

for Economical Transportation



USED CARS

"with an O.K. that counts"

Look For the Red "O.K." Tag

After we have thoroughly reconditioned a used car, we attach a red "O.K." tag to the radiator cap.

This tag certifies that the vital units of the car have been gone over completely by expert mechanics and put in condition to give thousands of miles of additional service. It takes all the "guess-work" out of used car buying.

Look for this tag when you buy a used car—for it is your guarantee of quality and value!

Wilrik Chevrolet Company

WICKER STREET. SANFORD, N. C.

QUALITY AT LOW COST

This Car has been carefully checked and reconditioned where necessary

- ✓ Motor
- ✓ Radiator
- ✓ Rear Axle
- ✓ Transmission
- ✓ Starting
- ✓ Lighting
- ✓ Ignition
- ✓ Battery
- ✓ Tires
- ✓ Upholstery
- ✓ Top
- ✓ Fenders
- ✓ Finish

O.K.

A SUBSIDY AND AN UNFAIR DISCRIMINATION

The Express repeats below an article from the Publishers' Auxiliary to which we wish to invite the attention of every merchant who reads this paper, for it tells of a direct thrust at the business institutions of small cities and towns. Vigorous protest should be made against a measure of this kind. Business men who are concerned about this matter should write their congressman and voice their objections: The article follows:

There is now before the postoffice committee of the house a bill that is of intense and vital interest to every country community. It is a postal rate bill introduced by Representative Griest of Pennsylvania. It provides new postage rates on several classes of mail, but that part of it of interest to the small cities and towns of the nation is in connection with third class mail.

Through preferential rates on third-class mail to the large users of this class of mail it proposes to SUBSIDIZE the mail order houses and the big city merchants in their efforts to secure the merchandizing business of the smaller cities and towns, by giving to these mail order houses and big city merchants a cheaper rate on their business solicitations carried through the mails than would be accorded to the merchant of the smaller city or country town.

It proposes direct DISCRIMINATION against the merchants of the smaller cities and towns in favor of the merchants and mail order houses of the larger cities.

All of this is tied up in a "JOKER" clause in the bill that provides that if the total weight of the total number of circulars of one kind to be mailed shall be twenty pounds or more the postage rate shall be one cent for each piece weighing two ounces or less, but if the total number of copies of any one circular to be mailed shall weigh less than twenty pounds, the postage charge on each piece or two ounces or less shall be one and one-half cents.

Any one piece of direct-by-mail advertising of the mail order houses or the big city merchants is mailed to so many thousands of prospective buyers, and covers very wide sections of the country. The total number of such pieces of direct-by-mail advertising would easily weigh many times twenty pounds, and because the total weight of all these was twenty pounds or more the postage rate would be one cent for each piece. The merchant doing business in the smaller city or the country town who wished to mail a piece of direct-by-mail advertising to the possible purchasers in his town and in the trade territory of that town would have a mailing list of but a few hundred, possibly one thousand, names at the most. The total weight of this number of circulars or small booklets would be less than twenty pounds, and this small city or country town merchant must pay one and one-half cents on each piece as a postage charge.

In the case of the mail from the mail order house or the big city merchant the government must pay for the handling and sorting of these thousands of pieces of mail at the office at which they are deposited for mailing; the government must transport them on railroad trains for which the government must pay the railroads; when they arrive at destination the government must pay for sorting them by individual addresses and must pay the carriers for delivering them to the individuals to whom they are addressed.

But in the case of the same class of mail used by the merchants of the small cities and towns, practically all of it would be delivered direct to the persons to which the pieces are addressed through, but the one postoffice, and the government would save the cost of handling and sorting in one post office, and would save the cost of the rail transportation. Yet it proposes to handle the mail that involves these additional costs at two thirds the charge for which it will handle the mail that does not involve these additional costs.

During 1927 the charge for handling third-class mail of two ounces or less was one and one-half cents per piece, except for booklets of twenty pages or more and weighing two ounces or less, for which the charge was one cent, and these one cent mailings were a comparatively small per centage of the more than four billion pieces of third-class mail handled by the Post Office Department. During 1927 the cost to the government of handling each piece of third-class mail was \$1.750.00—approximately one cent and eight mills. Of this per piece total, 34941—approximately four mills—was the cost per piece for transportation and distribution in transit.

In other words, it costs the government a very small fraction less than one and one-half cents to handle each piece of third-class mail, weighing two ounces or less, when there were no transportation charges. That is, the third-class mail directly through the one postoffice and to the people in the vicinity of that postoffice. That is the character of the third-class mail used by the merchants of the smaller cities and country towns.

But for the third-class mail originating in the larger cities—the direct-by-mail advertising or the mail order houses and the big city merch-

ants—distributed over the wide areas, the cost to the government was better than one-quarter of a cent a piece more than the government received.

Now it is proposed to cut the postage rates to these mail order houses and big city merchants to a point where the loss will be more than three-quarters of a cent on each piece without granting the same reduction to the merchants of the smaller cities and towns whose mailings cost the government one-quarter of a cent per piece less to handle.

That is direct DISCRIMINATION against the people of the smaller cities and country towns, whose communities depend for their prosperity and growth on the maintaining of a merchandising center; it is direct DISCRIMINATION against the merchants of these communities against whom would be assessed a heavier sales cost in their effort to meet the competition of the mail order houses and the large city merchants than is assessed against these outside competitors; it is a direct DISCRIMINATION against both the printer and the newspaper publisher of these smaller cities and towns who must depend for their prosperity upon the prosperity of the merchants and the people of their communities.

It is a SUBSIDY to the mail order houses and the big city merchants in that it proposes to render a service

for these mail order houses and big city merchants at less than the established costs of that service and charge the deficit up to the TAX PAYERS of the nation.

Any congressman, and especially any congressman representing a country district, who would vote for that bill is not entitled to the support of the people of such a district. He would be voting to sacrifice not only the interests of the people who have elected him, but the best interests of the nation as a whole because the best interests of the nation depend upon the prosperity of all the nation, and not upon the prosperity of the cities alone.

If congress wishes to pass a law making a one-cent postage rate on third-class mail there will be no great objection provided the law applies equally to all. It does not cost the government any more to transport and distribute one thousand pieces of mail mailed by one thousand different persons, than it does to transport and distribute one thousand pieces of mail mailed by one person.

One touch of nature may make the whole world kin, as the poet says. But it is a fact that with one touch of a fraudulent scheme all touched are skinned.

Special

For Friday and Saturday—
Men's Good Blue

Overalls

\$1.00 A PAIR.

Stroud & Hubbard,

The Shoe and Hosiery Store.
SANFORD, N. C.

PENDERS

The Better Chain Stores

This Week's Specials!

Fanning Sliced Pickles, 16 oz. Jar 19c

Red Wing Preserves, pure Fruit, 16 oz Jar 27c

Bean Hole Beans, With that Maine Woods Flavor, 2 cans 25c

Pure Pack or Corned Beef Hash, 25c Prudence LARGE CAN

D. P Oatmeal, 3 Pkgs. . 25c

Wimp's Sausage Meat, 1-2 Pound can 27c

Campbell's Beans, 3 Cans, - 25c

OUR PRIDE BREAD, The New Long Loaf More Slices 10c



Drive a 7-bearing Six for \$845

F. O. B. FACTORY

Amazing NASH price reductions—Effective Feb. 1st

A FULL 5-passenger 7-bearing Nash Six Sedan at such an amazingly low price seems almost incredible.

But to anyone familiar with the excellent manufacturing ability of C. W. Nash, this achievement in value is not surprising.

It is another striking indication of his determination to give Nash owners finer motoring at the lowest possible cost.

There are 24 Nash models, six of them now priced under a thousand dollars f. o. b. the factory, every one of them super-powered by the very smooth,

very quiet, very powerful Nash-type 7-bearing motor.

And every one of the 24, a finer mode of motoring, with such Nash performance advantages as the Nash straight line drive, Nash tubular trussed frame, Nash 2-way 4-wheel brakes, Nash alloy-steel springs, shock absorbers, front and rear—

—And among them, 39 alluring color effects, from which to pick the color of your car.

Drive a Nash, today, and you'll know why Nash leads the world in motor car value.

C. C. BOWERS, Agent

Sanford, N. C.

... don't Experiment

ask SUCCESSFUL Farmers

COMPARATIVE tests made by successful farmers in this locality prove that "AA QUALITY" Fertilizers produce larger yields, better quality, and increased profits from every acre.

Read the letters printed at the right. Any of these farmers will be glad to tell you of their success with "AA QUALITY" Fertilizers. Do not let this opportunity to increase your profits slip by.

"AA QUALITY" Fertilizers produce better crops—consistently profitable crops even in the "bad" seasons. These Fertilizers provide just the right balance of the necessary plant-food elements to maintain continuous growth, even under adverse conditions.

Nothing is taken for granted in making "AA QUALITY" goods. Their formulae are based upon a thorough knowledge of the needs of each crop and each soil condition, checked by constant field tests.

Every batch of "AA QUALITY" goods is tested in our laboratory—our own tests are fully as exacting as any encountered in the field.

Over sixty years of experience and more than sixty years of successful crop production are back of every bag of these fertilizers. Perfect mechanical condition, always.

Make more money from every dollar invested in fertilizer this season by using "AA QUALITY" Fertilizers on your crops. Insist on getting "AA QUALITY" Fertilizers from your dealer.

"AA QUALITY" FERTILIZERS

Sold under a Double Quality Guarantee

1st Guarantee on the front of each bag is one of the following famous old names that stand for a fertilizer made to meet the exact needs of your soil.

- AA Fish Brand Zell's
- Patapoco Pocomoko Imperial Bradley's
- Lazarretto Hampton Listers

2nd Guarantee on the back of the bag—the "AA QUALITY" Seal—guaranteeing that every sack contains the choicest plant-food materials mixed with scientific care.



MANUFACTURED ONLY BY

THE AMERICAN AGRICULTURAL CHEMICAL COMPANY
Henderson Sales Department Henderson, N. C.

35% INCREASE WITH "AA QUALITY" — Mr. L. G. Mangum of Oxford, Granville County, N. C., says: "I began using 'AA QUALITY' Fertilizers 3 years ago and I have never had occasion to regret doing so. My crops have increased in value around 25%. This year on one field of tobacco of about 1 1/2 acres I made \$790.00. This tobacco was grown with 1,500 lbs. of 'AA QUALITY' Fertilizer. My entire tobacco crop this year averaged 47c per lb. I think this is evidence enough that it pays to use 'AA QUALITY' Fertilizers."—Nov. 14, 1927.

40 CENTS A POUND FOR TOBACCO — Mr. T. L. Green of Oxford, Granville County, N. C., says: "I used Fish Brand Fertilizer ('AA QUALITY') on my tobacco crop again this year and I have one of the best crops in my section. What I have sold to date has averaged 40c a pound, which is considerably above the average this year. I expect to continue using Fish Brand Fertilizer and can highly recommend it to all growers."—Nov. 16, 1927.

60 ACRES YIELD 60 BALES — L. O. Anderson of Roanoke Rapids, Halifax Co., N. C., says: "I used your Zell's Fertilizer ('AA QUALITY') on my entire cotton crop of 60 acres this year. My yield was one bale to the acre, and I gladly recommend your Fertilizer to cotton growers of this community."—Dec. 6, 1927.

FINE YIELDS OF COTTON AND TOBACCO — Mr. George A. Rose, President of the Rose Gin and Supply Co. of Henderson, Vance County, N. C., says: "While I handle other makes of fertilizers I sell more 'AA QUALITY' Brands, as most of my customers seem to prefer them. I used Zell's Fertilizer ('AA QUALITY') exclusively on 45 acres of tobacco and 75 acres of cotton this year and have gotten around 1,000 lbs. of tobacco to the acre and around one bale of cotton to the acre."—Nov. 14, 1927.