

South Must Buy Southern Goods, McRae Declares

POINTS OUT WAY TO PROSPERITY IN FINE SPEECH

Obstacles Listed As Obsolete Farm Methods, Buying Abroad And Neglecting Virgin Forests.

If the south can be persuaded to buy more southern goods, its economic progress is assured, said Hugh L. McRae of Wilmington, N. C., president of the Southeastern Economic Council.

Three factors, he said, are retarding the south, and if not changed will guarantee its ruin. He named them as an unfavorable trade balance, an obsolete agricultural system, and failure properly to utilize and rebuild forest lands.

"Southern people," he said, "buy more of service and goods than they sell. Continuance of this practice on a scale approximating that of the present must complete our financial ruin. The south has for the seeking and taking the best unsaturated market in the world, but its own requirements are now supplied from other sections. To seize this market requires no assent but our own, no courage—only wisdom.

"If consistently followed, it will start throughout the southern states thousands of new industries, in large measure solve the unemployment problem, attract new capital, stop the ruinous financial drain."

He condemned the "cash crop and one crop" system of agriculture which forces the farmer to sell at wholesale and buy for his own needs "at retail

with every possible increment of profit—a system based on tenancy which through all history has never proved an enduring success."

"We must realize that money, the dollar, is a medium of exchange and not properly an ultimate form of wealth. It must be spent and kept near home, just as one finds it necessary to keep a lubricant evenly distributed throughout every part of a delicate piece of machinery. The west has known this, has followed it consistently, and has prospered. The south has overlooked, ignored, and has become impoverished. The west says that a dollar kept at home is worth \$20. This plan will well repay a trial.

"The time has come to give thought to our offspring not less than to our ancestors."

CHAMBER OF COMMERCE COLUMN

By R. E. L. NIEL

Having succeeded in getting its "Ducks in a Row" with the election of officers for the ensuing year and adopting a major plan of work, the Salisbury Chamber of Commerce feels sincere optimism for the future. The new head of the organization is Bryce P. Beard, a Salisbury native fully endowed with the natural abilities of a leader. He is a young man with the confidence of his neighbors and a reputation for having once "set his hand to the plow" of never turning back. His lieutenants are also young men of marked ability and business acumen, S. H. Plexico and Edwin Earle, Jr., having

been named as vice-presidents. The treasurer is H. H. Palmer, Cashier of the North Carolina Bank & Trust Company, who although a comparative new-comer to Salisbury, has taken a keen interest in all civic affairs. The staff of the organization remains as for the past two years and will continue to render service to the full extent of their ability.

The program of work, which merely sets out some of the things the Chamber of Commerce will seek to do, is credited with being ambitious but worthy and there are no doubt other items of interest to the whole community that will be added from time to time. One of these which has come in a suggestion to President Beard is the matter of insurance rates which, as a large tax payer, the writer alleges have been increased double in the past three years on his property in the West Ward.

This subject has been given some consideration by the conductor of this column in a conference with a high official of the Salisbury Fire Department during the past sixty days and

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Here is a suggested prayer that is going the rounds:
"Now I wake me up to work;
"I pray the Lord I do not shirk;
If I should die before the night,
I pray the Lord my work's all right."

Salisbury will have the honor and pleasure of entertaining the North Carolina Commercial Secretary's Association on Monday next. There are some sixty-five chamber of commerce secretaries in the state and at the meeting held in Kinston in 1931 it was decided to meet in Salisbury this year. Just how many visitors will be here cannot be told, but an interesting program has been arranged and Ralph Bradford, manager of the Commercial Organization Department of the U. S. Chamber of Commerce, will arrive Sunday night and attend the meeting during the entire session. He will be the principal speaker at the annual banquet which is to be held at the Yaddin hotel beginning at 6:30 Monday evening. At the luncheon meeting at 1 p. m., the guest speaker will be F. Roger Miller of Asheville, a past president of the National Association of Commercial Organization Secretaries.

The opening session which will be at the Yaddin hotel at 10 o'clock Monday morning will be called to order by the president of the association, Charles M. Ketchum, of Greensboro. After an invocation, addresses of welcome will be made by the mayor of Salisbury, B. V. Hedrick, and the president of the Salisbury Chamber of Commerce, Bryce P. Beard. A response to the address of welcome will be made by some one of the visitors. They will follow the appointment of committees, the president's address, the reading of the minutes, etc. During the afternoon session a feature particularly interesting to Chamber of Commerce workers will be a Round Table conducted by Mr. Bradford and subjects will be discussed looking to the rendering of better service to their particular communities through an exchange of experiences and results achieved.

The fact that the headquarters of the Piedmont Highway Association is in Salisbury is beginning to dawn upon this people generally and the realization is being borne home that it is a distinct asset to the community. Hundreds of inquiries are coming into the headquarters here and Salisbury is hereby becoming known in localities that never knew it before. It is predicted here that during the coming months a vastly greater percent of foreign cars will be noted visiting in and passing through Salisbury.

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