

Behind The Scenes

By JOHN CRADDOCK
NEW YORK—BUSINESS—Accelerated by government spending, the 1938 industrial recovery continues to gain ground with experts predicting an even sharper upward movement in business indices after the elections. Evidences of better business are seen in many lines. Dealers in office equipment and supplies report improved sales, and expect fourth quarter volume to be 20 per cent over 1937. Helped by warm weather which has allowed new building to go ahead rapidly, plumbers and beating equipment salesmen say that business is about 15 per cent ahead of last year. During November department store sales will more closely approximate 1937 records than in any month since last April, according to present predictions.

WASHINGTON—Tuesday's general elections had Capitol Hill's population and all the agencies in a dither last week, and discussion of national problems came to almost a complete standstill. When Washingtonians do get together to talk about subjects other than politics the gossip they circulate includes: U. S. retaliation against Japan's closing of the Open Door in China is indicated; increased taxes on business in the next session of Congress are inevitable, despite fast-rising business and trade indices; no railroad employe strike, but rather an exhaustive study of the whole national transportation problem.

BATTERY BONANZA—Every shopowner would like to report that his sales are better than they were in 1929 and that is exactly what the battery merchant will be able to say this year, if he shares the increased business predicted last week by S. B. Robertson, president of the B. F. Goodrich Company. Mr. Robertson estimated that battery sales this year would exceed \$92,000,000 or 18 per cent better than last year and 7 per cent more than 1929. For such a common, every-day product as the electric storage battery, Mr. Robertson gave an interpretation which is astounding to those of us who think in terms of a single battery in our car. He pointed out that the 29,913,000 automobile batteries now in use produce fully one-sixth as much energy as turned out annually by the nation's powerful turbines. Research has made it possible to make a storage battery guaranteed to last as long as a motorist's car, Mr. Robertson added. This has been done by developing non-flood devices, cedar separators, and flexible, porous, sun-glass retainer mats, one of which is now placed on each side of the positive plates.

THINGS TO WATCH FOR—Moisture-proof face powder . . . A new electric shaver that sells for \$20, including durable metal case, unbreakable glass mirror and a removable wall rack . . . A new movie cycle, following success of review of Irving Berlin's songs contained in "Alexan-

ALL THE EMPEROR'S HORSES AND MEN



der's Rag Time Band"; already planned for early production is a George Gershwin cavalcade . . . Silver lining—not for clouds but for metal containers . . . Low-priced cash register, with new safe-guards against pilfering . . . Carnations of the icebox variety suitable for men and women, available in college colors—the florist's contribution to football gayety.

CONSTRUCTION—Working men and materials suppliers in the building trades heard good news last week. Although the nation's chain store companies plan few new units in 1939 in the face of generally unsatisfactory business conditions, they do plan extensive modernization of existing stores, according to a nationwide survey just completed by Frank E. Landau, of Chain Store Age. Work will be carried forward at what may be a record-breaking pace, it is estimated, with construction expenditures equalling or surpassing those of 1937, when the all-time high of \$124,536,000 was spent by the industry for this purpose.

HEADLINES IN NEW YORK—More than \$100,000,000 will be invested in trucking equipment in 1939 . . . Postage on books dropped to 1½ cents a pound, may revolutionize publishing industry . . . Looking at the earnings reports: Holland Furnace and Bristol-Meyers above last year, while Chrysler, Electrolux and Standard Oil of California decline . . . Ra-

dio passes milestone; it was on November 2, 1920, that KDKA, Pittsburgh, made its first broadcast . . . Now, eighteen years later, there are 32,000,000 receiving sets . . . In that span of years more than 15,000,000 autos have been added to the country's total registration together with 5,900,000 telephones and 17,000,000 electric irons . . . Number of depositors in Christmas Savings Clubs reaches new high peak . . .

NEW HOPE NEWS

Mr. and Mrs. W. E. Dail had as their guests for the week-end their children, Mr. and Mrs. Kermit Barcliff and E. Austin Dail, of Washington, D. C., and Miss Celia Blanche Dail, who is a student at E. C. T. C., Greenville.

Mr. and Mrs. Henry Spencer and children, Misses Lucy Howell and Margaret Spencer, of Norfolk, Va., and Billie Edwards, of Norview, Va., were dinner guests of their parents and grandparents, Mr. and Mrs. W. W. Spencer, on Sunday.

Little Miss Billie Dail has gone to Washington, D. C., to spend some time with her father, E. Austin Dail, and her aunt, Mrs. Kermit Barcliff.

Mr. and Mrs. Lathan Umphlett and son, Vann, of Elizabeth City, visited Mrs. Umphlett's mother, Mrs. W. K. Barcliff, on Sunday.

Mrs. William Divers and daughter, Billy Carroll, of Edenton, spent the week-end with Mrs. Diver's mother, Mrs. Minnie Perry.

Miss Rebecca Webb, of the school faculty at Robersonville, and Miss Webb, of Edenton, spent the week-end with their parents, Mr. and Mrs. L. R. Webb.

Mrs. McIver Ward and children, of Edenton, were dinner guests of her parents, Mr. and Mrs. L. R. Webb, on Sunday.

Mrs. Jerry Jackson and daughter spent a few days last week with her mother, Mrs. Tom Foster.

Robby Perry has returned to Norfolk, Va., after spending the week-end at home.

Jerry Jackson spent the week-end with friends. Mrs. Jackson and their daughter accompanied him home Sunday afternoon.

Mr. and Mrs. Julian White and children of Hertford, visited Mrs. Minnie Perry, Sunday.

Mr. and Mrs. Gray, of Suffolk, Va., spent the week-end with Mrs. Mattie Simpson.

Mr. and Mrs. Gray, Mrs. Mattie Simpson and Miss Maude Simpson motored to Farmville Sunday to visit Mrs. Simpson's son, Cliff Simpson.

Mr. and Mrs. Hoyle Jones and children visited Mrs. Jones' mother, Mrs. Berta Hobbs, Sunday afternoon. Mrs. Hobbs is sick at the home of her son, Joseph Hobbs, at South Mills.

Mr. and Mrs. Mike Woodard, of Hampton, Va., visited Mrs. Woodard's parents, Mr. and Mrs. M. M. Spivey, Sunday. Mr. Woodard returned home Sunday evening, but Mrs. Woodard remained for a more extended visit.

Gaston Small, of Weeksville, visited his uncle, Blakemore Small, Sunday. Blakemore Small is reported quite ill.

William Meads and family, of Weeksville, visited Mrs. Meads' father, J. B. Webb, Sunday.

CIRCLE NO. 4 MEETS
 Circle No. 4 of the Hertford Baptist Church met Monday night at the home of Mrs. Robert White.

The leader, Mrs. Mark Gregory, had charge of the program. The subject studied was "China."

Eleven members and one visitor were present.

The hostess served delicious refreshments during the social hour.

BELVIDERE-ROUTE 1

Mr. and Mrs. Fred Jenkins, of Potocasi; Mr. and Mrs. Tim Perry and son, Timothy Claire, and Mrs. Duncan, of Belvidere, were guests in the home of Mr. and Mrs. Carroll V. Ward Sunday afternoon.

Mrs. Paul Jennings and children, of near Elizabeth City, spent a few days last week with Mrs. Bessie

Chappell.
 Mr. and Mrs. Linwood Layton, of Rocky Hock, visited Mr. and Mrs. J. A. Rountree Sunday afternoon.

Mrs. H. N. Ward, of Ryland, and Mrs. J. T. Hollowell called to see Mrs. Laura Ward and Mrs. Carroll Ward Friday afternoon.

Miss Margaret Kaper spent the week-end with her aunt, Mrs. W. D. Perry, at Bethel.



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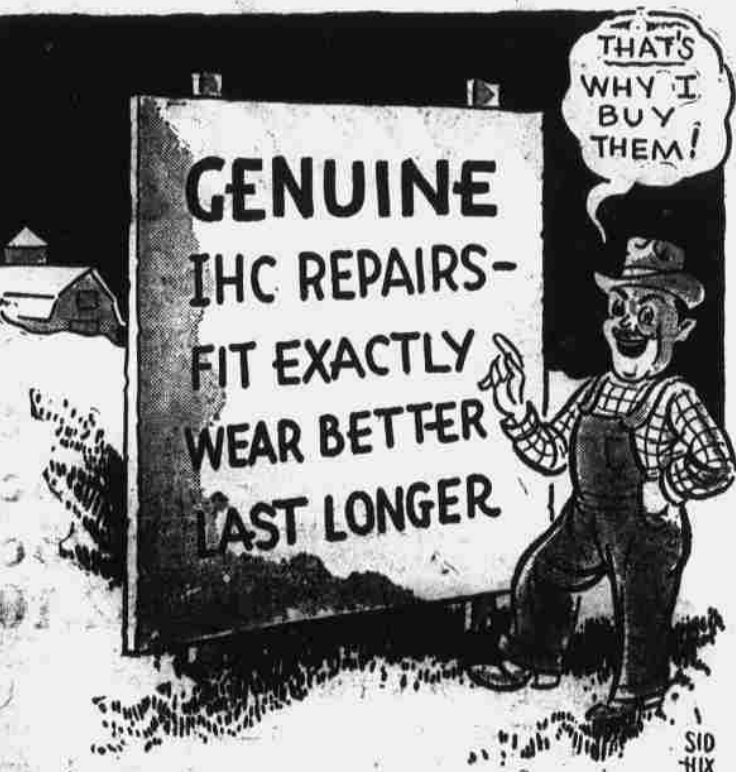
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