

### MAGNATE SAYS PRODUCTION OF AUTOS TOO HIGH

#### Willys-Overland President Warns of Danger of Overproduction

Toledo, Ohio, Oct. 21.—Annual boosting of production schedules on the part of automobile manufacturers has resulted in the entire industry being faced with a serious problem, which not only threatens the welfare of the automobile dealer, but if a halt is not called, may affect the entire business and economic structure of the industry. This was the substance of a statement made by L. A. Miller, president of the Willys-Overland Company, here today.

"The industry is faced with a serious problem," said Mr. Miller. "Year after year motor car manufacturers have set their production schedules at higher figures. The company that produced 200,000 cars last year had set its mark at 250,000 for the current year. If last year's sales totaled 350,000, the goal for this year was set at 400,000 and so

on. The ability of the public to absorb an indefinitely increasing number of cars is constantly overestimated. As a result, from the first month of this year, we have seen automobile plants running at record production. Dealers have had cars shipped to them in excess of the purchasing power of their communities, creating a problem of meeting loans from banks and finance companies. Long trades, with the selling of cars at net loss to the dealer, is the result. And dealers find that while they have done an increased volume of business, their profits have dwindled or losses have been sustained. The used-car problem of today is the direct result of this policy of overbuilding on the part of manufacturers.

"And," continued Mr. Miller, "this has been done on the theory that increased volume meant decreased costs. Up to a certain point this is correct, insofar as manufacturing economies are concerned. But the theory fails when the volume is not maintained. Sales forces are expended, plants equipped and tooled and materials bought to carry on these increased production schedules. In the closing months of the year, manufacturers usually find

the market unable to absorb the number of cars they intend to build. Output is curtailed, with the result that at the end of the year a considerable excess number of units have been actually built on which the average overhead expense has taken a decided upward trend and materially affected the producer's profit per car for the year."

That Willys-Overland, with the dealers' interest in mind, intends to be the first big producer to apply corrective measures and to adopt a policy which, he predicted, would become the practice of the industry, was the assertion of the Willys-Overland president.

"This year we will produce in the neighborhood of 300,000 cars. We do not plan to increase this total next year. We believe it is the conservative number of cars our dealers can move without the need of forced selling, unprofitable trades, excessive used car stocks, and which turnover in their capital to assure a sound return on their investment at the end of the year. We will keep our productive capacity absolutely flexible, so that as dealer outlets increase, and resulting increased retail demand warrant expanding our output, we can do it promptly and efficiently. We are confident that the result will

be a large increase in our own profits. "With this policy, each near car sale will net our dealers a substantial profit. They will be able to keep used car stocks at a minimum and turning over regularly, and their net for the year will be substantial.

"The flood of new cars from the factories and the piling up of used-car inventories, both of which shoulder an unbearable burden on the automobile retailer, can be stopped when all the manufacturers adopt a policy of producing in accordance with reasonable retail demand.

"With such a policy universally adopted, there will be no used car problem."

of William Brown and wife, Laura Brown, on the east by the lands of the Burnett heirs and Charlie Flanagan, on the south by the lands of Charlie Flanagan, on the west by the lands of John Moore, Charlie Flanagan and the Hitch land, containing one hundred acres, more or less, and being the premises commonly known as the John Rogers home place.

This 5th day of October 1929.

A. R. DUNNING  
Commissioner.

**NOTICE**

Under and by virtue of a judgment of the superior court of Martin County in an action entitled "D. G. Matthews vs. William Sykes," the undersigned commissioner will, on the 4th day of November, 1929, at 12 o'clock noon, in front of the courthouse door of Martin County, offer for sale, after due advertisement, to the highest bidder, for cash, the following described property: A lot in the town of Hamilton, N. C., adjoining Odd Fellows Lodge, Moses Gilliam, a street, and being the same lot listed for taxes by William Sykes. This 28th day of September, 1929.

B. A. CRITCHER,  
Commissioner.

**NOTICE OF SALE**

Under and by virtue of the powers contained in a certain deed of trust executed by J. W. Wynn and wife, Ella Mae Wynn, to the undersigned trustee for J. S. Ayers & Company,

which deed of trust is dated August 27, 1921, and is of record in the public registry of Martin County in book J-1, at page 438, default having been made in the payments therein secured, the undersigned will on the 11th day of November, 1929, at 12 o'clock noon, in front of the courthouse door, in Williamston, N. C., the following described real estate, to wit:

Being the Noah Bullock home place

and bounded as follows: On the north by Augustus Clark, on the west by B. F. Wynn land, on the south by A. E. Taylor land, and on the east by L. S. Thomas land and containing 20 acres, more or less.

Terms of sale: Cash. This the 10th day of October, 1929.

C. B. REDDICK,  
Trustee.  
Jos. W. Bailey, attorney.

## The Coastal Plain Fair

TARBORO, N. C.

October 29, 30, 31  
November 1 & 2

THE "BIGGER AND BETTER IN EVERY WAY" FAIR

### Bruce Greater Shows on The Midway

Big Display of FIREWORK Every Night

Horse Racing	Professional
Eight \$300.00	AAA Sanctioned
Open Class Races	Auto Races
	Sat., Nov. 2nd

## Cool Weather Is Here and Cold Weather Is Close Behind

DON'T LET COLD WEATHER CATCH YOU BEFORE YOU PUT A HEATER UP

WE CAN SUPPLY YOU IN ALL KINDS OF HEATERS, COAL OR WOOD - ALL SIZES AND PRICES

ALSO ALL KINDS OF COOK STOVES AND RANGES. STOVE PIPE, DAMPERS, STOVE BOARDS. WE CUT AND CRIMP YOUR PIPE FREE. COME IN AND LOOK OVER OUR STOCK - A NEW AND COMPLETE LINE.

### Culpepper Hardware Company

### Try This Better Safety Razor BLADE--



Times as thick to prevent cracking!  
---curved to fit your safety!  
---oil tempered for more shaves!  
---hollow ground for sharper edge!

### Just like fitting a section of the finest barber's razor into your safety!



10¢  
Each  
Package of 5 blades 50¢  
12 for \$1.00

Notched and curved to fit type of safety razor shown

### WADE & BUTCHER

SPECIAL

### Curved Blades

A Product of WADE & BUTCHER

Makers of Fine Sheffield Cutlery, Carvers and Razors For Over 200 Years

Sold by Clark's Drug Store

# THE BIG ROANOKE FAIR

WILL OPEN MONDAY NIGHT, NOV. 4, AND CONTINUE THROUGH THE WEEK

## NOVEMBER 4 - 5 - 6 - 7 - 8 - 9

### At Williamston, N. C.

**SIX BIG DAYS**

**ADMISSIONS**

ADULT 50c  
CHILDREN 25c  
AUTO 25c

**EVERYTHING NEW.**

SPECIAL REDUCED RATES ON ALL RAILROADS

**SIX BIG NIGHTS**

**EDUCATIONAL AND INDUSTRIAL**

Horse racing Tuesday, Wednesday, and Thursday. Some of the best horses in the South will race on these days.

Professional auto racing on Friday and Saturday, sponsored by the A. A. A., with professional drivers from all parts of the world.

The best free acts money could buy will perform twice every day. Elaborate fireworks will be shown every night. Auto Polo every day. Higgin's 15-piece Band will play every afternoon and night with a special soloist for every performance.

Every attraction is big. STONE'S SHOWS, which are larger and better than ever, WILL BE ON THE MIDWAY, with 22 show sand rides. They are different.

Don't Forget the Date and Price

**November 4, 5, 6, 7, 8, 9**

**Price - Adults 50c, Children 25c, Auto 25c**

SANCTIONED

### A. A. A. AUTOMOBILE RACES



Officially Sanctioned by CONTEST BOARD OF THE AMERICAN AUTOMOBILE ASSOCIATION Washington, D. C.

**WORLDS GREATEST DRIVERS**

7-SENSATIONAL SPEED EVENTS-7

**ROANOKE FAIR**

THE BIG DAYS  
FRIDAY AND SATURDAY  
NOVEMBER 8 AND 9

Ralph A. Hankinson, Director of Events