the wheels of the Winnie Mae touched earth was the first man to fly around the world alone.

The record he made with Harold Gatty in 1931 in the same plane was eight days, 15 hours and 51 minutes.

He had made the circuit on his last flight in seven days, 18 hours and 49 minutes.

A New Record

Thus he broke the former record by twenty-one hours and two minutes.

His landing surprised the thousands at the field who had not expected his arrival before 12:30 a. m.

But suddenly there came a roar as his silvery monoplane was sighted to the east of the field.

Down came Post into the glare of the field's flood lights. The airplane touched the ground, bounced a little, then settled and the weary aviator taxied it up to the front of the administration building, going a little beyond it before he brought it to a stop.

Crowd Hysterical

Everybody was hysterical. Several hundred in the crowd broke through the lines and dashed toward the plane. Police quickly drove them back.

Post could be seen in the cabined cockpit of the plane, evidently nervous and fearing the ship which had carried him through storms and fog and rain might be damaged.

Police, however, quickly pushed the plane to a spot in front of the administration building where a strong cordon of them surrounded it.

Limestone to make clover, clover to make wheat is a farm plan being followed successfully by growers in Piedmont Carolina. Indications are that more ground limestone will be used this fall.

Maxwell Says Sales Tax Creates Little Difficulty

By A. J. MAXWELL

Three weeks of actual experience with the sales tax has developed less of friction and difficulty than was generally anticipated.

Regulations governing the application of the tax were promulgated experimentally for the month of July only. It was expected that experience would suggest the need for revision of these rules. The July regulations have been unsatisfactory in the following particulars:

The use of a series of schedules has been confusing and has made uniformity of observance and practice difficult.

Merchants in the same general class would fall into different schedules because one would have a larger percentage of sales below ten cents than the other. For instance, Schedule 3 applies to one drug store and Schedule 4 to another.

Merchants not in the same general class carry some merchandise of the same class, which would add a tax to one store and not to the other, by use of differing schedules.

Merchants having a large percentage of sales in the low price group have not been able to collect the amount of the tax. Drug stores, for instance, using Schedule 3, have collected only about two-thirds of their tax, and are having to absorb one-third.

The July schedules were set up on the theory of setting the first taxable line as high as possible to avoid excessive rates of tax on small sales. To compensate for the loss of tax on sales below the taxable line the use of a cumulative rule on purchases at one trading period was denied, so as to give the merchant an excess on taxable merchandise to make up the loss of non-taxable sales below the taxable line. This denial of the right of the customer to have the tax computed on the total of purchases made at one time, rather than upon each article, in many cases resulted in tax charges of five and six per cent when the total purchases were large enough to apply a straight three per cent. This was so confusing that many merchants elected not to use this advantage.

These experiences have been strongly persuasive in the direction of a single schedule for all merchants, starting with a lower taxable line for the benefit of merchants having a large volume of sales below the taxable line and making it adjustable to all merchants by using a higher top range in each bracket and giving the customer the benefit of a tax adjusted to the total sum of his purchases at one trading period.

Under the rule now promulgated it will not be possible for the merchant to include the tax in the price of each article of merchandise, because the amount of tax on a given article is not an exact sum, but will vary with reference to whether two or more purchases are made at the same time, and depends upon the total sum of such cumulative purchases. The single uniform schedule gives to the merchant the advantage of fair and uniform trade practice, and to the purchaser the advantage of a tax applied to his cumulative purchases as near to the 3% tax paid by the merchant as can reasonably be applied. The rule does not require the use of coupons, stamps or sales tickets and can be easily applied by every merchant and easily understood by the customer.

Under this simple single uniform rule the customer can never be overcharged more than a fraction of a cent on any purchase or group of purchases, and is given a part of the break of fractions on taxable purchases and no tax on single purchases below ten cents.

The general scope of the new schedule has been discussed with representative merchandising groups in the State, and has met with a very pleasing degree of approval and assurance of co-operation in its observance.

The practical unanimity with which it has been accepted by merchandising groups is a fine indication of their real desire to co-operate with any set of regulations that provide uni-

formity of practice and protects them from absorption of the tax, which was the clear intent of the General Assembly.

In the interest of uniform practice and understanding the new regulation has been put in the form of a placard that is printed by the Department of Revenue and will be furnished without charge. They will be furnished in lithograph printing on Bristol board, size 11x14 inches, in such quantities as may be needed, to merchants' associations for distribution to their members and other merchants. In communities where there is no organization of merchants it is requested that some particular merchant order a sufficient quantity to supply the merchants in the community.

MISS DOUGLAS TO BE DEAN OF WOMEN AT LEES-MCRAE

Banner Elk. Miss Claire Douglas, of High Point, will be dean of women and head of the foreign language department at Lees-McRae College next fall. Leo K. Pritchett, superintendent, announced recently.

Miss Douglas has been assistant dean and teacher of foreign languages at Davenport College, Lenoir for a number of years.

VALLE CRUCIS NEWS

Last Friday afternoon Mrs. D. F. Mast and Mrs. E. P. Lund delightfully entertained the ladies of the community at three o'clock tea.

The Messrs. Rae Farthing and Ralph Church were hosts to the Kutups Klub Monday evening, escorting the group via "strawride" to the fish hatchery. A guest of the club was Mr. George Farthing of Berea College, who is visiting relatives and friends in Watauga.

On Tuesday Mrs. R. A. Olsen accompanied her brother, Mr. Howard W. Mast of Boone to Charlotte where he underwent an operation. His many friends wish him a speedy recovery.

Mr. and Mrs. Charles Menzies and son, Charles Jr., of Hickory, were the week-end guests of Miss Gladys Taylor.

Dr. Jordan E. Billings of Atlanta, Ga., is visiting friends and relatives in the community.

Mr. Frank Baird spent Wednesday night at the home of his parents, Mr. and Mrs. T. C. Baird, leaving the following day on his fourth tour to the World's Fair.

Dr. Jordan E. Billings, Mr. R. A. Olsen and Dr. and Mrs. R. O. Glenn were dinner guests Sunday of Miss Wilma Baird.

Mr. D. S. Moore and son, James, of Maryland, spent Sunday night with Mr. and Mrs. J. M. Shull. During the afternoon many friends were visiting in the home, including Mr. and Mrs. Ira T. Johnston and son, Thomas, of Jefferson.

Bishop Darst, of Wilmington, N. C., and the Rev. Mr. Warlen, of Washington, D. C., conducted services at the Episcopal Church Sunday.

The Rev. Mr. Kent was called to Brooklyn to attend the funeral of his mother, Mrs. L. F. Kent. The community extends heartfelt sympathy to members of the family in their bereavement.

REPORT OF THE CONDITION OF THE PEOPLES INDUSTRIAL BANK

(Successor to Peoples Bank & Trust Company)

At Boone, North Carolina, to the Commissioner of Banks, at the Close of Business on the 30th Day of June, 1933.

RESOURCES:	
Loans and Discounts	\$127,304.24
All Other Stocks and Bonds	268.00
Furniture and Fixtures	3,579.00
Cash in Vault and Amts. Due from Approved Depository Banks	160.09
Due from Banks (Not Approved Depositories)	594.45
Cash Items (Items Held Over 24 Hours)	373.93
Other Real Estate	20,279.10
Insurance Account	525.00
TOTAL	\$153,083.81

LIABILITIES	
Capital Stock Paid In	\$ 25,000.00
Undivided Profits (Net Amount)	700.37
Reserved Accounts	221.03
Deposits Due State of North Carolina and Any Official Thereof	8,436.46
Other Deposits Secured by a Pledge of Assets or Depository Bond	\$12.17
Cashier's Checks Outstanding	1,962.45
Certificates of Investment	52,776.62
Time Certificates of Deposit, Due on or After 30 Days (Peoples Bank & Trust Company)	3,132.08
Savings Deposits (Due on or After 30 Days)	12,376.77
Bills Payable	47,665.86
TOTAL	\$153,083.81

STATE OF NORTH CAROLINA
County of Watauga, ss

G. D. Brinkley, Assistant Cashier, Smith Hagaman, Director, and W. H. Gragg, Director of the Peoples Industrial Bank, each personally appeared before me this day, and, being duly sworn, each for himself, says that the foregoing report is true to the best of his knowledge and belief.

G. D. BRINKLEY, Assistant Cashier
SMITH HAGAMAN, Director
W. H. GRAGG, Director

Sworn to and subscribed before me this 20th day of July, 1933.
A. E. SOUTH, Clerk Superior Court

Henry Ford Dearborn, Mich.

IN ANSWER TO A LADY'S LETTER

A lady writes to say that she does not understand why an 8-cylinder car does not cost more to run than a car with fewer cylinders. She refers to my statement that our Ford V-8 develops more power on a gallon of gas than any car we have made.

The use of 8-cylinders does not mean the addition of two or four extra fuel consumers. It is not, for example, a 4-cylinder engine multiplied by two. Our 8-cylinder engine takes the fuel supply of an ordinary 4-cylinder engine and divides it eight ways. And why?

By reducing four larger explosions into eight smaller ones, we get engine smoothness and quietness. Eight-cylinders indicate the way the gas is used, not the amount. It is just the difference between going upstairs in four long jumps or in eight ordinary steps.

Two things use up gas—bad engine design and useless car weight. Besides having an engine that gets a high percentage of power out of the fuel, the Ford V-8 has a light, strong body and chassis so that no power is wasted in moving excess weight.

The only extravagance about the new Ford V-8 engine is in the building of it. The extravagance is ours—the economy is yours.

The whole question of car economy needs clearing up. An economical car gives economy all round. Price, operation, upkeep, all play their part. If what you save on gas you lose elsewhere, that is not economy.

As to upkeep, our dealers say that in recent years the improved quality of Ford cars has cut down their repair business 50 per cent.

As to price with quality,—judge for yourself.

As to economy, here is the record of a stock car three weeks out of shop in Oklahoma:

On a run of 10,054 miles at the rate of 1,000 miles a day—the Ford V-8 gave 18.8 miles per gallon of gas. Not a drop of water was added to the radiator. The oil was changed once in 1,000 miles.

That should answer a lot of questions.

July 24th, 1933