

The National Outlook The Problem of Foreign Competition

By RALPH ROBBY

To most of us foreign competition is merely a term, and to a large number of us it is all to the good because we get a selection of articles that would not otherwise be possible. But to thousands of business firms in this nation today foreign competition is hurting profits and in many instances it is threatening the very existence of the organization.

Now American business believes in competition, and since 1890 we have had a federal law prohibiting monopoly. Why the growing concern about foreign competition? The answer is to be found in the difference between domestic and foreign competition.

In the domestic field, every business works under the same general conditions. Its raw material costs the same, it draws on the same labor supply, it pays the same transportation charges and, in general, the same rate of taxes, it has the same freedom to devise articles which will appeal to the taste of its customers, it can advertise to any extent it can afford, and its market is identical with that of its competitors. In the case of foreign competition we find the following:

1. Wages are lower. This is true in every nation, even if one counts the fringe benefits. Taxes on business also are lower as a general rule. Raw materials may cost more or less, and administrative expenses may be either higher or lower, but usually are low. Even though output per manhour is less than in this country, therefore, the total cost of production is less in most instances.

2. Foreign factories have been largely rebuilt in the past few years. This means that they have just as modern and efficient machines as we have and can, if they so desire, turn out just as good a product. In many lines, the foreign factories are even more modern on the average than ours—in spite of the enormous investment we have

been making in plant and equipment.

3. Foreign governments, with few exceptions, actively help and support exports. In some cases this is through outright and direct subsidies, and in most cases the government guarantees the exporting company against various kinds of loss. Foreign governments also make constant surveys of our market, arrange fairs, and so forth, all of which are designed to be of specific aid to their exporters. Our government does practically nothing along these lines, although it is moving in this direction but moving very slowly.

4. In most foreign nations it is a matter of exporting to survive. Until the past two or three years, as a result of the war devastation, they did not have a surplus which they could ship abroad, but now they have increased their production in many lines to a volume which gives them a substantial supply for export. And the widespread over-devaluation of their currencies in 1929 and immediately thereafter has given them a competitive advantage as of today.

In spite of all these favorable factors we still are exporting more goods than we import, and this year our exports are increasing more rapidly than our imports. This is quite amazing because in many foreign nations there are tariffs and other restrictions against our goods. In some cases these restrictions are so severe that American companies are establishing foreign branches or subsidiaries in order to be able to sell at all in the market.

Unfortunately the severity of the foreign competition is creating a demand in many quarters for us to raise tariffs. In some instances that may be desirable, or even necessary. But the only sound, real answer is for us to increase our productive efficiency—and sell more abroad.

WITH THE FARM WOMEN

By MAIDRED MORRIS

Cancelled Stamp Collection
Mrs. Guy Carraway of Merriam Home Demonstration Club in Carteret County is chairman of their most recent club project. Each club member saves all her cancelled stamps and turns them in to Mrs. Carraway, who in turn, gives them to the Morehead City Hospital, the local collection station.

Mrs. Floy Garner, home economics agent, says the stamps

are sent to a Children's TB Hospital in Norway. Several hundred stamps have already been turned in.

Rat Infestation
Do you have expensive guests living at your house? Nancy Parker of the Wayside community in Hoke County told members of the Community Development Association that if they were supporting one rat, it was costing them at least \$20

a year.
"Nancy told the audience how the rats destroyed property, contaminated food, and carried diseases," reports Mrs. Mary Lou Roman, assistant home economics agent. "The development association decided to look into the possibility of buying bait to be distributed in the community in an all-out campaign against rats and mice."

Wood Finishes
A three-day workshop was held for agents in the western district on wood finishes. Miss Mary Cornwell, home economics agent in Haywood County, says detailed information on wood identification, wood finishes, care, varnishes, waxes, sealers, and lacquers was given.

Each agent worked with different types of wood in developing suitable types of finishes.

Low Calorie Desserts
According to Mrs. Virginia D. Smith, assistant home economics agent, waist lines are being watched in Randolph County. In a demonstration "Eat to Control Your Weight," it was emphasized that it was not what you eat but how much you eat that adds extra pounds.

High calorie desserts were compared with low calorie desserts. After discussing different ways of reducing calories in recipes, the women tasted of one of the low calorie desserts.

Landscaping Plan
Mrs. Joe Vick of the Corinth community and Mrs. Tom Corbette of the Pleasant Grove community in Nash County started rooting beds based on their long-time landscaping plan.

Mrs. Lydia M. Booth, assistant home economics agent, reports that Mrs. Corbette put in about 75 cuttings recently. Mrs. Vick has rooted 25 azaleas and they are ready to transplant from the rooting bed. All her cuttings rooted.

Workshop Shows Results
As a result of the refinishing furniture workshop held recently in Rutherford County, the following furniture was refinished: two spool cabinets, two chairs converted to lamps, library table, bedside table wash stand, chairs, dough trays, dining room suite, tables, coffee mill, planters, picture frames, rockers, cobbler bench, chest, and desk.

Miss Eugenia Ware, home economics agent, reports that furniture that had been discarded is now in use again.

Weekly Devotional Column

By JAMES MACKENZIE

Without a doubt the most influential book ever written, with the exception of God's Word, the Bible, is "Of The Imitation Of Christ" by Thomas A. Kempis (1379-1471), a Dutch Augustinian monk. Here are some excerpts from his book:

"He that followeth me, walketh not in darkness," said the Lord. These are the words of Christ by which we are admonished how we ought to imitate His life and manners if we would truly be enlightened and delivered from blindness of heart.

What does it avail you to discourse profoundly of the Trinity, if you are void of humility, and thereby displeasing to the Trinity? Surely profound words do not make a man holy and just; but a virtuous life make him dear to God. I had rather feel contrition than know the definition thereof. If you knew the entire Bible by heart, what would it profit you without the love of God, and without His grace? "Vanity of vanities, all is vanity," except to love God, and to serve Him only. This is the highest wisdom, by contempt of the world to press forward toward the heavenly kingdom.

Vanity is to seek after perishing riches, and to trust in them. Vanity also it is to hunt after honors, and to climb to high degree. Vanity it is to follow the desires of the flesh. Vanity it is to wish to live long, and to be careless to live well. Vanity it is to mind only this present life, and not to foresee those things which are to come.

Call often to mind the Scripture "The eye is not satisfied with seeing, nor the ear filled with hearing." Endeavor therefore to withdraw your heart from the love of visible things, and to turn yourself to things invisible. For they that follow after their own sensuality lose the grace of God.

If you think that you know many things and understand them very well, know also that there be far more things that you do not know. Therefore, be not highminded, but rather acknowledge your own ignorance. Why will you exalt your knowledge above one who is less learned and more skillful than

you are? If you will know anything profitable, love to be unknown, and to be esteemed as nothing.

The deepest and most profitable lesson is true knowledge, and contempt of ourselves. It is great wisdom and high perfection to esteem nothing of ourselves, and to think always well and highly of others. If you should see another openly sin, you ought not to esteem better of yourself, for you know not how long it will be before you also sin. All of us are frail, but you should never consider another as more frail than yourself.

Our own opinion and our own sense do often deceive us, and they discern but little. But he to whom the Eternal Word (The Bible) speaks is set free from many opinions. From that Word are all things. No man without that can understand or judge rightly.

So much for Thomas A. Kempis. I hope I have created within you a desire to read the entire book for yourself. My copy has 324 pages, and I have quoted from merely the first six, so you see it is chock full of valuable devotional material. It is available at any book store.

CHRISTIAN SCIENCE

How mankind today can set about fulfilling the divine demand for perfection will be explained at Christian Science services Sunday.

Keynoting the Lesson-Sermon entitled "Man" is the Golden Text from Matthew (5:48): "Be ye therefore perfect, even as your Father which is in heaven is perfect."

These comforting words of encouragement from James will be included in the Bible readings (1:2-4): "My brethren, count it all joy when ye fall into divers temptations; Knowing this, that the trying of your faith"

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worketh patience. But let patience have her perfect work, that ye may be perfect and entire, wanting nothing."

Among correlative passages from "Science and Health with Key to the Scriptures" by Mary Baker Eddy this will be read: "The divine demand, 'Be ye therefore perfect,' is scientific, and the human footsteps leading to perfection are indispensable (253:32-2). . . . God require perfection, but not until the battle between Spirit and flesh is fought and the victory won" (254:6-8).

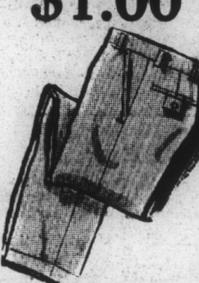
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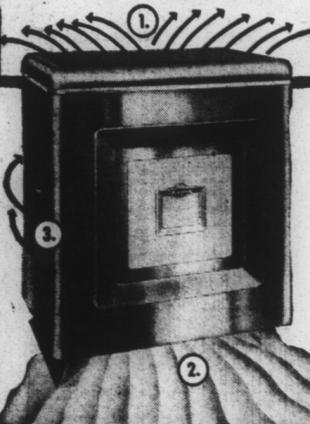
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