

Behind the Scenes In Business

By ORTON B. MOTTER

New York, Feb. 14.—BUSINESS.—All signs in Washington point to another announcement of a "breathing spell" for business. Insiders say the much-trumpeted conference with the little business men, the prevailing belief that railroads will be granted the 15 per cent rate increase they seek, and the recent soft-pedaling of attacks on business, are straws that indicate which way the political wind may blow.

Since the sharp drop in industrial production which occurred from October to January has apparently been checked, a breathing spell announcement might well result in an immediate upturn in business activity and employment. Observers recall the reassuring effect of the last presidential gesture to business in the summer of 1935. Industrial activity spurted then in hair-trigger fashion increasing from about 63 per cent of normal to 80 per cent by the year end.

AUTO OUTLOOK — Considerable progress was made during January in clearing the oversupply of used cars from dealers lots, and auto makers are more hopeful of a sizeable spring upturn in new car sales. A Kansas City, Mo., Chrysler dealer ordered a trainload of new autos last week in anticipation of spring business. About 4,250,000 passenger cars were sold in 1937. Until recently manufacturers were estimating 1938 sales at only 60 per cent of the 1937 volume, or 2,550,000 new cars. Now this figure has been revised upward to 2,975,000, an increase of 425,000 cars. This would increase sales for the year by \$300,000,000, and be a helpful addition to the nation's purchasing power.

RETAIL SALES—From June, 1933, through December, 1937, nation-wide retail sales volume has shown a steady monthly increase over the preceding year. Reports last week indicate January sales were only 2.2 per cent under the 1937 month. Initial reports for this month showed a slight improvement over January, with the most encouraging results coming from the farm areas of the Middle West and South West.

BIG STEEL — United States Steel Corp. surprised business last week by promptly renewing its contract with the CIO. No wage cuts were stipulated as had been expected in some quarters, although a clause in the agreement will permit reopening of negotiations at any time. "Big Steel," as it is nicknamed in the trade, has annual sales volume ranging from \$500,000,000 to one billion dollars a year, depending upon conditions. At the peak last year, it had 250,000 employees. Whether it can maintain wages will depend on action of independent steel companies, such as Republic and National. The independents so far have evaded unionization, and should they persuade employees to take wage cuts, "Big Steel" may have to follow for competitive reasons.

HEADLINES — Cotton prices move up in anticipation of farm bill passage . . . Roosevelt asks for \$250,000,000 additional relief money, increasing current fiscal year's deficit to \$1,444,000,000 . . . Oklahoma cuts February oil production quota . . . January revenue of some railroads better than expected . . . Continental Can Co. sets sales record in 1937 . . . Building material prices continue to decline . . . Money in circulation January 31 is \$48 71 per capita, compared with \$50.51 December

31, and \$49.25 a year ago. . . . vigorously oppose all new taxes of any kind. The committee women seek to reduce many hidden taxes which take one out of every four dollars of each person's income. For example, when you buy four pork chops, you pay for six—two going for taxes. There are 178 hidden taxes on a bottle of milk of magnesia and 112 hidden taxes that raise the price of a pair of \$3.50 shoes to \$5.

NO NEW TAXES—The 175,000 separate taxing units in the U. S., many overlapping, are pouring out \$30,000 a minute of the taxpayers' money to keep America's over-organized government running. At this rate, 1937's record national expenditure of \$17,000,000,000 will be greatly exceeded. That's why the Women's National Exposition of Arts and Industries has formed the Consumers Tax Committee to

FROZEN FOODS—Reports indicate that the merchandising of frozen foods by independent grocers is increasing rapidly in all sections of the country. Sales of special icing units in which car-

tons of frozen foods are kept is outrunning production according to General Foods Corporation, largest producer in the field. More than 3,000 grocery stores now sell this company's "frozen foods." Seafoods, poultry, vegetables, fruits and meats can all be frozen by the quick freezing process and kept fresh indefinitely. More than 16 billion dollars worth of food-stuffs are sold annually in America.

Columbus County strawberry growers are interested in thinning their pines because the practice provides more straw for mulching the berries.

U. S. Approved, Pullorum Tested

BABY CHICKS

Hatch each Wednesday. Barred Rocks, Rhode Island Reds, English White Leghorns.

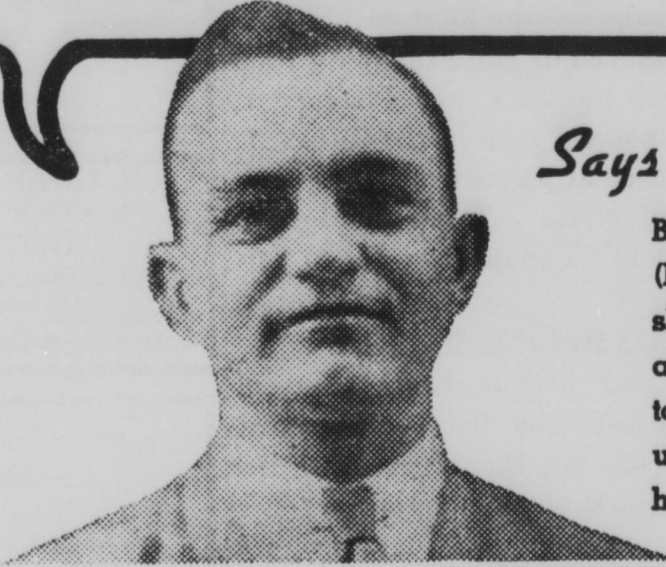
ZEBULON HATCHERY
Zebulon, N. C.

666

checks
COLDS
and
FEVER
first day

Headache 30 minutes
Liquid, Tablets, Salve, Nose Drops
Try "Rub-My-Tism"-World's Best
Liniment

WE SWITCHED TO 3-8-8 AND KEPT THE LAND!



Says **BEN PEACOCK, FREMONT, N. C.**

BEN PEACOCK, Mgr., Hooks Brothers, Fremont, N. C. (left), says: "We have some land on which tobacco showed considerable disease for several years. We were about ready to sell the place, but decided to change our tobacco fertilizer from 3-8-3 to 3-8-8. The 3-8-8 has cleared up the disease and produced good quality crops. We have decided to keep the place."



C. E. HUMPHREY, R. F. D. 2, Richlands, N. C. (above), says: "For two years 3-8-8 has been our tobacco fertilizer and we plan to use it again this year. We think that even more potash could be used to advantage on our tobacco and will test it out. The extra potash in 3-8-8 improves both quality and yields. The leaf is smoother with better body and there is



less off-grade tobacco. We also use 8% potash in our cotton and corn fertilizer."
CLIFTON BEST, R. F. D. 4, Goldsboro, N. C. (above), says: "I found out about the value of extra potash in improving the quality of tobacco by top-dressing with **NV SULPHATE OF POTASH** at the first working. For the last three years I have been using 3-8-8. Extra potash smooths



out the leaves and helps to prevent rim fire and tip burn."
P. B. COLEY, R. F. D. 4, Wilson, N. C. (above), says: "My tobacco fertilizer at planting carried 5% POTASH and then I used a top-dresser containing 20% POTASH at the first working. Lugs at \$25.00 and better than \$400.00 per acre is good enough for me. Extra potash has given me better yields and better quality. Extra potash does not pro-



duce extra growth, but gives a smooth, better-bodied leaf that has more weight."
L. A. LANCASTER, R. F. D. 4, Goldsboro, N. C. (above), says: "3-8-8 is a better tobacco fertilizer than 3-8-3 for this section. 3-8-8 brings me more money than I am looking for, every time. 25c tips and 28c lugs look mighty good to me. The principal thing that extra potash does is to improve the quality of tobacco."



EXPERIMENT STATIONS, farmers and fertilizer men have discovered that tobacco needs many times more potash than it received in the past to return the profits that you deserve. The farmers whose statements you have read above are only a few of the many thousands who have discovered that it pays to give their tobacco plenty of potash.

The Tobacco Research Committee now recommends fertilizer containing at least 6% POTASH to be used at the rate of 800 to 1200 pounds per acre, plus a side-dressing of potash equal to 120 to 240 pounds of **SULPHATE OF POTASH** per acre, the side-dressing to be applied within 20 days after transplanting.

Your Fertilizer Man will be glad to supply you with 3-8-8 **TOBACCO FERTILIZER** for use at planting and **NV SULPHATE OF POTASH** for side-dressing. If you want bigger yields of better quality tobacco, use more **NV POTASH** this year. *It Pays!*

R. E. McLAUGHLIN, Florence, S. C. (field above), says: "For tobacco, I used 3-8-9 fertilizer before setting. This smoothed out the leaves, giving them much better quality and body. For cotton, I used 4-8-4 at planting, top-dressing just after chopping with nitrogen and 75 pounds of **MURIATE OF POTASH** per acre."



N. V. POTASH EXPORT MY., Inc., Royster Building, NORFOLK, VA.