

The Mountaineer

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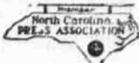
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Let Advertising Serve the Nation

Roger Babson and other students of business and economics are advising the public that direct and additional efforts must be made during the period of the war to stimulate business. Their advice is directed with particular emphasis to business publicity. They say that business—especially retail business—during this period must use not less but more publicity, or advertising.

The view of these economists and business leaders is that the added stimulation of additional advertising will be absolutely essential to keep business on an even keel in this time of upsetting and unsettling conditions.

Business men do not have the answers to some of the problems now confronting them, and others which will develop as the war proceeds; but the answer to the problem of maintaining a volume of business which will enable them to "break even", or show a modest profit, is one which must be found. The business man who fails to solve this problem will be forced out of business.

Roger Babson, speaking out of a lifetime experience as an economist and business adviser, urges increased advertising to stimulate and promote trade. The suggestion is sound. The adoption of this policy by the nation's business men will materially aid in cushioning the ups and downs of the war period. It is hoped that business men generally and retailers in particular will give serious consideration to Babson's advice. The time demands extraordinary efforts by business men and these efforts which, no doubt, will be forthcoming in impressive measure in the ranks of business, should be paced by a general increase in the volume of advertising.

The greatest and most effective promotional force known to industry and business in this country—advertising—should be used to stabilize business as well as to stimulate trade.

The war period may demand the adoption by business men of some new methods, new plans; it will assuredly demand the employment of all the practical judgment and ingenuity of the nation's best business brains in meeting problems as they arise.

Advertising is an old and tried method of business stimulation and promotion, of creating commercial demands, and making sales.

Let us have more and better advertising, beginning now. Vast national needs, as well as the needs of individual business men, can be served by advertising, as the nation has never been served before by any form of advertising or business promotion.—Hendersonville Times-News.

Spring Will Come Again

It is a pleasant thought amid the grim realities that are being brought to us today, that in a few weeks there will be signs of spring, of life returning to the earth.

The sun has touched the last sign of the zodiac and now has begun the homeward journey which will bring us longer days and the flowering of the yellow daffodils that are such a cheerful herald of spring.

We feel that, not for relief from the winter weather, for as yet we have had none, though the next few weeks may bring us snow, sleet and wintry blasts, we will welcome spring with a deeper appreciation this year than last. It will help us to break the tension of the moment to see new life and promise about us.

Car Owners Creed

What with the shortage of tires facing us, it is time that motorists resolve to do something to increase the mileage of their present tires. Either this or the old jalopy will soon be stored.

One of the country's leading tire manufacturers has announced the following creed for car owners who must face the facts. Motorists should wisely follow each and every point stressed in the creed, if they would face the present emergency with the idea of making their cars give them the maximum of service:

I will drive my car only when absolutely necessary . . . avoiding extra trips by doubling-up with my neighbors whenever possible.

I will drive at a moderate speed to avoid burning up my tires.

I will start and stop my car slowly and slow down on turns to avoid grinding off the tire tread.

I will park carefully to avoid scraping, and bumping my tires against curbs.

I will keep brakes adjusted to avoid spotty tread wear.

I will have the air pressure of all my tires checked every week to get the greatest possible mileage.

I will have my tires cross switched at least every 5,000 miles to increase my total mileage.

I will keep my wheels correctly aligned and balanced to avoid uneven tread wear.

I will use my brakes carefully, shifting into second gear going down steep hills, to avoid excessive tread wear.

I will have my tires and tubes inspected regularly as a precaution against future trouble and wasted rubber.

If you think that your car is a necessity you should begin following this creed now, or you'll be forced to do without the use of that "necessity" shortly.—Newberry (S. C.) Observer.

Stop Waste and Save

Even in a land of plenty we are now faced with curtailment of certain items and products that have been accessible in unlimited quantities. In other words we are all brought face to face to the realization of how utterly extravagant we are and have been in America.

We hate war, but one thing does demand our admiration and that is the thorough manner in which Uncle Sam is getting his defense fences put up. He is starting at the very foundation. When a group as small as ten families is being organized in Haywood County, as well as throughout this nation, we are actually getting down to realities. It will not be the other fellow's responsibility about this war, but it will come down to each individual to do his part.

In this country we are very fortunate in having a large amount of many things denied to most of the rest of the world. There is no shortage of sugar, pork, lard, flour, and countless other items, at present. Of prime foods the United States has plenty. Yet there are materials of which we are already short, which we cannot afford to waste and which we should immediately begin to conserve. A real shortage of these things needed for the war effort would prolong the war.

We must not say we will start tomorrow, but we must start in today. Wasteful days are over for patriotic Americans, and it is up to the fighting forces back home just as much as those on the firing lines to win this war.

Among things to conserve and save are, rubber, new tires are being restricted, so the old ones must go as far as possible if it takes retreading. Don't drive just for the fun of it, but drive for a destination, and if necessary learn to walk. The latter agreed with your ancestors who had no cars.

Then there is paper, which we must stop destroying in such a wholesale manner as we have been want to in the past. We must not ask stores for boxes for everything as we have been doing in the past. Save cardboard and corrugated board. The Boy Scouts are ready to call for paper if you cannot manage to get it to the courthouse where they have placed a box to receive it.

Scrap iron, which we shipped so freely to Japan a few years back, is now needed here at home. Look around your place in the barn and in the cellar and we bet you find some discarded tools that might be converted into implements of warfare.

We are told that everything is needed, some things more urgently than others. Save and make it your business to get those discarded products in the hands of those who will see that they fall into governmental uses.



HERE and THERE

By HILDA WAY GWYN

We have had occasion in our relation with the press to observe first hand what the county farm agents have and are accomplishing in this county . . . during the past six years . . . we have seen one of the biggest and most progressive pieces of work in this area put across by them . . . we understand that two of our present agents are Reserve Officers . . . and are likely to be called to the colors any hour of the day . . . in fact that their days among us are numbered . . . we simply can't take it in why the war department would want to disturb them . . . at their present posts . . . why draft men who are rendering such service into the armed forces . . . on every hand we hear the cry "that food will win the war" . . . and these men are literally busy every waking moment helping the farmers in Haywood to work out plans to increase their production at a minimum additional cost . . . in the army they will be another group of officers . . . their places might easily be taken by civilians not engaged in definite defense work . . . to us these county farm agents are key men in civilian defense . . . maybe we are all wrong . . . but we are inclined to think the war department is . . . at least in this one respect . . .

It is interesting to hear discussions on how long the war is going to last . . . it has become as popular a subject as the weather . . . practically everybody has an opinion about the duration . . . the subject can start the liveliest argument . . . right off the bat . . . without any warning you find yourself deep in . . . everybody seems to have developed into great students of the present crisis . . . we heard one optimistic man say he felt sure that by July the 1st . . . the end would be in sight . . . and by December, 1942 it would all be over . . . we hope he is right . . . we also heard a woman speaking most emphatically on the subject of how quickly this country would be able to put all enemies into their places . . . we think a lot of Uncle Sam's ability . . . and we feel confident that he will whip 'em all before it's over . . . but we are allowing him more time to end the fight . . .

Among the many things we are going to learn from the war is how to walk, according to one commentator . . . who claims that three-fourths of the American people have forgotten how to exercise in this manner . . . and another result of the rationing of tires . . . so one mother claims is that it will keep the children at home . . . and they will begin to have a greater appreciation of the comforts and happiness that can be found under their own roofs from which they have gone away from so much to find pleasure . . . so while we are waiting for some miracle to come forth in the way of synthetic rubber . . . we may learn some valuable lessons . . .

Mrs. Thad Chafin has called us to ask that we include an appeal for furniture for the recreational room of our company at Fort Jackson . . . you may recall that Sergeant Bobbie Sloan wrote sometime ago in his news reports at Fort Jackson about the "day rooms" at the Fort for the various companies . . . at the time, he wrote of the room 25 by 45 feet being completed for a living room . . . but that the government only supplied the rooms, and not the furnishings . . . Mrs. Chafin had recently seen where certain rooms had been furnished by local people for their own companies . . . so she wants anyone who has an odd chair or table . . . or any piece that would do for such a room, to offer it for this worthy purpose . . .

Signs every day or so that the

American people are really getting down to a serious outlook on the present conflict . . . two great carnivals in this country . . . have celebrated for years . . . we have always wanted to see them . . . the Memphis Cotton Carnival . . . and the New Orleans Mardi Gras . . . the latter, said to be America's most famous celebration of its kind . . . both have been abandoned for the duration of the war . . . and now we see that in Asheville the Rhododendron Festival . . . a much younger carnival is also to be tabled for the war period . . . such occasions seem very much out of place at a time like this . . .

From thoughts of war to peace . . . have you ever visited a room in a house . . . been impressed with certain qualities and atmosphere the owners had created . . . and then long after . . . the memory of that room came back . . . and made you wish that you might visit it again . . . and catch the spirit given you there . . . late last fall . . . Mrs. Gertrude Ruskin . . . who is the Mountaineer correspondent from Balsam . . . during the summer months . . . and in the winter, leads an interesting life in Florida . . . invited us up to her summer home . . . high in the Balsams . . . ever since that visit . . . when we get all rushed and hot and bothered about something . . . we have thought of her living room . . . and wished we might steal away for a time . . . and get ourselves in hand there . . . the first floor of the place is given over to the dining room, kitchen and service quarters . . . on the second are the bedrooms and living room . . . from the latter there is a view that stirs one's imagination . . . the room is very large . . . the full

YOU'RE TELLING ME!

By WILLIAM RITT, Central Press Writer

THE FAMOUS TURTLE that saw Napoleon in exile on St. Helena is still alive. Must be hanging around to take a gander at Adolf, Musso and the Mikado.

The Japanese are making certain of one thing—that history will never accuse them of being humanitarian.

An Australian has developed an ebony-hued gladiolus. Makes a nice table decoration during a blackout.

The natives of New Guinea use dog teeth for jewelry. Wedding rings there are, no doubt,

"I'll Never Forget--"

HUMAN INTEREST STORIES CONDUCTED BY UNCLE ABE

Voice OF THE People

Do you think the tire situation will effect our 1942 summer season?

Mrs. R. L. Prevost—"Yes, I think it is bound to in a way. People will be more conservative, but on the other hand while they may not ride as much, they may come here and stay longer."

Dill Howell—"I think it will effect the season, but we still may have a large number of visitors who will come here to get out of the heat, but they will not take as many side trips as they have in other years."

J. E. Barr—"I can't see how it would not effect it. Of course people can come here by train, but most of our visitors travel by automobile, and they will not be able to get here."

Mrs. C. V. Bell—"Yes, indeed I do, very seriously."

Mrs. E. J. Hyatt—"I think people will take longer vacations in one place, but we will have fewer overnight guests. People will not be 'roving about' as much as usual."

Mrs. Henry Foy—"I am very much afraid it will."

Mrs. W. H. Burnette—"I believe that it will, because so many people travel in their cars, going from place to place."

Mrs. C. F. Kirkpatrick—"If the present situation continues it will seriously effect the summer season, but I believe that by summer the situation will be cleared up."

Hugh J. Sloan—"I think it will decrease the number of overnight guests, but I believe there will be many who will come here by bus and train and stay longer than usual."

Mayor J. H. Way, Jr.—"I certainly do think it will effect the coming season, though I do believe that a large number of persons will spend their vacations here. On the other hand conditions may frighten people away from coast resorts and beaches and they will come here for safety and bring us

width of the house . . . a large fireplace in one end . . . that day in the crisp fall . . . a log fire . . . nice green wood . . . that sang a little song . . . was burning everything in the room is just right . . . not the art of the interior decorator . . . who would never live in the room . . . but the loving touch of owners . . . with a flare for creating something intangible . . . but impressive . . .

So I walked about a half up through the field to the landing at Uncle Joshua Kin's place and yelled till some one came and "set me across" on the side. Then I walked back to where Kit was grazing, and came back home without stray yearlings. Whether we were ever brought home or I do not remember. But I do remember that this incident was most exciting and thrilling of life and I shall never forget.

Well, as I rode back here made some lasting resolves of high water, and I changed my mind about another thing. Up till incident I entertained a very opinion of the buckeye tree. I remember that an old uncle of had told me that the buckeye the most worthless of trees, said that the only fruit it would poison and kill your if that if you cut and sawed lumber one shower of rain three foggy mornings would en and rot it and that if you ed it up and burned it the ashes would sprout for three Nevertheless, since that day I held "the lowly buckeye in very and red esteem.

a record season."

Mrs. J. T. Coman—"I think a little soon to predict what happen. I feel sure that manufacturers will do something about the situation to relieve present restrictions."

STAMPS
 Blue food stamps added approximately \$8,000,000 worth of products to the diets of 3,000,000 persons eligible to receive assistance during November.

HIGH
 Food production is at record levels, buying power of consumers is the greatest ever, and income are averaging three in a decade or more.

SCOTT'S SCRAP BOOK

