

NEWS FROM LOCAL RATIONING BOARD

By R. A. OLSEN.

When we in Watauga partake of Thanksgiving Day dinner, let us give thanks that we are not under the rule of Hitler, that the vacant chair at the dinner table will soon be occupied again by him, who is now with the armed forces.

That we will do our utmost in all respects to help win this war whether it is rationing, ceiling prices, farming, pulpwood, lumber, or whatever it takes to win it.

That we do not want folks to be loafing when there is so much work to be done.

The dictionary says of ideals: "That which is accepted as a standard of excellence." We choose to place on that statement the interpretation that our ideals or my ideals are those things that we or I accept within ourselves as being the best possible thing that we know of to do at that particular time. This, then, implies that there may be a better way, and when we have found that better way and used it our ideal has been raised on that particular thing.

Take specifically our job of ceiling prices. In visiting throughout the territory it is evident that we have varying degrees of those who want to comply with regulations, down to the black market. Why does this difference exist?

From discussion it develops that in practically all cases the one responsible feels that he is doing a good job. In other words, it meets his standard. In the case of a black market we usually find it the result of little thought given to the importance of ceiling prices.

The more we question ourselves as to whether the job we are doing is the best that can be done, the higher our own individual ideals will be raised and the stronger our foundation will become.

The above sketch is intended to bring out the thought that to improve ceiling prices and to raise our ideals, it becomes a never-ending job of questioning, first ourselves and then anyone else or anything else with the one thought that we never reach the point of excellence when we can stop going forward.

As I have told you, we are trying to do everything we can to make this whole program a little easier to live with, and I certainly wish we could have found some way to take care of the car owners who have been wanting to pool their "A" coupons in one car to go deer hunting. The plan that was suggested looked good to me at first, and went into it very thoroughly. In the end, however, there were just too many important obstacles.

Of course the big trouble was that if we allowed pooling of "A" coupons for deer hunting we would have to allow it for dozens of other similar purposes and that would create a long list of new problems.

Right now one of our biggest worries is the tire situation. As you know the national office had to reduce our quota of both truck and passenger car tires sharply for the month of November. I have just seen the figures showing how many tires of all kinds, both new and used, we have had. The total is roughly 5,800,000, and the experts say that four million is the absolute minimum if even a few tires are to be available in all parts of the country. They say if our stock gets down below four million, there is going to be a good many towns where no tires of any kind will be available. In view of these facts, conservation certainly becomes all the more important.

Bicycle Tires

It has been brought to our attention that in many instances the ceiling prices for new bicycle tires have not been adhered to. Such a condition makes dealer education in this regard most important.

Fruit Cakes

Let us repeat, the retailer is not entitled to more than a 25 per cent markup on fruit cake. Word has reached this office that some retail-

Passing Back



Sid Luckman, Chicago Bear quarterback whose passing has been credited with putting his team within one game of the National Football League's western championship.

ers are using a higher mark-up.

Eggs

Egg grading charts may usually be obtained from county agents. We suggest that a supply be distributed to interested farmers. The difficulty concerning the matter of opinion as to the various grades of eggs can easily be settled if the seller will take the trouble to grade them. It is a simple procedure and avoids any question as to their true value. Egg which are not graded cannot be sold legally as anything other than ungraded eggs. The difference in price is well worth the bother of grading them.

Nuts

The retailer has a 35 per cent mark-up on pecans, English walnuts, almonds and filberts either in the shell or shelled.

New Furniture

It is illegal for manufacturers selling furniture to retailers and other distributors to charge prices higher than the maximum prices that have been in effect prior to this time. Likewise, it is a violation of the emergency price control act for retailers and jobbers to pay more than these authorized ceilings. In general, the effect of these regulations is the highest price charged by the seller during March, 1942, shall be the maximum ceiling price for the same commodity now.

Coal

Bituminous coal delivered from mine. We understand that many of you have received advice from your suppliers reading, "The price of coal will be higher." We are in receipt of information from the national office under date of Nov. 16, 1943, that there will be no retroactive price increase allowed nor will adjustable pricing be granted to cover any increases which are made.

To All Retail Food Dealers

We sent you a new community ceiling price poster Order No. 11. This poster replaces the old poster Order No. 9.

Prices on the new poster become effective Nov. 25, 1943. Therefore, we ask that you please destroy the old poster and display the new one in a prominent place. Should you need extra copies, please contact your local War Price and Rationing Board. We wish to express our appreciation for your co-operation in upholding price control in the past and we feel confident that you will continue to give us your loyal support.

It is the habit of chickens to scratch and of ducks to swim, of women to button their coats on the left, and of men on the right. But the custom that has retail food stores baffled is the habit of marketing, especially on Saturdays. Weekend buying still accounts for three-fifths of all sales, which is hard on consumers, transportation and clerks and managers during this period of clerk-shortage and customer-plenty. Shoppers who are choosier about choice or feel frustrated in long waiting lines may beat the buyers bugaboo by buying on days other than Saturdays.

BUY WAR BONDS AND STAMPS

Bethel School News

Last Friday afternoon most of the Bethel students enjoyed seeing a comedy, "The Pincushion Man," and a news reel, "The Invasion of Sicily." The money received by charging each student five cents is used to buy more films.

Mr. Grady Tester, the principal, has been using some of his films and his moving picture camera to take pictures of all the students at school. Some time in the future these pictures will be shown at a meeting of the parents and teachers.

Last Friday morning at the regular assembly period of the school, the student body greatly enjoyed hearing Rev. E. F. Troutman, of Boone, speak in behalf of the National War Fund drive. Since it is such a worthy cause, it is hoped that the patrons of the school will give liberally.

At the assembly period the members of the junior class presented a short skit showing the importance of mathematics and another showing what would happen if everyone should do just as he pleased. The bits of humor in the skits made the lessons concealed in them even more

Appalachian High School News Items

\$3,631.45 WORTH OF BONDS SOLD AT RALLY

On Friday morning, the high school students sold and bought \$3,631.45 worth of bonds and stamps during a 30-minute period. The rally was opened with a special number by the high school band, under the direction of Mr. Felts. This selection was followed by the singing of the Air Corps Song by Stanley South, baritone. Jean Wilson then sang a medley of songs. The girls octet and the boys' quartet sang "This Is Your War." At this time, pledges were taken from the students and teachers and stamps were sold by the senior girls. At the close of the sale, it was found

effective.

The basketball teams, both boys and girls, have been greatly enjoying some practice games played with outsiders, and are looking forward with great pleasure to the time when they can start playing games with other schools.

that the students and teachers themselves had bought \$1,131.45 worth of the stamps and bonds. This amount far exceeded our goal and everyone is well pleased. This bond rally brought the total of bond and stamp sales for the entire year up to \$10,700. The goal for the year is \$12,000 and we feel sure we will reach it.

SCHOOL OBSERVES NATIONAL BOOK WEEK

During the past week, the Appalachian High School has been taking part in National Book Week.

Miss Helena Clardy, librarian, and her library committee, sponsored a book contest in which they decorated the bulletin board in the main hall every day. The students were then allowed to guess which book the bulletin board represented. The students who guessed all the titles were awarded prizes. Besides this contest, all teachers have been discussing the use, importance and meaning of the library books and textbooks.

BUY WAR BONDS!

JUST RECEIVED...

A new shipment of Men's Suits, Men's and Boys' Odd Coats, Men's OD Wool Shirts and Pants, Women's Blouses, Men's, Boys' and Women's Shoes and Oxfords.

Big shipment Women's Winter Coats in Tweeds and Blacks at very special prices.

ECONOMY STORE

Depot Street

Boone, N. C.



Gifts galore

FOR EVERYONE

We now have all our Christmas merchandise on display, and desire to particularly call your attention to our big Toy Department on the basement floor, where we have assembled a large line of all the things that the children will enjoy at Christmas time.

Despite war conditions we have been able to present a large amount of merchandise, which will provide acceptable gifts, not only for the children, but for the adults as well.

The postoffice department has requested that all packages be mailed during the present month. We invite your co-operation in this connection.

We would suggest that you do your Christmas shopping early, before our stocks are depleted.

Belk-White Company

BOONE, N. C.

Just Received...!

New shipment of Larro Feeds, including Egg Mash, Dairy Feed, etc.

Also Corn Meal, Larro Enriched Flour and many other items.

Prices are advancing rapidly. It will pay you to buy now.

Watauga Farmers Cooperative, Inc.

Earl Cook Rock Building, Depot St., Boone, N. C.