

OPA Officials Give A Stern Warning To All Retailers About Law

Some Local Firms Have Been Checked and Found Violating Some OPA Regulations.

Regardless what an article costs, it cannot be sold for more than the price it was offered for sale in March, 1942. C. M. Simpson, price analysis of durable goods told local merchants at a recent meeting.

Mr. Simpson warned that "the period of education, and begging merchants and those who render services to get within the law is over. We are now checking up with investigators. Enforcement is coming," he said sternly.

"What you paid for an article does not enter into the price control. When in doubt, be sure to get an official ruling by calling the local board," the OPA official urged.

Also appearing on the three-hour discussion with Mr. Simpson was Galen J. Bennett, Price Panel Coordinator, of Charlotte, and Douglas Goff, specialist in auto accessories, also of the Charlotte office.

Mr. Simpson pointed out that fines totaling \$350,000 had been imposed upon violators of the price regulations in this district during 1943. "Many more cases are coming up, and some heavy fines are now pending," he said.

"It is just as much a violation to pay more now for the same

goods than was paid in March, 1942," he said in answer to questions from local merchants who pointed out instances where their costs had risen.

"Don't accept such goods, or be in a position to stand the penalties for violations," he warned again.

Mr. Simpson said further: "If you did not handle the same article in March, 1942, then you must get the ceiling price from a competitor in a similar class and size of business, and use his price as your selling price after getting permission to handle such an article from the district OPA office. If you gave special discounts in March, 1942, you may continue to give those same discounts now as then. There are relatively few new articles on the market—many have been changed, but basically they are the same. When in doubt as to what to sell an article for, just call your board and they will find out. Provisions have been made for making allowances, but don't put higher prices on merchandise until authorized by the board," he continued.

The matter of dealers handling second hand merchandise came in for much discussion, to which the official pointed out that an article in good useable condition could be sold for seventy-five per cent of the original selling price; if not in best of condition, then only 33 per cent of the original price. As to antique furniture, he said it must

be at least 75 years old, and ample proof of being genuine antique before a higher price than the above percentages could be used.

"We have just had 28 investigators added to the Charlotte force, and these are in the field, and when they enter a place of business that is not complying with the price regulations, it is just that business man's judgment day," he again warned.

In pointing out the penalties for conviction for violation, the official said there were three ways:

First, to sign an agreement to comply in the future.

Second to order a suspension hearing, and if the judge so ruled, the business could be suspended.

Third, bring suit for three times the overcharge that had been made. All services, except services on the body and employee to employer, are also covered in the price regulations, and no more can be charged for the same services today than in March, 1942.

"Any materials used in making any services cannot be charged for at a higher cost than in March, 1942," he reminded the group.

Mr. Bennett pointed out during his remarks, that the price panel is trying to help merchants and consumers, and the whole program is to fight inflation.

"To make an overcharge on merchandise, is the same as taking money away from a person at the point of a gun," Mr. Bennett said.

"Some who are not in compliance with the regulations, which are federal laws, are just a jump ahead of the sheriff," he continued, as he related a case this week when a dry cleaner was fined \$220 for violations, because he failed to file a price list.

"We have no answer to the question, 'Why cannot I charge more when the manufacturer goes up?' To that question, we'll give you the answer just as soon as we get one," he said.

Mr. Bennett warned against inflation, citing that he bought 60 million German Marks which were worth 15 million dollars at one time for only fifteen cents.

DEFINITIONS:

Bathing Beauty: A girl who has a wonderful profile all the way down.

Good Will: The one asset that competition cannot undersell or diminish.

Bank: Large building with marble columns and high desks where Scotchmen fill their pens.

Gossip: The art of saying nothing in a way that leaves practically nothing unsaid.

Lemon Cake-Top Pudding

(Serves 4-6)

- 2 1/2 tablespoons flour.
 - 3/4 cup sugar.
 - 1 tablespoon butter.
 - 2 egg yolks.
 - 1/4 cup lemon juice.
 - 1 cup milk.
 - Cream flour, sugar and butter.
- Combine ingredients and fold in 2 egg whites, stiffly beaten. Bake in 8-inch, unbuttered dish, stand in a pan of water. Bake for 35 minutes in moderate oven (375° F.). Separates into cake and custard layers.

Mrs. Edith Russel has returned from Detroit. She visited Miss Virgie Clayton, who is working in Detroit.

Mrs. Francis Kirkpatrick and children of Knoxville, spent the week-end of December 11 with Mr. and Mrs. D. G. Bryson.

An Ode To Our Friends

By ROBERT FRANK JARRETT
(Dillsboro)

When Christmas comes, I love to think
Of a kind and loving friend,
Who's been so, through all the years
And will be to the end.
I love to think of your genial smile
And the grip of your strong right hand
And the deep rich voice of melody
Of my friend so true and grand.

I love to look back when Christmas comes
To think of loved ones and true,
And count up the joys that came to me
Through friendship of loved ones like you.
And when the tears came, as they often do come
You were there, with your solace so true,
And I'm glad to remember, on this day in December
That I still have grand friends, like you.

Babson's Business and Financial Outlook For 1944 To Be Published Next Week In This Newspaper

American business has no more inspiring personality than Roger W. Babson, internationally-known business commentator and investment adviser. An outstanding feature of his philosophy has been his long insistence on the importance of religion in business.



BABSON

His 1944 forecast on the war and elections will be carried in full in this newspaper next week. His business and financial outlook are always eagerly read the first of every year.

Born in 1875, reared in an old-fashioned atmosphere of hard work and hustle on a farm in Gloucester, Mr. Babson went to the Massachusetts Institute of Technology. Upon graduating in 1898, he turned instinctively to financial and business activities.

His exertions, however, undermined his health; he contracted tuberculosis and he was sent West "as good as dead"! It was while he was convalescing from this dreaded malady that he worked out some of the possibilities and problems of business statistics.

That was forty years ago. Today his weekly statistical and financial reports are read by thousands of businessmen and his research work is carried on by a large staff of workers.

A fellow we know has a broken arm which he received from fighting for a woman's honor. It seems she wanted to keep it.

Husband (hearing burglars downstairs)—Sh-h-h, dear, this is going to be a battle of brains.

Wife—How brave of you to, dear, to go unarmed.



The
Season's Greetings
To Our
Friends.

**Sylva Feed
Company**
G. H. COPE

Buy War Bonds and Stamps.



Season's Greetings

Campbell's ICE CREAM



May Your Christmas Be Merry

and may your blessings be many in the coming year and each year that follows.

Hotel Lloyd

To All Our Friends

of

JACKSON COUNTY

A Merry Christmas

May the New Year bring Victory, and Happiness for all.

R. H. Mica Corp. Rubin Mica Co. and Alexander Rubin



JOYOUS



CHRISTMAS

Let Every Heart
Be Glad!

Carry on the tradition that is America. Be thankful for the many blessings God has bestowed upon us and hope for Victory in 1944!

Best Wishes for a Joyous Christmas

TUCKASEEGEE BEAUTY AND BARBER SHOP



Christmas Aftermath

YULETIDE festivities will be more crowded and gay this year than in many years long since past. There will be more reason than ever, to meditate in Church on the true meaning of "Peace on Earth... Good Will toward Man"... Thus too, our score of Christmas wishes is extended in the hope that your holiday aftermath be as replete in merriment and joy as the gala season itself. May your home be blessed with every good fortune and your most profound hopes realized, in the New Year we look to for Victory.

MASSIE FURNITURE CO.

