

## "Behind The Scenes In American Business"

(By Orton B. Motter)

New York.—Business—Highspot the business news last week was President Roosevelt's call for an \$800,000,000 long time naval building program which will increase the strength of the navy approximately 20 percent. If the President's proposals are accepted by Congress, the steel, shipbuilding and aircraft industries will be greatly stimulated. Washington is considering loans to small business enterprises that need capital. Retail sales were up 1 to 3 percent last week over the week previous according to Dun and Bradstreet. Privately financed construction awards were up 40 percent last week over the like week in 1937.

TELEVISION—By this time next year the first home television set may be placed on the market. That's the latest word from behind the closed doors of the radio industry's research laboratories. However, it will probably be five or ten years before television becomes a profitable industry on a scale equivalent to the radio industry, which sold 8,000,000 new sets in 1937. Reports from England where television already is available to the public in the London area, substantiate this. Less than 5,000 television sets sold last year in that country, according to S. M. Ramsdell, vice-president of Philco Radio and Television Corporation.

NO RECESSION—Louisiana is not feeling the recession, Gov. Richard W. Leche declared last week, largely due to the state's "goodwill toward industry" program which has resulted in 30 companies spending more than \$47,000,000 for expansion purposes in one year, giving employment to 15,000 workers. The governor said that gains in 10 important businesses industries for December indicated the soundness of his program which includes tax exemption for 10 years to new industries and to established industries making expenditures for improvements.

FARM INCOME—The American farmer earned more money from his livestock and livestock products last year than from his crops. Final estimates of the Department of Agriculture placed 1937 farm income at \$8,521,000,000 of which \$4,272,000,000 came from livestock, \$3,882,000,000 from crops and \$367,000,000 from government payments. This is an average of \$1,420 for each of the country's estimated 6,000,000 farms. It was the best year since 1930 and compared with \$5,337,000,000 in 1932, the depression low point. At the moment, however, with commodity prices considerably lower than a year ago, the outlook is for a somewhat lower farm income this year.

COLOR FILM—Fifty million feet of colored film, more than enough to stretch 9,740 miles across the United States and the Pacific Ocean, or from New York to Shanghai, was made by Technicolor, Inc., last year. This output compares with 11,564,771 feet produced in 1934, and indicates the amazing progress of this "infant" industry of Hollywood in four years' time, and now the success attending Walt Disney's first full-length feature, "Snow White and The Seven Dwarfs," done entirely in color, should encourage more pictures of this type and further add to Technicolor's sales volume.

32 DAYS OF LAABOR—The American workman earning \$1,300 a year worked 32 days last year to support the various agencies of government—federal, state and lo-

cal—tax experts estimate. In other words, the money paid by the workman in direct and hidden taxes, represented 32 days of labor.

NATIONAL INCOME — The American people paid themselves \$67,534,000,000 in 1937. This estimate of national income made by the National Industrial Conference Board is an increase of 5.5 percent over 1936. Salaries and wages contributed 69 percent of the 1937 total, dividends 10 percent, net profits of retail stores and farmers, 16 percent and interest four percent. The cost of living rose 4.4 percent. National income was highest since 1930 and amounted to \$519 per capita.

HEADLINES — Kennedy sees shipyards jammed for the next five years if U. S. program to rebuild merchant marine is enacted. Bethlehem Steel and U. S. Steel report profits in fourth quarter last year. U. S. foreign trade rises \$1,500,000,000 in 1937. Dec. employment down 520,000, sharpest drop since 1930. Railroads may get freight rise in February. Brown Company resumes normal operations upon receipt of new orders for wood pulp for the rayon industry. General Foods Corporation cuts prices of Grape-Nuts Flakes, Post Toasties, and Maxwell House Coffee. Sears Roebuck raises tire prices for spring. du Pont reports net of \$88,031,943 in 1937, equal to \$7.29 on its common stock. Declining trend in retail auto sales reported checked. Telephone rates in Tennessee reduced \$500,000 annually. U. S. capital now invested in Canada totals \$3,996,000,000. U. S. wheat export during the current year may exceed 100,000,000 bushels.

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## CITY MARKET ZEBULON'S FOOD CENTER

### ARE YOU ONLY A THREE-QUARTER WIFE?

MEN, because they are men, can never understand a three-quarter wife—a wife who is all love and kindness three weeks in a month and a hell cat the rest of the time. No matter how your back aches—how your nerves scream—don't take it out on your husband. For three generations one woman has told another how to go "smiling through" with Lydia E. Pinkham's Vegetable Compound. It helps Nature tone up the system, thus lessening the discomforts from the functional disorders which women must endure in the three ordeals of life: 1. Turning from girlhood to womanhood. 2. Preparing for motherhood. 3. Approaching "middle age." Don't be a three-quarter wife, take LYDIA E. PINKHAM'S VEGETABLE COMPOUND and Go "Smiling Through."

## RUPTURE

SHIELD EXPERT HERE

E. J. Meinhardi, well known expert of Chicago, is coming here again.

He will personally be in Raleigh, N. C., at the Sir Walter Hotel, on Saturday and Sunday, Feb. 5th and 6th, from 1:00 P. M. to 5:00 P. M. and 7:00 P. M. to 9:00 P. M. daily. Please note dates and hours carefully.

Mr. Meinhardi says: I have been coming here for fifteen years during which time thousands of Ruptured Men have come to me. You are invited to come and talk with me privately during the above stated hours and I will give you valuable information without charge. (Only men are invited). This visit is for white people only. "My Rupture Shield contracts the opening and produces immediate results on the average—regardless of size or location and no matter how hard you work or strain. (No leg straps or cumbersome arrangements.)

"My Rupture Shield is waterproof and may be worn while bathing. It may be removed at night or worn continuously until no longer desired."

Caution: Beware of imitators, I have no Representatives. Remember the name MEINHARDI.

## Hints For Winter Driving

Tires play a greater part than is generally recognized in promoting the safety and satisfaction of winter driving. For upon their condition, to a considerable extent, depends the driver's ability to come to a straight, sure stop when there is snow or ice on the streets.

Safety in driving, at any season is mainly a matter of control. The prime requirement is the ability to stop in the clear space ahead. When a car slides or skids, it is out of control, and the prevention of sliding and skidding involves the tires, as well as the brakes, which have already been discussed in a previous article.

The only safe way to stop is to apply the brakes in such a way that the wheels continue turning, at a steadily-decreasing rate, until the stop is accomplished. There must be no slippage between them and the ground, for the moment that occurs the car is out of control. On a dry pavement, control is easily regained; but on snow or ice, the safest procedure is to avoid losing it at all. And tires with good tread are a major factor here, for they retain a firm grip on the road and resist the tendency to slide.

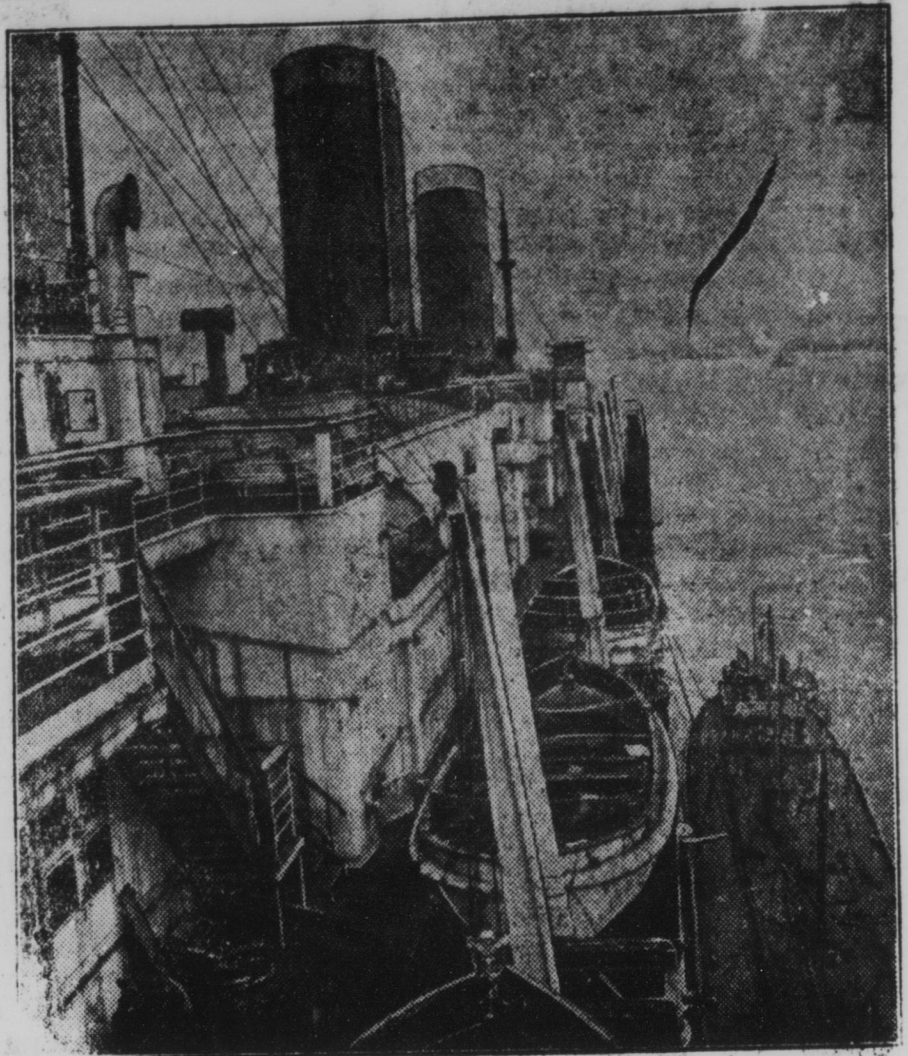
When the streets are a glare of ice, it is sometimes expedient to let a little air out of the tires for the sake of the better traction obtained by increasing the tire area in contact with the ground. But the tires should be re-inflated as soon as the emergency has passed, because the constant over flexing of the sidewalls, which occurs when they are under-inflated, will shorten the life of the casings.

### AMPLE AIRCRAFT OUTPUT

New York City—Following President Roosevelt's urgent message advocating a larger naval program as our answer to the worldwide threat of war, it is announced by the Aeronautical Chamber of Commerce that the nation's air-craft production can be doubled without recourse to plant expansion. The industry handled \$158,000,000 worth of construction last year, of which \$95,000,000 was for military use.

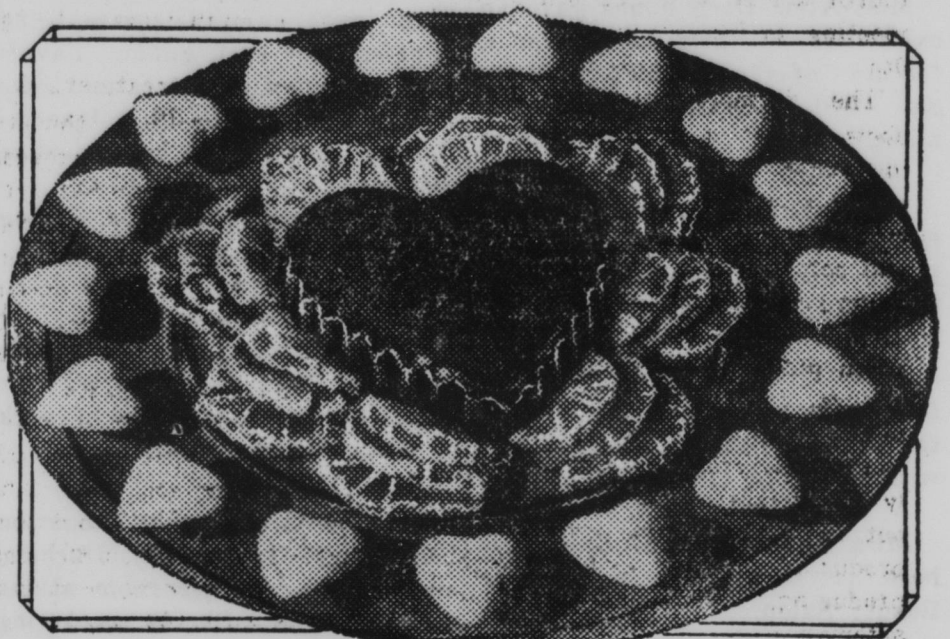
Beginning a pure bred hog industry in Greenville County, six club boys have been given registered Berkshire pigs. Each boy will return two pigs next fall.

## Leviathan Prepares For Last Voyage



In sharp contrast to the bustling activity of former sailing days is this picture of the famous steamship Leviathan, getting ready to sail for Scotland to be scrapped. It is one of the largest vessels afloat.

## Recipes for St. Valentine's Day



By BETTY BARCLAY

### Orange Cherry Valentine Dessert

Gay days call for gaiety in foods—and this intriguing dessert with a heart motif is particularly gay in red and gold for a St. Valentine party. For the orange slices with which the heart mold is surrounded California Navel oranges with their seedless characteristic are especially easy to prepare. Their firm texture also adds to their attractiveness as a garnish. Oranges are especially valuable in the diet at this time of year when other fresh fruits are scarce.

To make: Make a cranberry mold with or without gelatin. Pour mixture in heart mold and put in a cool place to set. When ready to serve dip the mold in warm water (never hot) and turn out on a large serving plate. Surround with orange slices which have been dipped in honey and chilled. Decorate the plate with candy hearts. This may also be made in individual molds (fills 6 molds) or in a star or hatchet shaped mold for Washington's birthday.

And here are some other Valentine recipes that you will find equally delicious:

### Valentine Squares

1 package cherry-flavored gelatin  
1 pint hot water  
1 sheet cake  
1/2 cup cream, whipped

Dissolve gelatin in hot water. Pour 1/2-inch layer into shallow square pan. Chill until firm. Cut 3-inch squares from cake. Cover tops with plain sweetened whipped cream and sides with whipped cream into which bits of gelatin have been folded. Place on lace paper doilies. Cut hearts from gelatin with small heart-shaped cutter and place on top of cake. Serve at once. Serves 12.

### Magic Chocolate Peanut Butter Roll

2 squares unsweetened chocolate  
1/2 cup sweetened condensed milk  
1 1/2 cups confectioners' (4X) sugar  
3 teaspoons peanut butter  
1/2 teaspoon vanilla

Melt chocolate in top of double boiler. Add sweetened condensed milk and blend thoroughly. Remove from fire and add sifted confectioners' sugar (sift before measuring) gradually. Add peanut butter and vanilla. Blend thoroughly. Form into a roll. Place on buttered sheet. Chill. When firm, cut in slices.

Vanilla Rennet Custard with Grenadine Topping

2 cups milk (or 1 cup milk and 1 cup cream)  
1 package vanilla rennet powder  
2 eggs white  
1/2 cup granulated sugar  
1/4 cup grenadine syrup

Set out 4 or 5 sherbet glasses or custard cups. Warm milk until just lukewarm—not hot, (120° F.). A few drops on the inside of the wrist should feel comfortably warm. Remove from heat and quickly stir in the rennet powder. Pour immediately into glasses and let stand until firm, about 10 minutes. Chill in refrigerator. Just before serving, beat egg white until it holds peaks; add sugar and syrup by tablespoons, beating well after each addition, and continue to beat until mixture is very stiff. Drop a puff of the mixture on each dessert and drizzle a little grenadine syrup over the top.

### New Card Game Craze

Crossword Lexicon is the new card game craze that is the hit of the season's parties. It's a combination of crossword puzzle technique and anagrams with extra speed and excitement added. Boake Carter's Star Reporter is another new game favorite that gives everybody the thrills of reporting big news events.