

# One Dollar A Day Will Restore Retail Trade Balance Says Leader

Mercantile Leader Discusses Tax Regulations Before Brooklyn Kiwanis Club.

Brooklyn, N. Y., Nov. 3.—J. C. Penney, founder of one of the larger chain store organizations of the country, speaking before the Kiwanis club here today, said:

"Business at the present time is going to the men or organizations which are most completely adapting themselves to present day conditions.

"Just as the economist starts insisting that the world must be rebuilt in general, because there is no more business and no way to put life into what little there is left; someone comes along with the Empress Eugenie hat, and the hat making centers of the country go on a twenty-four-hour-a-day schedule.

"The wool industry listens to its own obituary, read to it by despairing workers in its own field, and then designers begin to call for wool in dresses. The wool centers start buzzing with activity, and there seems to be plenty of money to buy their output.

"The designers who created the Empress Eugenie hats and those who devised wop dresses that pleased public fancy were doing in their own fields just what our store managers were doing in theirs, when they put their finger on the pulse of local demands in their communities.

"There were merchants in every locality, who were doing outstanding jobs in their community. And back of these jobs was always positive evidence that such merchants had put their fingers on the pulse of the present situation.

**40 Million Employed.**  
Recent figures used to discuss the present economic situation revealed the fact that there are around 40,000,000 people employed in gainful occupations in this country at the present time.

"If each of these 40,000,000 people were to spend one dollar a day more than they are spending, at the present time, the entire shrinkage in trade volume, shown in yearly retail sales volume, since the start of the present slump in buying, would be restored.

"In spending this extra dollar a day, those who are at present employed would be bettering their own jobs and making new jobs for those who are, at present, unemployed.

"One dollar in circulation is worth about four hidden away in the mattresses or in the sugar bowl.

"The start of the present situation came, not in the fact that we were spending too many dollars, but that we were getting too little for what we were spending. The scales of values were not working right.

"As a nation we have become unreasonably acute to statements which suggest further hard times.

"We read that wage scales in certain industries are being cut ten percent. But we do not read that the things which the wages will be spent for have been cut, in many instances from twenty percent to forty percent, that in many of the essential lines of merchandise the prices today are less than they have been at any time since 1914.

"It is impossible for us to eat our cake and have it at the same time.

"If my pay check is ten percent less than it was for the same month last year, how is its purchasing power reflected in what I pay for rent, food, clothes.

"My pay check is, in terms of its purchasing power, seven percent greater than it was last year.

"Out of that seven percent net increase I can contribute to making jobs for other people. I can use it to do a little buying of things that are being offered to me at prices I can afford.

"If I am saving seventeen percent, on the average, on the things I buy, wise buying at the present time will pay me better than hoarding my money at low interest returns.

"The greatest contribution to the common good, which we as merchants can make, will come not from our donations to charity, which in its effect on the public welfare is as passive force, but from our contribution to returning public confidence.

"Our present situation is not being helped by the many new and ingenious methods which are being found to impose increasing tax burdens.

"These burdens are already threatening to encroach themselves upon the retail structure of the country which is carrying a sufficiently large load at the present time.

**Excess Taxes.**  
"Excesses have, in some cases, followed the imposition of taxes upon retail selling. The gasoline tax in most states has reached the figure of seven cents a gallon—a tax of 40 percent on the basic retail price of the gasoline.

"Any movement at the present time which will impose a penalty on the efforts of any retail organization which is sincerely and genuinely trying to render the service of distribution of the necessities of life on a basis of true economy, is a thrust at the very forces from which will come the revised and rejuvenated business life of the country.

"Its ultimate result can be only to

depress.  
"Taxes will not produce jobs. Taxation will not save the incompetent merchant against his own incompetence. Jobs will produce increasing revenues from taxes based on solid foundation. Jobs will produce more and more business for the merchant.

"As in the past, the leadership which will restore public confidence on which the prosperity of this country is based, will come, not from the so-called high places, but from the pooled activities of all of us who are trying to do a real job under trying conditions."

## Strange "Bequest"



A contest in the courts of Kansas City over a \$300,000 estate has revealed the marriage of George McClelland (above), 37, attorney, engineer and real estate operator, to Mrs. Rosella E. Tompkins, 76, of Detroit. The wife in this December and May wedding claims to have been a friend of the groom's mother and married him because the mother had left him a letter, when she died, requesting the strange nuptials.

## Pleasant Grove Week-End News

**Birthday Dinner For Mrs. Williams.**  
Preaching Services, Martha Greenway Sick.

(Special to The Star.)  
Pleasant Grove, Mar. 5.—There will be regular preaching services at the church Saturday evening at 8 o'clock and Sunday morning at 11 o'clock. Also Sunday school at 10 o'clock.

Beams Mill school opened last Thursday morning with a good enrollment for a six months term. The teachers are as follows: Mr. Latham, Miss Eleanor Elliott and Mrs. Vertis Williams.

The following surprised Mrs. Kim Williams with a bountiful dinner Sunday on her 54th birthday: Mr. and Mrs. Vertis Williams and son Jack, Mr. and Mrs. Alvin Williams and children, and Mr. and Mrs. Clarence Grigg and daughter, Aileen of New House.

Mr. and Mrs. Alvin Smith and son, Howard, of Shelby, visited Mrs. Cary Hoyle Sunday.

Mr. and Mrs. Herman E. Bam of Fallston visited Mr. and Mrs. Virgil Gardner Sunday.

Miss Vertie Glascoe spent the week-end with Mr. and Mrs. John Phifer of Shelby.

Mr. and Mrs. Guy Wright and sons, Hubert and Reid of Fallston spent Sunday with Mr. and Mrs. Claude Bridges.

Misses Mattie and Ethel Williams spent Sunday with Miss Clyde Hoyle.

Mr. and Mrs. Gaston Hoyle and family spent Sunday with Mr. and Mrs. Frank Dedmon of Buffalo.

Mr. and Mrs. Ferman Wright and daughter, Ada Pearl, and Mr. and Mrs. Ed Hoyle and children spent Sunday with Mr. and Mrs. Onley Wright.

Messrs. Maynard and Namon Hamrick spent Saturday night with Mr. Colon Smith of Waco.

Mr. Elias Rome of Hickory spent Saturday night with Mr. and Mrs. Plato Ledford.

Martha Grace, the small daughter of Mr. and Mrs. Fred Greenway has been sick for the past few days, but is much improved.

Mr. Carl McSwain of Mills Chapel spent Saturday night with Mr. Leonard Wright.

Mr. and Mrs. Chessley Hendrick spent Sunday with Mr. Dick Spangler of Double Shoals.

Mrs. Cleophas Wright and little daughter, Doris, spent Sunday with Mrs. Worth Hoyle.

Mr. and Mrs. Rufus Grigg of Waco are spending a few days this week with Mr. and Mrs. John Wright.

Most statesmen are willing to talk for publication on "general" questions.

# Nobody's Business

By GEE MCGEE

**Mike is on the Verge of Wealth.**  
flat rock, S. C., Nov. 5, 1931.  
dear mr. editor:  
I don't suppose I will have to work very hard from now on, as it looks like good fortune has overtaken my wife at last. I will possibly keep on riting for yore good paper, but such labor as peddling beef and plowing turnip patches ansforth is doomed in so far as I am personally concerned.

two men from ohio fund my wife yestiddy after a long hunt for her and told her that she is the chief hair to a big estate in grate britan onner count of the death of her grate uncle, jhon richter, who went west years and years ago and we all thought he hided in a pore-house in texas, but they have proved that he hided a miller-nair in grate brittan.

so, mr. editor—that means that we are now rich as cream, uncle jhon sold a million cows back yonder just after the rever lution nerry war and went to england with all his money and he has left it to his hairs, of which my wife is the biggest one, and her part alone, so these 2 men sed. would amount to over 255000000000, and al they want is a small down payment to get it shipped over here.

me and my wife have already looked at severl nice houses in town, but we have not decided which one we will buy when the monney comes, but we like the one the banker lives in best, and will possibly buy it and put him out as soon as they get it here. I sold my beef waggin last week and have sent, my collars to the laundry, if you se anybody who has first class collatry, such as liberty bonds, send them to us at once. we have had severl signs painted as follows: "cash monney loant, see mike Clark rfd." these signs will be tacked up next week, pertived of course, the estate arrives.

well, mr. editor—these ohio men say their state government is behind my wife's monney and she will sure get it, so please send any hungry people you might find right straight to us, but of course—we will rite or foam you when to do so, as they needdent come till she gets our money. if you happen to need a little cash to put yore paper on its feet so's it can be printed plainer, just let me know and fix up some good tight papers that will held you, and you can get same yores trulle, mike Clark, rfd.

flat rock locals.  
well, mr. editor—I am a feared that news from flat rock will be a little bit more skacer than ever this week, but I am one corry spondent out of the crowd that won't make up any news if there happens to be none. I could of course rite about mrs. so-and-so visited mrs. so-and-so on tuesday ansforth, but that ain't much news after all, as she does that nearly every day.

we had our third sad excident in our midst this week, as follows: while old mrs. simpkins was in the cow lot a-milking her jersey heffer, who ancers to the name of "muley" onner count of she had one horn knocked off while she was enjoying calf life, and she got her hind leg fastened in the quart cup she was being milked in and when mrs. simpkins tried to pull same off, she took after her and hooked her right behind the smokehouse, but they are both resting well at this riting.

we had the miss fortune to have 4 pretty good otter mobeels repossessed this week by the "pay-white-you-ride" company who does bizness at the county seat, a fight was hell when they come for bill jenkins ford, he had a reseat for 2 payments and the man told him that he forged one of same and then he hit him on the head with the jack and he in turn got it with a fender which he jacked off in his madness, but he towed it on back with them behind a wrecker which they always fetch, as no re-possessed cars ever have any gass in same, they will be badly missed by the young night riders of this community.

we had a big frost of recent date and many nice hogs was killed and the smell of sausage meat and chit flings can be smelt might night in every section of town where hogs was kept against the peace and dignity of the town ordinance which forbids hogs from being raised in the copperate limits of the town, but as the poleesman owned 2 shoats hisself, he never did try to enforce the said ordinance, when cotton is so cheap, the pen is mightier than the sword, qore-corry spondent has 5 more fat ones to slawter and he will fetch you up some nice back bones when he kills

his last one next march.

a good many of our leading citizens are beginning to talk politics, as next year is election year they figger on getting a new bunch in offis so's taxes can be reduced. the old crowd has so many kin-folks working in public offices, they can't do anything to relieve the taxpayers without hurting a son or a daughter or a aunt or a few uncles, so a change might pay, provided it is made all around, the "economy flatfarm" seems to be very poplar now, but I never saw a candydote but what had them same planks in his flatfarm in the past. I may rite or foam in some startling news tomorrow, as a certain man is watching his house every night now with a shot gun. yores trulle, mike Clark, rfd.

**MONDAY AND TUESDAY William Powell -In- "THE ROAD TO SINGAPORE" Flaming love under a tropic moon. -10c and 25c- WEBB THEATRE**

# Thinks Daniels Should Run To Decide If He Is N. C. "Boss"

(Concord Tribune.)

If there is determination on the part of Mr. Josephus Daniels not to be a candidate for Governor, despite a statement made several weeks ago in which he said he was satisfied with things as they are, mmeebors of the staff of his own newspaper, The News and Observer, don't know of it. Commenting on the decision of Attorney General Brummitt not to be a candidate, The News and Observer news story lists Mr. Daniels as one who is often mentioned as a possible candidate and one whose name will be more prominently mentioned now that Mr. Brummitt is out of the picture.

In fact the statement from Mr. Brummitt is being accepted in many quarters as rather definite indication that Mr. Daniels will run. Already that Mr. Brummitt decided to stay out of the race so Mr. Daniels would have a better chance to win, and if the former member of the cabinet does not get in the race now many so-styled political prophets will be disappointed.

Mr. Daniels is not going to support Mr. Ehringhaus or Mr. Maxwell in the primary. His personal and editorial policies are in such direct contrast to what these candidate espouse that he must fight them. Mr. Fountain has some ideas that must appeal to Mr. Daniels, but at the same time he has qualities, or lack of qualities which

must make his unacceptable unless there are assurances given that he will do what Mr. Daniels wants done.

That leaves the matter rather complicated to the Daniels mind, no doubt, and it is because of this that Mr. Daniels is expected to become a candidate. With the field so far lacking a candidate sponsoring all the policies he would sponsor, Mr. Daniels must take the field himself, it seems. He hasn't any one anything like devoted enough to a sales tax. None has come forward with a definite plan to relieve all land of taxation and put the whole burden on industry.

So there's nothing the newspaperman can do apparently, but get in

the race. He doesn't want to oppose every Democratic candidate in the primary, of course, but how could he do otherwise with all of them offering some objectionable features in his mind?

We repeat a hope expressed in these columns several weeks ago. That Mr. Daniels will be a candidate so the state can decide what it wants to do with him. We have been hearing so long how he controlled things and people that we want to see if this is really true.

If he wins then the state will accept him; if he loses then the state, and this includes all office holders at Raleigh and elsewhere, need have no further fear when he snaps his editorial finger.

It isn't a wholesome thing for any man to be in position to put fear in the hearts of all public servants by eternally nagging at them. Let's let this campaign determine the status of Mr. Daniels.

Personally, we are not one of those who admire the glad hand booster type; few individuals give us as much acute pain as the professional all-smiles citizen.

This is the time of the year that you start out in the morning, prepared for a cold day, and about noon time decide that you are wearing too much. You peel off, go home with a cold, yet, the next visitor that arrives hears you bragging about the "wonderful weather."

# Beats Eve at Own



Who said woman would continue to invade the masculine world until she had dominated every field of both masculine and feminine enterprise? This 15-year-old Millersville, Pa., boy, Charles Gebinger, says the modern idea can work both ways. Just to prove it, he baked three cakes which took first and second prizes at the recent Millersville Community Fair. Here's Charles with his championship cocount cake.

Our idea of a pestiferous assistant is always asking the manager of the office how to divide questionable words.



# FRESH

## in nature's way

### CAMELS are never parched or toasted!

**FRESHNESS** and flavor in a cigarette trace right back to natural moisture.

If you overheat or process tobacco so harshly as to dry out all natural moisture you drive out **freshness** and flavor too.

Camel never parches or toasts the fine Turkish and mild Domestic tobaccos it uses—they are **naturally** smooth, cool, mellow, with natural moisture retained.

That's why the Camel Humidor Pack proves such a blessing to Camel smokers—it brings them a fine cigarette **fresh** to start with, and **fresh** to smoke.

If you don't realize what natural moisture means in genuine **freshness** and flavor, switch to Camels and see.

Try this mild, slow-burning, throat-friendly favorite for just one day—then leave it, if you can!

R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

R. J. Reynolds Tobacco Company's Coast-to-Coast Radio Programs  
CAMEL QUARTER HOUR, Morton Downey, Tony Wons, and Camel Orchestra, direction Jacques Renard, every night except Sunday, Columbia Broadcasting System  
PRINCE ALBERT QUARTER HOUR, Alice Jay, "Old Hunch," and Prince Albert Orchestra, direction Paul Van Loan, every night except Sunday, N. B. C. Red Network  
See local paper for time

# CAMELS

Made FRESH - Kept FRESH

Don't remove the moisture-proof wrapping from your package of Camels after you open it. The Camel Humidor Pack is protection against sweat, dust and germs. In offices and homes, even in the dry atmosphere of artificial heat, the Camel Humidor Pack delivers fresh Camels and keeps them right until the last one has been smoked

