

Business Gradually Improving, Survey Shows

INCREASE SEEN IN EMPLOYMENT THROUGHTOUT U. S.

Eight Hundred Companies In 26 Lines Of Business Report On Favorable Factors.

Gradual improvement in business conditions was reported to the unemployment conference of the National Association of Manufacturers, in a trade survey of industries throughout the United States.

Eight hundred companies in 26 lines of business answered a questionnaire of conditions as of October 15, J. Lewis Benton, general secretary, said.

Favorable factors, on these basis of these reports, were noted as follows:

1. Better business than last fall is reported by 8 per cent of the companies, compared to 5 per cent last year. Eighteen per cent held the same business, compared to 14 per cent last year.

2. Employment shows a slight increase over October, 1930. Five per cent of the companies increased their forces, compared to 2 per cent last year. Thirty-one per cent have held the same personnel, compared to 29 per cent last year.

3. Wages have held their own or been bettered in 54 per cent of the companies. Decreased production, sales, and prices strike a general average nearly three times that of wage reductions.

4. Inventories are the lowest in years, indicating that when general buying is increased, plants will be compelled to enlarge forces to speed production.

Several industries showed marked improvement over their state of trade a year ago. Among these were automobile accessories, 14 per cent increase; chemicals, 11 per cent; electrical supplies, 18 per cent; leather, 27 per cent; paper and pulp, 14 per cent; rubber, 25 per cent; stationery and printing, 9 per cent; textiles, 17 per cent, and miscellaneous, 9 per cent.

Fifty-eight per cent of the firms said they considered prospects for the winter fair, good or excellent.

The employment relations committee recommended that unemployment relief should be on the basis of payment for work actually performed. It urged that politics be kept out of administration of public relief funds, and that local bodies control the work under the supervision of a central state authority.

Available work should be spread over the week to help the largest possible number of applicants, the committee suggested.

James W. Hook of New Haven, Conn., described a survey made by the New England council's industrial committee to determine what business executives believe are the activities most needed to increase employment.

"The majority vote," Hook said, "urged employers to keep as many people on their payrolls as possible by eliminating overtime and reducing weekly hours."

William G. Rose of Cleveland proposed a similar program, suggesting a 20 per cent reduction in working hours with corresponding decrease in pay.

LICENSE PLATES FOR 1932 TO BE BLACK AND YELLOW

North Carolina's 1932 auto tags will be the "New York" type—black numerals against a yellow background. The words "North Carolina" will appear at the top instead of at the bottom, followed by a small "32." There will be no classification numbers, but tags will be sold numerically, regardless of the type of vehicle—except that the truck series will be different from that of passenger cars.

Tags for both passenger cars and trucks will go on sale December 15 and every motor vehicle is required by law to be equipped with new tags by January 1.

A new system of charges goes into effect this time; the charge being 55 cents per 100 pounds for all passenger cars, the weight being figured to include the "nearest 50 pounds" with \$12.50 as a minimum. Thus, there are 16 different license fees for Fords alone.

The minimum for trucks is \$15. Pneumatic-tired truck fees are 55 cents per 100 pounds for not more than one and one-half ton capacity; 70 cents per 100 between one and

one-half and three-ton capacity, and \$1 for all over three-ton capacity.

Solid-tired trucks bear the heaviest rates, since the state motor vehicle commission wishes to eliminate such trucks as rapidly as possible. For these vehicles, the rate is \$1.20 per 100 pounds for those of not more than one and one-half ton capacity; \$1.40 for those of two to three-ton capacity, and 2 for those of three to 10-ton capacity.

There is also a new system for getting tags, now that the license rates have been placed on a basis of weight without relation to horsepower. Briefly it's as follows:

"Persons owning the cars for which they purchased 1931 tags will receive from the state commission at Raleigh application cards which are to be presented to one of the motor club branches in purchasing tags. Persons who have bought cars formerly owned by others must send to the state commission their papers showing transfer of ownership, in exchange for which they will get application cards. Persons from out-of-state must send to Raleigh their title papers and get the regulation cards. For new cars, we can arrange to handle the details through dealers to avoid bother by purchasers and can issue tags directly upon presentation of purchase receipts."

HUGE TASK IN DROUGHT AID MET BY RED CROSS

Relief Given to Distressed Helps in Meeting Serious Situation, Chairman Payne Says.

"The year of the great drought," as these past twelve or more months will be known to future generations, wrought great damage to millions. Not alone did the crops, which were burned in the fields in twenty-three states, in the summer of 1930, deprive several million persons of food, but the drought disaster continued in the summer of 1931 in the northwestern states, and also brought other minor catastrophes in its wake, such as forest fires, and the grasshopper plague.

More than a year has elapsed since the American Red Cross launched, in August, 1930, its first moves for relief of the drought-stricken farmers, and in that time more than 2,750,000 persons were given food, clothing, medical aid, shelter or other type of assistance. At no period during this year were there fewer than 70,000 persons being aided and at the peak of the relief work on March 1, last, more than 2,000,000 persons were being helped.

Today, still as a result of the drought, the Red Cross is giving extended relief in parts of North Dakota, Washington and Montana, where resources of hundreds of families were wiped out this past summer, when a second and more severe spell of dry weather was prolonged in that region.

This drought relief presented the greatest task that has ever been undertaken by the Red Cross as a peacetime activity. The Mississippi Valley flood of 1927, while more spectacular, and calling for relief of a costlier type, because homes and possessions were swept away, affected hardly one-fourth the number of people who suffered because of the drought.

In addition to the broad program of drought relief still being carried on, John Barton Payne, chairman of the American Red Cross, has given the following suggestion to Chapter chairmen, in regard to unemployment relief: "Where there is suffering and want from any cause and the fundamental local needs are not being met, Chapters may participate in the community plans for meeting the need."

Some type of general family relief, whether for the drought victims, the unemployed or the war veteran and his family, were carried on by more than 3,000 Red Cross Chapters last year, Judge Payne said.

"The drought relief work of 1930-31," he added, "the relief now being extended following last summer's drought, principally in Montana and North Dakota; the assistance which is being given to ex-service men and their families; and the part which several hundred Chapters are taking locally in their communities' relief measures are activities of the Red Cross, national and local, which have met and are meeting some of the serious needs of the present situation."

Finds Missing Child Dead

Cleveland.—Sebastiano Romano approached the desk sergeant at Central Police Station. He explained that his son, John, 11, was missing from home. The officer glanced at an unidentified drowning report and handed it to the father. Romano read the typewritten description and collapsed.

Ice patrol vessels of the Coast Guard cover a radius of 5,000 to 6,000 miles in their search for bergs and warn ships by radio.

Many things beyond human comprehension are real, nevertheless.

AN ULTIMATE CONSUMER



This baby in a drought stricken section of West Virginia was one of the ultimate consumers of the foodstuffs given by the American Red Cross in the past year. More than 2,750,000 persons were fed by the organization.

"Hello, Baby!" Stirs Ire Of 300-Pounder

Chicago.—The police say Frank Beters must revise his social technique.

This became apparent they reported after he had accosted a strange woman with "Hello, baby!"

The woman weighed about 300 pounds. Her reply was a left uppercut. It was a glancing blow, however, and Beters was able to flee. The woman pursued him.

Poliemen Matthew Brennan and Fred Krueger, in an automobile, witnessed the affair and overtook Beters, holding him until the woman arrived, whereupon she hit him again.

The police locked him up. "But the lady," said Officer Brennan, "went away without giving her name. She explained that her husband was jealous and might smash his way into jail for the purpose of homicide."

Secretary Doak tells labor that prosperity is due before long.

Shoes rebuilt the better way. All kinds of harness, trunk and suitcase repairing.

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NEXT time you are out of fix as the result of irregular or faulty bowel movement, try Thedford's Black-Draught for the refreshing relief it gives thousands of people who take it. Mr. E. W. Cecil, a construction superintendent in Pulaski, Va., says:

"When I get constipated, my head aches, and I have that dull, tired feeling—just not equal to my work. I don't feel hungry and I know that I need something to cleanse my system, so I take Black-Draught. We have found it a great help."

Sold in 25-cent packages.

Thedford's
BLACK-DRAUGHT

WOMEN who are run-down, or suffer every month, should take Cardul. Used for over 50 years. e-177-A

Sits On Cat; Duel Follows

Detroit.—Jesus Ortega carelessly sat upon Salvatore Caramen's cat. In the duel that followed Ortega died and Caramen lies in a hospital near death of four bullet wounds.

MAN ELECTROCUTED

Kinston.—Jack Gardner, 37, was electrocuted at the municipal electric plant here when he came in contact with a 2,30-volt line. Gardner, a line-man, was helping to make connections atop the plant when the accident occurred. A fellow-worker pulled him off the wire. No pulmotor was immediately available. The victim was burned on one leg. Those in charge at the plant said the usual precautions had been taken by the linemen but Gardner apparently stepped off a rubber mat in his work.

Minister Active At 90

Manchester, Maine.—This town boasts the distinction of having one of the oldest active preachers in the country.

The Rev. I. Warren Hawkes, pastor of Friends Church, recently celebrated his ninth birthday and the following Sunday announced his intention of continuing work in the pulpit.

No Dull Times Here

Note these year-to-year increases in the per capita consumption of dairy products:

1918-28	From	To
Milk, gallons	43	56.6
Ice cream, gallons	2.07	2.90
Butter, pounds	14	17.34
Cheese, pounds	3	4.11

Net profits of the big dairy corporations were 13.1 per cent greater in 1930 than in 1929, but the dairy farmer enjoyed no such prosperity.

King George and Prince of Wales cut incomes to aid nation.

Dogs Drown Fox In Sewer

East St. Louis, IN.—Amateur hunters, out to kill a fox that has been killing chickens, found their two dogs run the animal into a sewer. The fox was drowned before released.

Father To Go To School

Valparaiso, IN.—The Notre Dame University enrollment for 1932 will include the name of Peter J. Hern 71, Valparaiso, who is returning to his alma mater after an absence of fifty-three years. Hern's first attempt at a college degree at Notre Dame, shortly after the University had been opened was cut short when the school burned.

He said he was unable to return when it was rebuilt. Hern's son, John, was graduated from Notre Dame in 1908.

FARMER KILLS SELF

Kinston.—John S. Waters, 33, found dead from a bullet wound at his home three miles from Deep Run at 9:30 a. m., was a suicide, according to the coroner's office here. Waters, a farmer of the Tull's Mill section, used a small caliber rifle to end his life. The reason for the act was unknown. Waters had been in ill health some time.

He is survived by a widow and 12-year-old daughter.

Germany seeks to buy Farm Board wheat on three-year credit.

Washington veers toward budgetary limit on arms at Geneva.

NORMAN INGLE

THE JEWELER

DIAMONDS RINGS

WATCHES SILVERWARE

SELECT your Christmas Presents Now . . . A small deposit will lay away any Gift until Christmas.

Heat with coke . . . the clean, efficient fuel

Industrial Progress AND PAYROLLS

UNEMPLOYMENT is not merely the misfortune of the few. It is an economic affliction from which all suffer.

It has been written about, talked about and fought about. From Wall Street to Main Street, everything and everybody has been blamed. But that does not help the situation.

Efficiently operated businesses have little to fear from competition. Take stock of your own business!

Are you operating as efficiently as modern business methods permit?

Are you using the most efficient machinery, or are you, industrially, still in the '90's?

We have a direct interest in community development. The growth and progress of a utility depend on the growth and industrial progress of the towns or cities it serves.

An electrified business is an efficient business, reducing its costs, increasing its market—a guarantee against unemployment.

It is not a cure-all, but it is a step in the right direction.

PICK YOUR BUSINESS UP BY THE BOOT STRAPS, ELECTRIFY!

SOUTHERN PUBLIC UTILITIES CO.

AND

N. C. PUBLIC SERVICE CO.

PHONE 1900

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