

Washington Letter

Washington, D. C., — There is a native thinker in Every town who has come to the conclusion that if only 5 million people were out of work that the lazy would be better cared for, and if the additional 10 million who are now unemployed could be given jobs that the Nation's troubles would be over.

There is another native thinker in Everytown who is convinced that if everyone would start buying everything he needs that the 10 million unemployed who really want jobs would all be called back to work to supply what the professors and experts call "the demands of the consumers".

The native thinkers in Everytown are keeping their eyes on the same rainbow, and in the variegated colors they discover the end of the Nation's troubles.

A good old lady that I know keeps a little table of statistics of her own that show that most of the telephones, radios, automobiles, electrical appliances and other possessions to make life more cheerful are owned by Americans. She tells her friends that she "counts her blessings every morning." She grows old gracefully.

The thinkers in Everytown make their own personal surveys of fine streets, lined with shops and stores, and as they catalogue their fellow citizens and neighbors they are glad that they live in the U. S. A. instead of Europe or Asia.

The thinker who wants everybody employed cannot miss seeing and watching the moving streams of automobiles that constantly pass by his door. And when he looks into his own car and considers how it came out of the line of science, skill and planning, he is confronted with material facts. The metal that comes first from the mines and steel mills and factories is in that car. And the machine is partly made of lumber from primeval forests, that was finished in mills and factories. It is partly glass, made from sand. It is partly leather, from the hides of cattle that graze on ranches and farms. It is partly coal, mica, clay, manganese, salt, sugar cane, wood-pulp, copper, wheat straw, chromium, turpentine asbestos—that come from nature's riches in the bowels of the earth; or from the surface of the land, or from the laboratories and work shops where Yankee ingenuity produces its wonders. There is wool, mohair and cotton in the upholstery. There is cotton used as the basis of lacquers that give the car its rich coatings.

The thinker in Everytown who wants employment for 10 million people who need work is vocal in insisting that if all the great industries that contribute to making automobiles were busy, that the business of all the States are affected would boom. If the cities and countryside boom, a thinker in Everytown visions huge waves of buying.

A few of the business "charts" are easy to understand. The easiest chart of all is the one that blocks off the months in a square with one waved line that shows how consumers are buying goods and products. Another similar line runs through the chart and shows how busy the industries are. The clearest chart is the one of the automobile industry; because the automobile industry is something that interests 30 million owners of cars. It is a National picture of local significance because stores, service stations, eating and drinking places, salesrooms, and other classes of business in every settled area are a part of that chart in all the 48 states of the Union. The automobile industry led the procession that pulled the Nation out of the last depression.

Now the Nation is given a temporary running-start by the National Government and the industries must get into the race and win it—or we're sunk.

But the United States never will

be sunk. It never has been, in times and under conditions worse than now.

Seeing America

There has been a whole lot in the papers in years gone by about "seeing America first"—but that referred to travel.

There is a significant trend shown by a study just completed by the United States Bureau of Agricultural Economics. An official statement says that there has been a steadily rising income among farmers, and Uncle Sam figures it out that the crop prospects for 1938 will guarantee that part of America outside the metropolitan area an exceptionally high degree of prosperity.

Many large advertisers of the United States, led by the automobiles, electrical supplies, radios, wearing apparel, tobaccos, mail-order houses, oils, foods, building materials, furniture, etc., are preparing to increase their advertising appropriations this fall. Local news papers are included in the planning.

This indicates that big business is seeing the biggest part of America, at last—because it's sound sense to spend dollars and cents that way for advertising.

Business and Laws

The only business that seems to profit by the passage of more laws is the law business. That appears to be the conclusion to which business as a whole is arriving after several experiments in trying to build business by law.

In the last seven years or so there has been something of a fever on, particularly among small town merchants, to erect a sort of legislative wall around their towns, with the idea of keeping all their trade for themselves.

They have been especially hostile toward the direct-selling or house-to-house method of distribution by some of the most reputable manufacturers in America.

But now they are finding that what they overlooked is that this legislation bears most heavily on their own neighbors and fellow townspeople, who engage in direct selling either as a livelihood or to augment an otherwise inadequate income.

They have discovered that these people in 90% of the cases live where they sell, pay taxes there, send their children to school there, buy their cars from local dealers, support local community enterprises. As a consequence, ordinances of the "Green River" type are not being enforced, but still, so long as they are on the books, constitute a hazard to good, decent citizens as much as to the disreputables at whom they were originally aimed. It's probably natural to wish that one could get all the business in his particular line. But there never was nor can be a law that will bring this about.

Listen to Hector Laze, the executive president of a large grocery co-operative: "The cry for laws to do this, laws to do that, is always loudest," he says, "from those who want to regulate or restrict the other fellow. . . We'll have a law to put him out of business, or to hold him down, so we can get all the business ourselves."

It never works. People will forever buy where it is to their own best advantage in value and service.

There is something, though, that will always work in favor of the small-town merchant who really belongs in business. A little newspaper up in Minnesota said it all a few days back. Said the Ortonville (Minn) Independent:

"The greatest requisite in merchandising is inviting the prospective customers to buy. . . the greatest invitation to buy is letting the customer know what the merchant has to sell, and here again one looks to the method of the large

city department stores—newspaper advertising."

The Patent System

All the greatest inventions of our country are protected by patents issued by the United States Government. For 150 years the Government has stood back of inventors and their inventions, in order that the full benefits of their contributions to progress might go to the people of the United States. The patent system began with the beginning of the government. The steam engine, nail machine, cast iron plow and cotton gin were all patented in George Washington's time. The reaper and mowing machine, harvester, sewing machine, rotary printing press, vulcanized rubber and the safety pin came during the next fifty years.

No one has ever offered serious objections to giving monopolistic control of the inventors who have contributed so much to the national progress during the century and a half. Now, most strangely, patents fall under suspicion. Electricity, communication, transportation, photography, flying, radio and the most scientific improvements the World has ever known are to be searched for traces of monopolies.

Senator McAdoo has a bill pending in Congress for the establishment of what he calls a Court of Patents Appeals. This is supposed

to be a bill to protect small inventors who now have to defend their claims for patents through the usual courts in the usual way. The

United States Patent Office and 8,000 lawyers comprising the patent bar oppose the bill.

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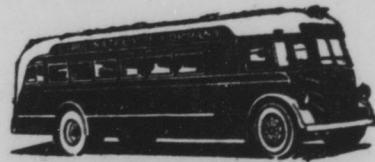
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Durham, N. C.	.95	1.75
Asheville, N. C.	4.45	8.05
Atlanta, Ga.	6.45	11.65
Knoxville, Tenn.	6.15	11.10
Chicago, Ill.	12.50	22.50
Pittsburg, Pa.	8.05	14.50
Boston, Mass.	9.90	17.85
New York, N. Y.	6.95	12.55
Washington, D. C.	4.45	8.05
Norfolk, Va.	3.00	5.40
Roanoke, Va.	3.70	6.70
New Orleans, La.	11.95	21.55

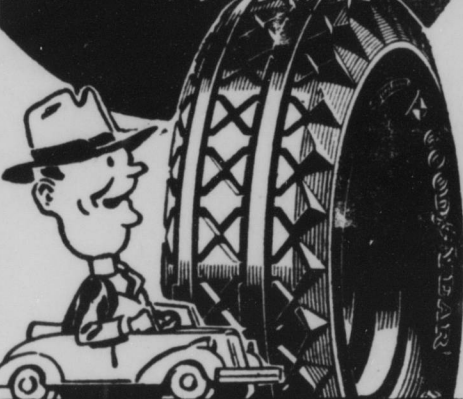
DAILY SCHEDULE
Busses for all above destinations except Norfolk and Roanoke leave at 9:00 A. M., 10:00 A. M., 1:25 P. M., 2:35 P. M., 5:45 P. M., 7:05 P. M.
Busses leave for Norfolk and Roanoke at 8:50 A. M., 12:05 P. M., 3:10 P. M. and 6:25 P. M.

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