

### TOWN and FARM in WARTIME

Prepared by OFFICE OF WAR INFORMATION



**MEATS, FATS**—Red Stamps A8 through Z8 and A5 through P5, good indefinitely. The four red stamps validated October 29 totaling 40 red points will have to last for at least a 5-week period. No new red stamps until December 3.

**PROCESSED FOODS**—Blue Stamps A8 through Z8 and A5 through W6, good indefinitely. No new stamps until December 1.

**SUGAR**—Sugar Stamps 30, 31, 32 and 33, each good for five pounds indefinitely. Sugar Stamps 34 became good November 16 and remains good indefinitely. Sugar Stamp 40, good for five pounds of canning sugar through February 28, 1945.

**GASOLINE**—A-13 coupons in new ration book good for four gallons through December 21.

**FUEL OIL**—Period 4 and 5 coupons from last heating season, and period 1 coupons from new heating season good throughout present heating year.

**SHOES**—Airplane Stamps 1, 2 and 3 in Book Three, good indefinitely.

#### VACATION TRAVEL CAN COST GAS COUPONS

Motorists who use gasoline illegally to travel to winter resorts face the loss of their mileage rations, the Office of Price Administration warns. Chester Bowles, OPA Administrator said: "The millions of patriotic drivers through-

out the country who are abiding by the mileage regulations and getting along on tight rations so that all may share fairly the scarce civilian supplies have a right to expect OPA to shut down hard on those who obtain gasoline unfairly for non-essential trips. We intend to do just that." The agency has ruled that persons who are planning a seasonal trip for a definite period of time are not making a bonafide change of residence and that special rations may not be granted for such trips.

#### TENANT FARMERS GET FERTILIZER PRICE AID

Landlords selling fertilizers to tenant farmers cannot charge more than the applicable retail ceiling price of these products, the Office of Price Administration has ruled. An additional mark-up by landlords never was authorized, the agency stated.

#### CIGARETTES TO GO UNRA-TIONED

The shortage of cigarettes experienced throughout the country reflects the bad distribution due to war time conditions and the fact that the armed forces are now smoking a fourth of the country's total production, but no rationing of them is contemplated, the Office of Price Administration states. The War Food Administration reports that the number of cigarettes being manufactured for civilian and soldier consumption is the greatest in the history of the tobacco industry. Only a negligible amount of tax-free cigarettes is sent abroad for consumption other than by our armed forces. Black market operations and hoarding are also believed to be factors contributing to the spotty distribution and civilian shortages.

#### LAND BOOM PERILED RURAL AMERICA

By Claude R. Wickard, Secretary of Agriculture  
History is threatening to repeat

### In France



PFC. GLENN C. ROGERS, son of Charlie R. Rogers, of Fines Creek, is now serving with the armed forces in Southern France. He was inducted in the service on December 9, 1942, and took his basic training at Camp Claiborne, La. From the latter he was transferred to Camp Howze, Tex., and from there to a port of embarkation.

Before entering the service he was employed in an automobile body factory in Detroit, Mich., where he had resided for the past fifteen years.

itself in the farm land market. Another farm land "boom," is closely paralleling the one that ended so disastrously after the last war, is building up in this country. Both the price of farm land and the number of farm sales in many areas have been rising at about the same rate as in the last war. If this trend continues, Rural America had better watch out.

One encouraging sign is that actual land prices haven't yet reached the high level of 1919-20. But still we can't say now how much higher these prices are likely to go because, in the World War I period, the high point in the land market was not reached until more than a year after the fighting stop-

### Old Hickory 30th Division Again Makes Outstanding Record In Another War

The Old Hickory 30th Division, of which Company H National Guard unit from Waynesville is a part, has covered itself with glory in Europe, according to reports from various sources overseas.

The Division captured the famous Belgium Fort Eben Emael on Sept. 10 and two days later became the first allied unit to enter Holland.

By September 20, forward elements of the Division were across German frontier, dug in close to the Siegfried line and ready to attack.

The 30th Division was in training at Fort Jackson, Camp Blanding, Maneuvers in Tennessee and from Nov. 8, 1943 to February, 1944, were at Camp Atterbury, Ind. The Division's Commander, Maj. Gen. L. S. Hobbs, was also in command when the Division was at Camp Atterbury.

The 30th Division according to the U. P. relieved the First Infantry Division in the vicinity of Mor-

tain, France, August 7, and the next day began the historic Mortain-Barthelemy defense in which the Division stopped four armored German divisions which Hitler had ordered to break through to Avranches and the sea, separating the American First and Third Armies.

A drive across France followed and Sept. 1 and 2 put the finishing touches on a march that carried the doughboys 180 miles in 72 hours to Tournai, Belgium, which was later turned over to the British.

The 30th Division was created in July, 1917 from National Guard Units of North Carolina, South Carolina and Tennessee. It was recalled into service in Sept., 1940, with national guard units of these states plus Georgia.

A number of units were drawn off during a long training period and replacements brought in men representing nearly every state.

Major Gen. Hobbs received the Silver Star for the Division's crossing the Virf River in the Battle of St. Lo and an oak leaf cluster for gallantry when he took personal command of a task force which screened the Division's advance into Belgium.

Woman Customer (candidly)—No, I do not like those shoes. They tend to get wider as they get older. Clerk (firmly)—Well, don't you?

ped. It would be sad indeed if the Nation should witness another siege of farm land foreclosures, bankruptcies, and forced sales such as hundreds of thousands of rural families experienced after the bottom fell out of the land boom that accompanied the World War I period. For 13 hazardous years after 1920, land prices were on the downhill trail. And that statistical fact doesn't begin to tell the full story of human tragedy and misery. Because when a wave of bankruptcies hits a community, everybody suffers—lender and borrower, business and professional people alike.

It will be particularly unfair for returning veterans, who want to buy land, if they have to compete in an inflated land market. For them, or farmers either for that matter, to go heavily in debt on land prices bid up far beyond long-time earning capacity is an invitation to disaster.

So my advice is: Don't buy land at inflated prices. Put your wartime income into sound investments, such as war bonds, so that you can benefit from that money in the years ahead.

Charm-Kurl PERMANENT WAVE KIT. Complete with permanent set. Shampoo and wave set—nothing else to buy. Requires no heat, electricity or machine. Sets for every type of hair. Over 6 million sold. Money back guarantee. Get a Charm-Kurl Kit today.

THE EAGLE STORES

### BIGGER AND BETTER

### PEPSI-COLA

### THAT'S PEPSI ALL OVER

Pepsi-Cola Company, Long Island City, N. Y.  
Pepsi-Cola Bottling Company of Asheville

SHALL WE ASK UNCLE TATSC TO STAY FOR THANKSGIVING DINNER?  
WHAT ALL FOUR OF HIM? NOTHING GOING WE ONLY BOUGHT ONE TURKEY.

### UNDERWOOD Service Station

PHONE 9170 - SPALDON UNDERWOOD, OWNERS MAIN ST.

BUY WAR BONDS AND STAMPS

#### YOU'RE NOT TOO OLD TO FEEL YOUNG

This is a message for men who have known life but no longer find it thrilling because of the lack of certain vitamins and hormones. Tromone, a recent medical discovery combining vitamins and hormones may multiply the vim and zest and enjoyment you once knew. Your whole approach, your whole attitude toward life may improve when you begin to use Tromone. Now it may be possible for middle aged men to again enjoy the same spirit, vitality and pleasure that made their youth a thing to remember. Added years may not subtract from your pleasure when you use Tromone, the new medical formula combining vitamins and hormones. Follow directions on label. Tromone for sale by Smith's Drug Store and druggists everywhere.

The Date Of The Market Opening Will Be The 11th Or 12th

# SELL AT BERNARD'S

## Greeneville Headquarters For Over 40 Years

Of the 1943 Crop—The 9 markets of this territory sold 67,790,882 lbs. at an AVERAGE of \$48.59 per 100 pounds.

Of the above total, N. Car. Markets sold	8,373,562 lbs.—Aver. \$48.70
Virginia Markets sold	11,667,590 lbs.—Aver. 48.46
Five of the Six Tennessee Markets sold	34,429,012 lbs.—Aver. 48.14
The GREENEVILLE Market sold	13,319,718 lbs.—Aver. 49.13
Total pounds	67,790,882 lbs.—Aver. \$48.59

Although a preponderance of common off types and odd lots is marketed at

## GREENEVILLE

Its average is virtually one cent higher than all other Tennessee markets and one to two-thirds cents higher than that of other states.

While the GREENEVILLE average is \$49.13, the N. C. crops when figured separately averaged much more, this being due to its growth being almost all of uniform average size, length, color and texture so stands out in favorable comparison with that of the average quality of other sections—This average uniformity of merits permits its classification in fewer GRADES with the result each CROP requires less basket floor space. (Frequently the commissions on a single basket exceeds by double that of whole crops grown elsewhere). These facts account for Tennessee markets eagerly soliciting the patronage of the N. C. grower.

Since the percentage of this crop took second growth and late in curing it is lacking in grade uniformity, size and color, therefore it will be less easy to grade than the average stalk of last year's crop which was of an average thinner leaf and yielded a larger percent of the higher quality smoking types.

While the same crop price ceiling of 41c for last year is agreed, due to a less percent of high quality Grades, it will not average as much as that of last year at the same Grade Price Ceiling. LIMITED WEIGHT OF ANY BASKET 700 POUNDS.

With much of the crop being late, together with labor shortage the sale season will likely extend into March—However, the Grade Price Ceiling being fixed the same price will hold throughout the entire sale season, therefore, it is hoped growers will market the crop at their convenience.

Regardless of the price ceiling we know the medium and better grades will be in demand and that OUR KNOWLEDGE OF THE GRADE CLASSIFICATION IS YOUR PROTECTION AT BERNARD'S.

# Bernard's Warehouses

Nos. 1, 2 and 3

GREENEVILLE, TENN.

Tune In On W.J.A.L. At 7:15 Central Time—8:15 Eastern Time—A.M.

### how much WHITE LIGHT



### in a pound of BLACK COAL?

THE lamp has a 100-watt bulb in it and the lump of coal weighs one pound.

Pulverized and blown into the big boiler of a modern power-plant, a pound of coal\* provides enough steam to generate one kilowatt-hour of electricity.

That much electricity, in turn, ... will light the lamp for ten hours—long enough to read this newspaper and a couple of novels. Or it will run a small radio for 25 hours, a food mixer for 13 hours, a washer for almost 7.

"So what?" you say. The point is this. 25 years ago, it took about three times as much coal to produce a kilowatt-hour of electricity as it does today!

The efficiency which gets several times as much white light from black coal has benefited YOU in many ways.

It has made your electric service better and cheaper year by year. It has met tremendous wartime demands for electric power, without delay, shortages or rationing. It has held the price of electricity at an all-time low, while other costs went up.

These results come from the sound business management of the nation's light and power companies—and from the hard work of men and women who know their business. The same companies are preparing for even greater accomplishments tomorrow.

\*Some plants use less than 1 pound per kilowatt-hour. Differences in coal and equipment. The nation-wide average is 1.3 pounds per kilowatt-hour.

Carolina POWER & LIGHT Company

HEAR NELSON EDDY EVERY WEDNESDAY IN "THE ELECTRIC HOUR," WITH ROBERT ARMBRUSTER'S ORCHESTRA, 10:30 PM, EWT, CBS NETWORK