

HIDDEN TAXES TAKE HUGE SUM IN RETAIL SALES, SURVEY SHOWS

Families in Wake County pay \$3,570,372 annually in taxes on their retail purchases alone, according to a survey by the National Consumers Tax Commission.

Most of that amount is paid through hidden taxes in higher prices on food, clothing, fuel, medicine and other daily purchases, a report of the survey stated.

The survey, directed from the commission's headquarters in Chicago, was made public through Mrs. Rufus L. Allen, of Waynesville, the North Carolina member of the commission's national committee. She said the analysis was based on total retail sales in the county's 1,058 stores of \$22,887,000, as reported by the U. S. Bureau of the Census.

Mrs. Allen, describing the com-

mission as representing a nationwide fight by housewives on hidden and direct taxes that "penalize the consumer," declared:

"Every day shoppers, whether they know it or not, carry a major share of the nation's \$12,300,000,000 tax burden. Hidden taxes, increasing the cost of even the necessities of life, furnish 63 percent of all local, state and national revenues."

Mrs. Allen, who said commission units are being organized throughout North Carolina in the nationwide fight, pointed out the Wake County tax figure concerns retail sales only and does not include the many other taxes, hidden and direct, which families here have to pay.

Exit means going out of a room; departure means going away from a place; exodus means migrating from a country.

N. C. UNEMPLOYMENT COMPENSATION RISES

RALEIGH, Nov. 2.—The North Carolina Unemployment Compensation reserve fund is again above \$10,000,000 and slightly above the figure reached when benefit payments started late in January, Chairman Charles G. Powell, of the commission, announces.

When the first check as unemployment benefits was written January 28, the fund had \$10,060,018.68 in reserve. On October 28, nine months later, the fund had a balance of \$10,123,722.10, or \$63,703.42 more than the peak in January. This is in spite of the fact that \$7,415,780.03 had been paid out in benefits in the nine months. The balance went down toward \$9,000,000 while payments were heaviest.

The fund includes \$17,254,532.39 in contributions paid by employ-

ers on payrolls for 1936, 1937 and so far in 1938, and \$284,969.74 in interest, practically all of which was earned on the State's balance on deposit in the United States treasury.

COW MAKES NEW BUTTER RECORD

Out in Oregon a Jersey cow has

just made a new record for butter production. In ten months this cow gave 8,500 quarts of milk from which 1,020 pounds of butterfat was taken. This is an average of one and one-third pounds of butter a day. During the test the cow was fed ground oats, barley, bran, cottonseed meal, linseed oil meal, bone meal, salt and green feed.

SPECIAL REDUCED PRICES SHOES ALL SIZES, Men, Women, Children

I have the Shoes—Prices will suit you. All Shoes Specially Marked Down. Dry Goods, Underwear, Hats, Overalls, Specially Priced, as Stock Must Go. Men's Jumpers, 50c; Overalls, 90c; Boys' Overalls, 65c; Shirts, 45c; Guitars, Strings, Harps, Guns, Rifles, Shells.

A. G. KEMP — Zebulon, N. C.

The Fords Tell Their Plans for 1939

IF WE KNEW anything better we could do for the country than make good motor cars, we would do it.

By every one doing his best in the job he thinks most useful, this country is going to regain its momentum. We have tried to do our best in our job.

When business was suddenly halted in its recovery more than a year ago, we determined that we should keep going anyway, if not at full-volume motor car production, then at getting ready for greater motor car values that would help future production.

EXPANDING FOR THE FUTURE

We began to build 34 million dollars' worth of new plants and equipment. We felt that if we could not employ all our men building motor cars, we would employ as many as we could building better production facilities.

We were told, of course, that this was no time for expansion, that a wiser business policy would be to "hold everything"—which means, stop everything. But no one ever got anywhere standing still.

Besides, we are not defeatists. We do not believe this country has seen its best days. We believe this country is yet in the infancy of its growth. We believe that every atom of faith invested in our Country and our People will be amply justified by the future. We believe America is just beginning. Never yet have our People seen real Prosperity. Never yet have we seen adequate Production. But we shall see it! That is the assurance in which we have built.

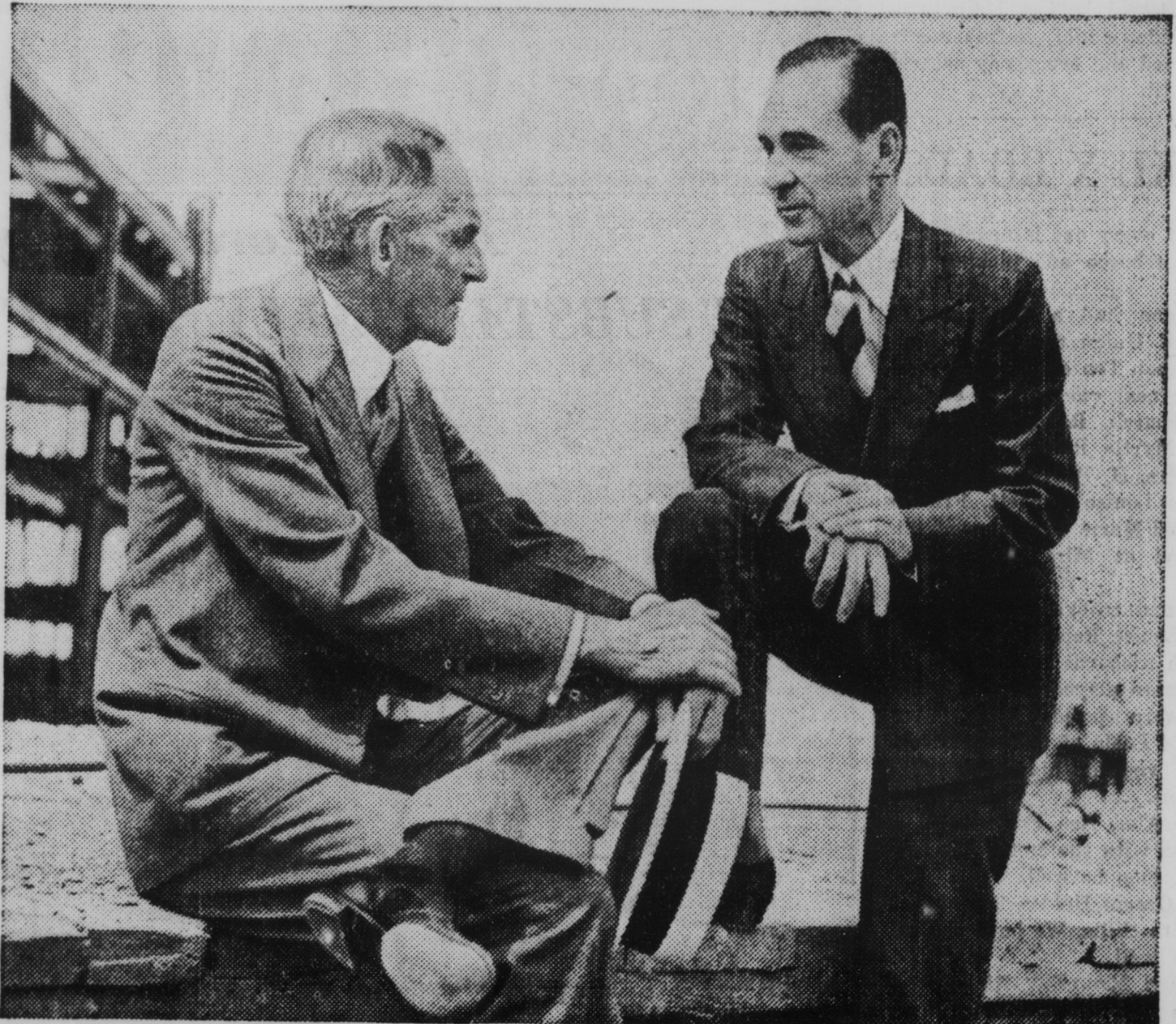
Business is not just coming back. It will have to be brought back. That is now becoming well understood in this country; for that reason 1939 will be a co-operative year. Manufacturers, sellers and buyers will co-operate to bring back the business that is waiting to be brought back.

This construction program is almost completed. It has increased activity and payrolls in a number of related industries. It has given us better facilities for building better cars and trucks, and eventually our new tractor which is being perfected.

THIS MEANS MORE VALUE

The current program has provided a new tire plant, which will turn out a part of our tire requirements . . . a new tool and die plant that will help us cut the cost of dies . . . and a steel-press plant that will enable us to make more of our own automobile bodies. These are in addition to the plants we already had for producing glass, iron, steel, plastics, and many other things.

We don't supply all our own needs, of course, and never expect to. The Ford engine is one thing



Henry and Edsel Ford, on the occasion of the 35th anniversary of the founding of the Ford Motor Company, June 16, 1938

that no one's hand touches but ours. Of nearly everything else we use we build some quantity ourselves, to find, if possible, better and more economical ways of doing it. The experience and knowledge we gain are freely shared with our suppliers, and with other industries.

We take no profit on anything we make for ourselves and sell to ourselves. Every operation, from the Ford ships which first bring iron ore to the Rouge, is figured at accurate cost. The only profit is on the finished result—the car or truck as it comes off the line. Some years, there is no profit for us. But we see to it that our customers always profit. A basic article of our business creed is that no sale is economically constructive unless it profits the buyer as much as or more than the seller.

Our new plants have helped us build more value into all our cars for 1939. That means more profit on the purchase to the purchaser.

We have not cut quality to reduce costs.

We simply will not build anything inferior.

NEW TESTING EQUIPMENT

While we were putting up new plants to produce cars, we constructed new equipment to test them. The first weather tunnel of its kind ever built for automobile research went into operation at our laboratories this year.

It makes any kind of weather to order. The weather it delivers every day would take months to find in Nature. Our cars are weather-tested to give you good service in any climate anywhere.

In other tests, every part of the car is punished unmercifully. Then our engineers tear it down to see if they can find abnormal wear or any sign of weakness.

The money we spend on tests saves you money on repairs. And your family car is safer and more dependable when we put it in your hands.

THE NEW CARS

We have two new Ford cars for 1939—better cars and better looking—but we also have an entirely new car.

It's called the Mercury 8. It fits into our line between the De Luxe Ford and the Lincoln-Zephyr. It is larger than the Ford, with 116-inch wheelbase, hydraulic brakes, and a new 95-horsepower V-type 8-cylinder engine.

We know that our 1939 cars are cars of good quality. We think they're fine values in their price classes.

With new cars, new plants, new equipment, the whole Ford organization is geared to go forward.

FORD MOTOR COMPANY, Dearborn, Michigan