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(Because the article reprinted below contains information which we believe is of interest and concern to all, and because we know it is a better statement of the facts than we could make, we are giving it chief space on this page for this week.)

WHO GETS THE CONSUMER'S DOLLAR?

By Nathanael H. Engle

Assistant Director, United States Bureau of Foreign and Domestic Commerce.
(From Christian Science Monitor)

Every time you make a purchase at a retail store you are setting in motion with your dollar a train of events which extend back from the retailer through the wholesaler, broker and manufacturer to the remote sources of raw materials on the farm, in the forest or mine, and often to distant parts of the world. Continual struggle by all of these groups of producers for a share in your dollar characterizes the competitive structure. Just how this dollar is distributed is, moreover, the cause of endless argument. A vast ignorance of the true facts prevails.

It has become accepted almost as a truism that middlemen take too large a share of the consumers' dollar, while producers receive too small a share. Instead of a truism, this statement is very misleading, if not absolutely false. The average dollar expended for merchandise in the United States is divided among processors and middlemen on a basis which does not appear unreasonable in view of the tasks which each group performs. The farmer receives about 34 cents of this mythical average dollar. The manufacturer's share is some 28 1-2 cents, making a total of 62 1-2 cents for producers in the narrow sense of the word and including transportation charges. The wholesaling process takes 8 1-2 cents more

and the retailing structure the remaining 29 cent, a total of 37 1-2 cents for the middlemen's share.

Let us trace this dollar a bit further and see what is done with it by these four groups of producers. All of them use a part of it to pay for the laborers which they employ in production and distribution. A few cents go to the transportation companies to pay freight charges. This part in turn, is redistributed to laborers and to suppliers of various services and goods used by the railroads, trucking lines and other transport agencies, a small portion being retained as profits. Another portion of the dollar is used to pay for heat, light, water, gas, telephone and related services used in carrying on the business of the nation. Here again a redistribution takes place as shown for the transportation share. Public utilities expend their share for labor and other expenses and keep a little for themselves.

The producers expend still another part of their share in the consumers' dollar for real estate taxes, miscellaneous supplies and other essentials to the conduct of their business. The money so expended in turn gives employment to labor and provides income for other groups, who do the shares taken by transportation and public utilities.

Finally, producers and middlemen alike retain a share in the form of profit which is their reward for the services which they render.

The exact amount which goes to each of these uses is not easily calculated, but certain items may be estimated with some degree of accuracy. Thus it is known that manufacturers on the average pay out 10 1-2 cents of their share for wages of laborers and that wholesalers receive 3 1-2 cents and retailers 12 1-2 cents of the same purpose. Thus out of the average consumers' dollar the farmer receives 34 cents, wage earners in manufacturing, wholesaling and retailing receive 36 1-2 cents. Between 23 cents and 25 cents go to transportation companies, public utilities, landlords and supply houses. A substantial portion, perhaps 8 cents to 10 cents of which, in turn goes to pay laborers. The remainder of 4 1-2 cents to 6 1-2 cents is retained as profits by manufacturers and wholesale retail middlemen, and in the form of interest on invested capital.

The foregoing estimates afford a much better idea of where the consumers' dollar goes than can be obtained from most current discussions of the subject, based as they are on fact rather than fact.

This, That, and The Other

MRS. THEO. B. DAVIS

EXPLANATION

I failed to say last week when telling of my "corn remedy" that you should be sure to get the adhesive tape that is waterproof. I do hope you haven't tried the ordinary kind and stuck up your stockings with it.

YE Flap-doodle

By THE SWASHBUCKLER



Since most publishers and editors are at present dragging out the Horace Greeley handwriting jokes, I may as well pull one out too.

It seems that a young man who was on Mr. Greeley's staff was the one of all that was bad. So no account was the young man, that Greeley felt the necessity to dispense with his services, and not wanting to face the young man, at the same time tell him of his faults, he wrote quite a lengthy epistle to the young fellow in which he enumerated the many faulty characteristics. Significantly, he left it on the youngster's

year or so later the fellow came into his office and said, "Mr. Greeley, I happened to be in your office and I thought I'd drop in and see you."

"Thank me? For what?" "For firing me. I took your letter of dismissal with me and told my present boss it was a letter of commendation from Horace Greeley. He couldn't read it, but he felt anybody good enough for Horace Greeley to write that much commendation for, must be personal. So I was hired at double the rate I received here."

* * * advertisement for a popular radio reads "4 to 19 Tunes" * * *

I believe that if I had lived with the man for three days, as the man was with the unidentified girl who was drowned in Crabtree reservoir is alleged to have done, I would have learned something about her. My womanly curiosity would have prompted me to ask her her name. After all, I suppose it was none of his business, he was the guy living with her.

* * * The editor of the Raleigh-Courier-Journal tells of the man who came in his office to have his papers printed on Strathmore paper. (A paper costing far more than other kinds). He figured out the cost and informed the man that the thousand circulars would cost \$100. The man pulled out his wallet and deposited \$100 with Nisbet. Nisbet went ahead and printed the circulars and had them ready for the customer when he returned the following week.

The gentleman came in, paid the balance and turned to leave with his order. "Pardon me," said Nisbet, but why did you have those ordinary advertisements printed on a fine grade paper. Ordinary newspaper paper would have done just as well." "No," said the patron, it would. As you see by the circular, I have washing machines. Parchment paper is 100 per cent rag content and the other paper is not. I go to a woman's house, put her clothes in the washer and throw one of my dollars into the machine with the demonstration. After the machine washed the ink off the paper, I take it out and show her that the ink line is so easy on clothes, it will even tear up a paper circular usually sell the prospect."

Drink, 5c extra,
The Swashbuckler.

It is well for a man to respect his own vocation whatever it is, and to think himself bound to uphold it, and to claim for it the respect it deserves."—Chas. Dickens.

SEEN AND HEARD

"BETWEEN THE DEVIL AND THE DEEP BLUE SEA"

I have a preacher friend who runs a shoe shop and also is pastor of some country churches. His wife says, and she ought to know, that his members seems to think he makes his living mending shoes, so they don't pay him. The people whose shoes he repairs think he makes his living preaching, so they are reluctant to pay. So, instead of "datching it," he misses it "a comin' and a gwine."

WHY ADAM MISSED BEING A BOY

Dr. Charles E. Brewer told this one in an address the other day. A small boy asked his teacher why God did not make Adam a boy instead of a man. The teacher gave it up, and another boy volunteered the answer: "Cause there was no woman there to take care of a little boy."

IF WE TRY

They were playing out on the sidewalk in front of Hocutt's store, small Mack Hocutt and smaller Collins Pippin. Collins had hung

his little hatchet and hammer by their heads through the grating over a drain. The associate editor asked him if he were not afraid they would fall through and he said he was not. She persisted: "But what would you do if they did fall through?" "Why", said Collins, "I'd just pull up that iron thing and get them out of the hole under it." "But could you pull up the iron thing?" was the next question "Sure", he replied, "couldn't I, Mack?"

But Mack was dubious and answered, "I don't believe you could." "Pshaw!" said Collins scornfully, "Why, you don't know what I CAN do when I try."

Former mayor R. H. Bridgers remarked last Saturday afternoon that hot as it was, it did seem that the only ones more foolish than those who dashed around playing baseball in such weather were the ones who paid good money to watch them. "But", he added, "if I didn't have to stay here in the store this afternoon, I'd be right there to see the game."

CHAMPION YAWNER

For the champion yawner anywhere in proportion to size we nominate small Odell Rawls. During the Baptist revival she was seen one night just before the close of the service to slowly open her

mouth, wider, wider, and still wider. Her head went back, her eyes came up, her eyes closed, and wider went her mouth. One of the watchmen was about ready to rush to the rescue when the lady righted herself and resumed her former pose of polite, attentive listening. The watchman was envious of such comfortable chalance.

NOTICE OF LAND SALE

Under and by virtue of the powers contained in and in execution of the duties imposed upon me by certain judgment of the Supreme Court of Wake County, North Carolina, entered in an action the pending entitled "Wake County vs. J. W. Long and Wife" I will on Thursday, the 22nd day of July, 1937, at 12 o'clock noon, at the Courthouse door of Wake County in the City of Raleigh, N. C. offer for sale to the highest bidder in cash, the following described land and premises, to-wit: 87 acres Zebulon Road, Book Page 296 and 298; 3 Lots Hocutt Street, Book 390, Page 94; in the County of Wake County.

The above property is sold subject to all taxes that have accrued since the year 1931.

This the 21st day of June, 1937.
L. S. BRASSFIELD,
Commissioner.
June 25—July 2, 9, 16.