

By L. L. STEVENSON

Johnny Roventini, who is 43 inches tall, celebrated his twenty-seventh birthday recently. He received many gifts because he has a large following. One, however, was of special significance. It consisted of a life contract to appear on the air programs of a large cigarette company. The amount involved was not announced but it must have been considerable since Johnny, before the life contract, had an income ample enough for him not only to support himself but to act as the principal support of his father, mother, brothers and sisters, a family of 10 in all. When he first went on the air he acted on occasions as call boy at Park avenue and other parties where a smart page was held to be essential to the general scenery. Now his paging is done only before a microphone. Outside jobs are no longer necessary.

The part that Johnny plays on the air is an easy one for him. As a matter of fact, he spent some time rehearsing for it. For his rehearsals, his pay consisted largely of tips. As a page boy at the New Yorker he was going through the lobbies shouting "Call for Mr. Smith" or something like that, and an officer of a tobacco company happened to see and hear him. He fitted right into the picture in the mind of the executive and was hired without any formalities whatsoever. So now his picture appears on cigarette cartons and he's saving up to retire. He has two hobbies, hunting and ping-pong. When he hunts, he uses a specially constructed gun-and he does bring home game. In ping-pong he's a wizard. Because he reaches only to the table top, he can swipe at the ball both underhand, the conventional way, and overhand, and has such a powerful stroke he smashes many

Despite the fact that news is a most perishable commodity, not infrequently it travels long and circuitous routes before it is published. In mind is a dispatch which appeared in a New York morning paper. It was written on the way down the Yangtse river and was filed for transmission by cable at Shanghai. From Shanghai it traveled to Manila and from Manila to San Francisco. From San Francisco, it came to New York to the syndicate whose correspondent filed it. From New York, it went to picked it up and sent it to his paper where it was published. Incidentally, it was received in New York in the Times building and from there sent to London.

That reminds me of Frank Sibley of Boston. Years ago, the steamer Portsmouth went down off Cape Cod. Newspaper men were sent from Boston to cover the wreck and above all to identify the ves-From wreckage that came ashore, they picked up a good story since the Portsmouth was an important steamer. But while they were working, such a blizzard came up that wires went down and roads were blocked. Bottled up, apparently all the newspaper men could do was wait for a chance to get back to their offices. Sibley, however, knew that the American terminal of the French cable was at Orleans a short distance away. He made his way to the cable office and sent a story to Paris with instructions that it be cabled back to Boston. Thus his paper scored a notable

Get a lot of fun out of reading the 1938 Almanac for New Yorkers, the second edition of the metropolitan data prepared by the federal writers' project of the Works Prog-ress administration. The publication is a mixture of past and present, with a number of jingles and no end of information. For instance, it is a violation of the sanitary code to sleep in one's bathtub. The first houses supposed to have been occupied by white men on Manhattan were on the site of 41 Broadway. In 1654, it cost an Indian 30 cents to be ferried from Manhattan to Long Island, while for all others the charge was only 15 cents. September 28, 1904, a woman was arrested for smoking in an automobile on Fifth avenue. Those are mere samples.

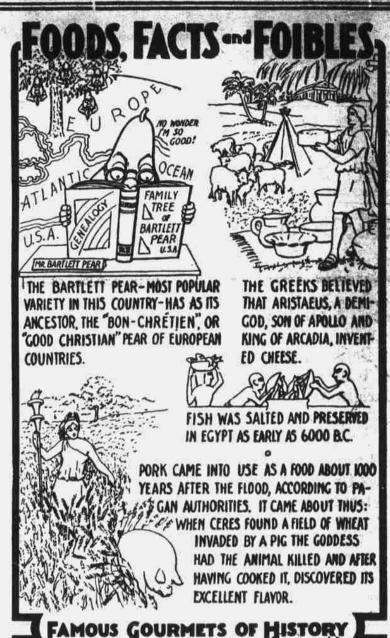
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Paul Revere's Ride Only Fraction Over 12 Miles Lexington, Mass. - Painstaking

measurements, with the use of contemporary road maps, reveal this

That Paul Revere, on his immortal midnight ride, covered only 12 86-88 miles.

Whereas William Dawes, the lit-tie-known express rider who ful-filled a similar purpose over a difrent route the same night, covered



Behind The Scenes In American Business

By JOHN CRADDOCK

THE DUC D'ESCARS WHO WAS GRAND

MAITRE D'HOTEL FOR LOUIS XVIII, IS SAID

TO HAVE DIED OF A BROKEN HEART BECAUSE

HE HAD NOT GIVEN HIS NAME TO A SINGLE DISH.

than ever, news became an important per thousand, a shrinkage in school and highly valued commodity last attendance a few years hence seems week to U. S. businessmen. Export- inevitable. The teaching profession, ers, importers, speculators, farmers, even now over-crowded in some areas in fact all businessmen whose stock may then be faced with reduction in in trade anyway depends on foreign the ranks of its working members, markets, literally devoured the news unless new avenues for employment plans is well nigh impossible as long as war or the fear of war rules over

Montreal and Quebec. Occurring in sociation in Pittsburgh. Woll con-America's northeastern seaboard.

years 1920-24. Since the rate for the

should work with labor for immediate first six months of 1938 . . . Equally upsetting to U. S. business revision of the American tax struclast week was a hurricane which in- ture. That is the sense of what London where it appeared in the terfered with trade and normal living Matthew Woll, vice president of the Daily Mail. The London corre- for a thousand miles, from Atlantic American Federation of Labor, told spondent of the New York Times City, throughout New England, to the National Small Businessmen's Asthe heart of a highly industrialized tended that "taxes can and should be part of the country, the damage was distributed more equitably and so as put at more than \$100,000,000. Then not to stifle business or to tax incenthousands are homeless and at least tive which is the source of new indus-500 dead. Though Indian legend may try and new employment." Though record worse, it is believed to be the admitting that with current governmost severe storm ever to strike ment expenses and the mounting public debt, it might be necessary to increase tax revenues next year, Woll Washington-Nearly one quarter of protested excessive duplication of taxthe population will be in school this es, failure of federal, state and local fall. The Department of the Interior taxing authorities to define the use to estimates record-breaking enrollments which the indirect tax revenues were as follows: Elementary schools, 22,- to be put, and the increasing trend 400,000; high schools, 6,750,000; col- toward hidden taxes. He termed it a leges and universities, 1,350,000. critical time in the nation's history, Reason for the big enrollment is trac- adding that "upon the fairness of taxed back to the high birth rate aver- ing plans to be worked out will rest aging 23 per 1,000 population in the the success of today's recovery spend-

New York.-BUSINESS-More so five years 1931-35, was down to 17.2

LABOR VIEWS TAXES-Industry

reports from Europe. For while nor- of professional talent such as adult mal business operations are still go- education classes, consumer education ing on in America, it is realized that classes and the like, can take up the origination of constructive future slack.

ing program. If that fails, what shall follow-debt repudiation, inflation, or political and financial collapse?" Observers viewed Woll's attack on the present tax structure as significant of a new trend in labor's move to further cooperation with in-

being printed on the checks it uses to few new crop Spanish peanuts are pay bills and salaries. More than 2,is a more potent argument in selling ranges are wider than often occurs. handbill consisting of extracts from in small lots. features 10 or more products carried by the store. The magazine furnishes "reats" for these handhills which

THINGS TO WATCH FOR-Ice cream in cans; all that is required is to open the can, whip the contents and pour into the ice tray of a mechanical refrigerator . . . A newly introduced woolen blanket carrying a six-year guarantee against moths . . Larger windows and windshields in the 1939 model cars now being seen here and there on city streets, result of public demand for better driving visibility . . . Gasoline stations distributing football score books and game forecasts this autumn . . . A new way to cool drinks without diluting the water with melted ice; glass tubes filled with colored liquid are first cooled in the ice box, then used to stir the drink . . . An automobile of revolutionary design, in construction at Rochester, N. Y.; super-streamlined, it has only three wheels, two in front, one in back, an air-cooled motor, wheelbase of about 125 inches, and will be priced at about \$500.

HEADLINES IN NEW YORK-Farm income from marketings in first eight months is \$4,307,000,000, off 14 per cent from last year . . . Lumber output rises contra-seasonally; orders advance; shipments top year ago . . . Czech bond prices fall sharply; investors appraise their value in terms of defaulted German securities

. . Southern Railway places additional orders to complete a \$15,000,-000 reconstruction program . . . Price cut of \$2.50 a ton for steel rails expected to spur railroad purchases . . R. H. Macy & Co., reports sales of \$54,953,50v, net loss of \$601,039, for!

NO MORE FREE SEED

This year the U.S. Department of Agriculture celebrates its fifteenth year of attempting to convince A merican farmers that it does not have seeds to give away, says a recent department pamphlet. The practice was discontinued in 1923.

PEANUT REPORT

Virginia-North Carolina Section: Very little Virginia type farmers' stock is moving but the market, though largely nominal, is somewhat weaker. Prevailing prices can be WHAT RETAILERS ARE DOING quoted nominally about as follows, per lb., on a delivered basis. Jumbos -Wondering if the new advertising 4-4 1-8c, Bunch 3½-3¾, shelling stunt of New York State could be ap- stock 31/4-31/2c. Old crop Spanish plied to their business. The slogan, farmers' stock is not in demand "The State That Has Everything," is though very little remains unsold. A now being dug.

Shelled and cleaned Virginias are 000,000 of such checks are issued annually . . . Recognizing that comfort fairly firm though variations in price shoes to men than style. This was Spanish peanuts have strengthened the finding of a recent survey which slightly in sympathy with higher tallied the opinions of 5,000 men in prices in the Southeast but few sales all sections of the country. Distri- are being made. No. 2 shelled goods buting to women in grocery stores a are scarce and are being offered only

the food and home making articles in Prevailing prices, per lb., f. o. b. Mrs. Mamie Farmer, Raymond Farm-McCall's magazine. Each handbill shipping points follow. Cleaned-Vir- er, Miss Sallie Sue Skinner, Stephen ginias, jumbos 61/2-61/4c. Shelled Vir- Elliott, Mr. and Mrs. Reuben Stallginias, extra large 7 7-8-5 %c, mostly ings, Mrs. S. I. Cullipher, Mrs. R. 8c; No. 1, 54-5%c; No. 2, scarce 5- A. Perry, Mr. and Mrs. Moody Matththe stores turn over to their local 5%c. Spanish, No. 1, 5 5-8-5%c; No. ews and daughter, Carolyn, and Jor-2, scarce 5%c.

PENDER ROAD NEWS

Raleigh B. Perry, who has been a member of the Marine Corps for the past four years, stationed at Quantico, Va., returned home Saturday.

Mr. and Mrs. Willie Briggs, Mr. and Mrs. Lloyd Briggs, of Gliden, visited Mr. and Mrs. Reuben Stallings Sunday afternoon.

Mrs. Lucius Blanchard, of Hertford, visited Mrs. Mary J. Wood on

Mr. and Mrs. Walter Stallings spent the week-end with Mrs. Stallings' mother, Mrs. R. A. Perry. Mr. Stallings has been transferred from Washington, D. C., to Richmond, Va. Until he is permanently located Mrs. Stallings will remain with her moth-

Mrs. Seaton Davenport is reported to be improving.

Recent guests at the home of Mr. and Mrs. J. E. Eaves were Mr. and Mrs. E. Y. Berry, Mrs. B. A. Berry,

TAYLOR THEATRE

Enter the Movie Quiz Now—\$250,000 Cash

Thursday (Today) and Friday, September 29-39-QUIZ PICTURE-Robert Taylor and Maureen O'Sullivan in "THE CROWD ROARS"

Saturday, October 1-

WILLIAM BOYD in

"FIGHTING DEVIL DOGS" No. 7 ---- OUR GANG COMEDY

Sunday, October 2-QUIZ PICTURE-

WAYNE MORRIS and CLAIRE TREVOR in "VALLEY OF THE GIANTS"

Matinee-3:30. Night-9:15. Box Office Opens 3 and 9 P. M.

Monday and Tuesday, October 3-4-QUIZ PICTURE-DON AMECHE and ARLEEN WHELAN in

Wednesday, October 5-QUIZ PICTURE-

PAT O'BRIEN, MARGARET LINDSAY and

JIMMIE FIDLER in "GARDEN OF THE MOON"

Thursday and Friday, October 6-7-A SHOW OF SHOWS-

Tyrone Power, Alice Faye and Don Ameche in "ALEXANDER'S RAGTIME BAND"

County To Advertise On October 11th.

I Will Be Compelled to Advertise All Property On **Which 1937 Taxes Have Not Been Paid**

On Tuesday, October 11th. AND SELL

On Tuesday, November 15th.

PAY NOW AND SAVE COST OF ADVERTISING

J. Emmett Winslow, Sherriff

Autumn Ball

EDENTON, N. C.

MONDAY NIGHT, OCTOBER 3

MUSIC BY

Bob Riley

AND HIS ORCHESTRA

Direct From Summer's Engagement at Myrtle Beach

EDENTON'S NEW ARMORY

"Albemarle's Finest Dance Floor"

SCRIPT—\$1.50

10 Til 2