

Behind the Scenes — IN — American Business

By JOHN CRADDOCK

(By John Craddock)

New York, Oct. 9.—BUSINESS—Rate of industrial production last week neared the 1936-37 "boomlet" level. Much of this rocketing activity arises from the heavy purchase of manufactured articles by wholesalers and retailers who fear price increases. A note of warning sounded by a few businessmen last week therefore deserves mention. They said that unless retail sales "keep pace with the rise in industrial output," another slump like that of September, 1937, might occur. That trade upheaval was caused chiefly by the building up of inventories in 1936 and early 1937. Suddenly the plug was pulled as manufacturers and retailers found themselves over-stocked with products the public couldn't buy fast enough, and business swiftly ran down to a lower level. It's too early to pass judgment on retail sales as there usually is some time lag. They increased, though not so fast as industry's wheels, in September. From now to Christmas, however, will be the important period to watch.

WASHINGTON—Businessmen whose plans may be affected by revision of the neutrality bill, now being debated in the Senate, may figure that Congressional action will not be completed until December, Capitol Hill observers say. Meanwhile it is reported that the Department of Commerce is seriously considering the establishment of a special division or a new government agency which would be devoted entirely to stimulation of trade with South America, a wide-open market for U. S. goods due to Europe's war embroilment. And in the Department of Agriculture, officials frankly are predicting that the problem of surpluses will be as great next year as ever, despite the war.

SCARE SUBSIDIES—As far as American consumers—as such—were concerned, chief effect of European hostilities in this country was the precipitate rise in food prices in the week following the invasion of Poland. Now that domestic scare has subsided. In New York City, whose population consumes 10 per cent of the country's food output, the commissioner of markets reports retail prices are back to normal and that any effect of the war has almost entirely disappeared. Earlier the commissioner had publicly absolved retail grocers of any blame for the sharp price increases which pinched housewives' pocket-books, although his department currently is investigating charges by grocers that wholesalers and jobbers were at least responsible for the rises. He lauded one chain, the Great Atlantic & Pacific Tea company, for lowering egg prices and urged other retailers to pass along to consumers any possible reductions.

BALANCE—Five or six years ago Henry Ford said greater balance between industry and agriculture would help to end our economic troubles. As is well known, the motor magnate has done much soy beans as a basic material in research along this line utilizing automobile manufacture. Out in Akron, Ohio, recently I found plenty of evidence that the rubber industry, too, is bringing the farmer and manufacturer closer together. Of all farm implements built this year, 85 per cent roll on pneumatic tires, which permit great savings in time and costs of doing farm work. Ten years ago, steel wheels were in universal use. Even milk wagon horses now

walk on rubber horseshoes, although the cast iron variety is still tops for pitching quoits behind the barn. New applications of rubber in milking machines and creamery hose are eliminating hitches in dairy production. The DeKalb Agricultural Association of Lafayette, Ind., reports success with rubber rollers, made by the Akron-developed "vulcalock" process, for removing excess husks and silk from cobs of seed corn.

THINGS TO WATCH FOR—Electric batons for traffic cops—made of a light-transmitting du Pont plastic for directing vehicles at night or in a fog. . . Christmas seals to help tuberculosis victims; the design this year is by Rockwell Kent, and 750,000,000 seals have been made. . . Renewed effort to get American youths to wear hats—through an essay contest, with \$600 in cash prizes, sponsored by the Hat Style Council, for high school boys; subject—"the meaning of the word hat". . . Trailers for bicycles. . . New radio of particular use to aviators' families, because its four-

bank receiver covers radio channels assigned to transport lines, ground stations, itinerant airplanes and the government's airways radio weather stations; anyone interested in weather conditions for flight and in the location of planes can easily get the information by tuning in. . .

HEADLINES IN NEW YORK—Aviation Manufacturing Corp. plans to build new factory in Tennessee. . . Gain of 13.8 per cent expected in freight car loadings for fourth quarter. . . Chase National bank total assets cross three-billion-dollar mark, first time for any bank in history. . . Interest rate on Commodity Credit Corporation loans to farmers reduced to three per cent from four, effective November 1. . . Utility companies geared to meet any war emergency, industry official says. . . Record consumption of rayon expected for 1939. . . U. S. farmers growing flue-cured tobacco vote for A. A. A. production control of their 1940 crops. . . Important reductions made in war risk insurance rates for ocean-going cargoes. . .

This, That, & The Other

(Continued from front page)

sils were of iron, and were smutty from the open fireplace; while today's food may be cooked in glass or in glazed pottery, enamel ware, or aluminum, not to speak of the more expensive chromium; but the idea is the same.

And I'm for it, I like food supposed to be hot scalding or blistering hot; just as I want iced drinks near the freezing point. And it does waste a lot of heat to transfer food from its cooking pan to a dish.

Then there's the dishwashing lightened by letting the bowl or platter stay on the shelf and setting the roaster or baking pan on the dining table. Let's be stylish—and save work.

CLUB NEWS

(Continued from front page) of material suitable for making

holders, pictures and other material for donation towards this project.

It was voted to contribute toward expenses of the flower booth at the Fair.

Mrs. H. C. Wade gave a helpful talk on Planning Spring Borders.

Delicious refreshments were served by the hostesses.

CHURCH NEWS

(Continued from front page)

to meet with Knightdale and Wendell societies the latter part of Oct. the date to be announced at Knightdale. The fall study will be "Through Tragedy to Triumph."

Mrs. Boone presented Mrs. J. M. Ormand of Durham, wife of a teacher at Duke University. She most graciously presented her topic, "World Peace." Her trip to the European Countries this past summer was very inspiring. Those who failed to attend really missed something worthwhile.

Twenty one were present.

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