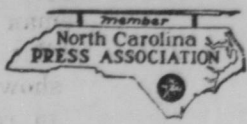


THE ZEBULON RECORD



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Advertising Rates On Request

Death notices as news, first publication free. Obituaries tributes, cards of thanks, published at a minimum charge of 13c per column inch.

ADVERTISING RUINING ZEBULON'S BUSINESS

A citizen of Zebulon told the editor a few days ago that he heard a certain business man of the town say that advertising and free prizes were ruining the business of the community. We have no argument to make with the gentleman. Two years ago the business people of Zebulon did more advertising than any other year since the depression.

That firm doing the most advertising did by far the best business. Numbers of others told the editor that their trade was better than for years.

For the last three months the Record has carried less local advertising than ever before during the summer, and business has been at a lower point than for years. Note two concerns have advertised regularly during this time—A. G. Kemp and Philip Massey. Mr. Kemp says his business has been as good if not better than it ever was during the summer. Mr. Massey says that up to the time farmers began housing tobacco his trade was twice as good as it was last year during this period.

Two other firms have run small ads regularly—The Zebulon Supply Co. and the City Market. And the reader will confirm our opinion that their business has been good. What the ads contributed to this we do not say.

"The proof of the pudding is in the eating."

"Advertising pays," is a truism out of years of experience and observation. A national concern says that the weekly newspaper is the best medium of advertising in America. If Zebulon business men will place a reasonable amount of advertising in this paper during the fall, fall trade will boom. If they do not, business will continue going to other towns that do advertise.

EQUALITY BEFORE THE MAJESTY OF THE LAW

Up in Raleigh the authorities are having the same trouble in law enforcement as we have in smaller towns. A certain man was haled before the courts for selling groceries on Sunday. To square accounts he reported a number of other businesses that operated on Sunday. But the city charter allows the sale of drugs, confections, drinks, gas, and other "necessary" commodities on Sunday. But if one is hungry it is a violation of the law to sell him meat or drink from a grocery store.

We have always felt that there was unfair discrimination in allowing a man to use a hot-dog as a pretext for running a general store on Sunday. Instead of arguing in favor of opening up grocery stores on Sunday because these other less necessary businesses are allowed, we believe a better thing would be to close them all.

Sunday, as the News and Observer fitly says, aside from the religious aspect, is a day of rest needed for man as well as beast.

THANKS WITH APPRECIATION

Fine citizen, man of good judgment, Pittman Stell stopped ye editor on the street the other morning and said: "I want to congratulate you on your paper. It is 100 per cent better than it was a year ago." We asked in what way, and he replied: "In every way." And we said: "It must have been mighty sorry a year ago!"

This leads us to saying we are trying to make the Zebulon Record the best little rural newspaper in North Carolina. To do this it takes a lot of work on our part and dollars paid in by subscribers. Just send in your dollar and pay up to date, or join our reading public. We promise you that every cent we get on subscriptions will be given back to our readers in a better paper.

PLACING RESPONSIBILITY

A drunken driver just outside the city limits of Durham ran into a number of people last week, killing three and injuring several others badly. There has been considerable discussion as to who was to blame. It seems the driver had been in the asylum for drink craze not so long ago. He still retains his driver's license. So the question is who was responsible for the deaths? Our answer would be: Whoever sold the man the liquor that made him drunk. And our best guess would be Durham county. In all probability an ABC store of that county sold the drink that made the man drunk who killed these innocent people. If true, then the people of Durham county are responsible for the injury of several and the killing of three.

MAKING ELECTIONS SAFE FOR REPUBLICANS

In the Deane-Burgin election contest attorneys for Burgin state that the "threatened action" of the state board of elections would make North Carolina primaries "safe for Republicans." Our opinion is that nothing would be quite so conducive towards getting offices filled by the best men. We have felt for years that any political machinery which forces a citizen to vote in the regular election for the man of the same party that he voted for in the Primary was all wrong.

At least once in our life, when two men were running for an office, did we vote for the better man. The other was "rotten" in his private life and he won in the Primary. In the regular election his opponent was a Republican but a splendid man. We voted for him. We have followed this policy since. Of course party leaders would say the voting was irregular and illegal, and perhaps much worse things. If two men of equal merit run for office, one a democrat and the other a republican, we vote for the democrat. But if the democrat chances to be a man of inferior quality of character, the better man gets our vote, regardless of party. And so by a process of elimination we reach the polls at the final election and vote for the best man regardless of his party name. North Carolina not only needs to be made safe for Republicans, but especially for the party that dominates politics in every phase of public life.

The only way by which our democratic principles may be preserved and the best men placed at the head of our government is to make our elections safe for every citizen regardless of party affiliations. When a citizen can go to the polls, whether primary or regular election, and vote his convictions as to the qualities and qualifications of the man he would have represented him in the government, only then will our elections be safe for every citizen and our public institutions safe in a government that represents the untrammelled will of the people.

Nature of Competition Vastly Changed From Former Days

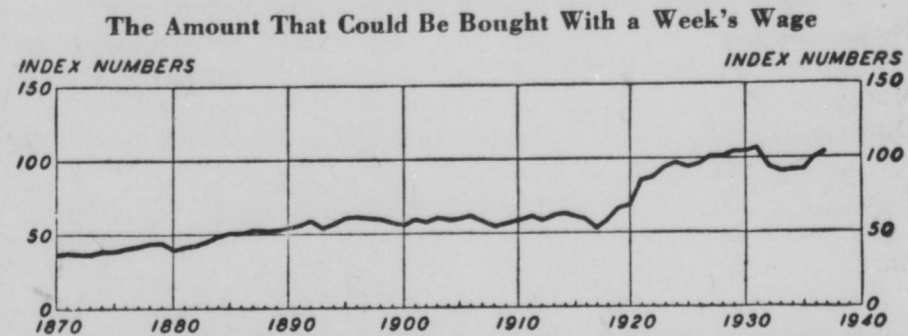
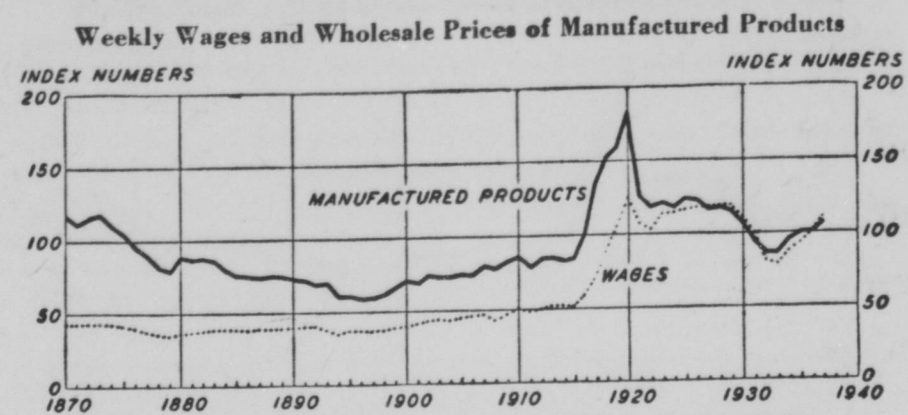
Development of New Products and Raw Materials Added to Price Rivalry

Washington—Are our "giant" corporations holding down living standards by holding up prices, in an effort to make exorbitant profits? Has competition declined so that the production and distribution of goods needed for higher living standards is being hindered?

A study which has just been completed at the Brookings Institution found that competition is as real as in former days—perhaps more real. But it operates in a different way.

mies and promote efficiency, the study found. This is in contrast to the aim of combinations of a generation ago, which was chiefly to control markets, suppress competition and raise prices. Some of these older combinations were able to hold up prices for a time, but eventually such attempts broke down or aroused so much resentment that the combinations were dissolved by governmental actions.

The study did not find that the



These charts indicate in general how living standards have risen since 1870, during which years there have occurred the greatest development of machine production and the growth of large corporations. The upper chart shows that, although the wholesale prices of manufactured goods were about 9 per cent lower in 1937 than in 1870, the weekly wage had increased more than 150 per cent. The lower chart shows how much a worker could purchase with his weekly wage, assuming that retail prices kept in step with wholesale figures; in 1937 it was nearly three times as much as in 1870. This increase came in spite of the fact that the length of the working week was reduced by approximately one-third during this period.

Manufacturers today compete not only in the pricing of their products, but also in the development of new products and new uses for raw materials. The result may be even more useful to the people as a whole than in the days when the prices of nearly all goods were fixed by direct bargaining in the market.

The making of prices over a large part of industry is vastly changed from what it used to be. The producer estimates in advance a price at which an article can be bought by an expanding number of people and then finds a way to turn out a product within that price.

Almost everyone is aware that this is the way automobile prices are set, and the study found that the three largest concerns in this industry have set the high water mark of competition thus far.

Today, it is almost impossible for so-called monopolies to keep prices unduly high in order to make big profits. Advances in physics, chemistry, and engineering have been so great in recent years that, whenever a corporation tries to do this, some one comes along with a satisfactory substitute at a lower price.

Previous studies made at the Brookings Institution indicated that the best method of passing on to the public the benefits of improved productive efficiency is by giving the consumer lower prices.

Policies of Many Corporations Are Examined

In the latest study, entitled "Industrial Price Policies and Economic Progress," specific inquiries were made into the policies of many manufacturing concerns to find out whether they were aimed in this direction. The study was made by Dr. Edwin G. Nourse, director of economic research, and Dr. Horace B. Drury, a member of the staff. It was financed under a grant by the Maurice and Laura Falk Foundation of Pittsburgh.

Big corporations since the World War have sought to effect econo-

percentage of the nation's business done by "giant" corporations has been increasing. Production by such large enterprises comprises about 40 per cent of the total, which is about the same percentage as obtained a generation ago.

Big and Little Companies Work Together

The study shows how big and little companies work together to the advantage of both. Large corporations are generally able to spend more freely to maintain competent technical and management staffs, and these companies have usually been in the front of price reduction.

But smaller concerns also benefit from this large-scale production. With larger concerns purchasing their supplies in large quantities and planning production far in advance, smaller companies which sell them supplies and raw materials are in turn able to plan production on the most economical basis. Many small concerns also find it easier to borrow money from local banks and other sources when they have contracts with large corporations.

Operation of industrial enterprises at their practical capacity is necessary if the nation is to have maximum production of goods, the report of the study says. Forward-looking price policies, constantly aiming toward giving the consumer more for his money, were found to be the most important factor in bringing about capacity operation.

The high level of employment which would come with such capacity operation would have far greater effect in raising living standards than any employment which the government could provide.

Since 1870, while our large corporations have been developing, the amount of manufactured goods which the average worker's weekly wage would buy was multiplied by two and a half. At the same time, the working week was reduced by about one-third.

Recent heavy rains damaged the Martin county tobacco crop considerably.

A peanut dusting demonstration with sulphur on the farm of R. C. Mason, Hertford County, resulted in a 600 to 700 pounds increase per acre.

If Interested in Life Insurance or Hospital Insurance, consult
R. L. HARPER

JULY BIRTHS HIGH

More births occurred in July 1938 in the United States than in any other month during that year, the U. S. Census Bureau reports.

LIGHTNING STRIKES

Lightning was fatal to 409 persons in the United States in 1938, the U. S. Census Bureau reports.

The "Closing Out Sale" running at Antone's Department Store has been changed by erasing the "C" at the beginning of each ad and is now a Losing Out Sale.