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THURSDAY, SEPTEMBER 9, 1943

The Battle Is On!

The battle of dollars is on! This morning an army of volunteer workers is launching an attack right here in Brevard and Transylvania to sell at least \$432,000 worth of war bonds during the Third War Loan drive that ends September 30.

These patriotic workers are on the job for Uncle Sam. They are not working for themselves. They are to be commended for performing a vital service to the war effort and for their country. Every person whom they call on should appreciate this fact, and should be ready to buy at least one bond.

We have a huge county quota to reach this month and unless you, and that means every reader of this paper, does his or her part, we may fall short. That would indeed be a tragedy after our county has made such a wonderful record in the past. It would certainly make all of our twelve hundred boys in service feel badly.

The county chairman, members of the war finance committee and many other persons are doing their part. An extensive campaign program has been arranged and there is no reason why we should not go over the top.

All of the farmers in the county will be given an excellent opportunity to buy at the bond rallies that are to be held in all of the schools. They will enjoy the entertaining programs to be featured at each rally. Plan now to attend at least one rally and go there prepared to buy bonds! Show your neighbors that you are patriotic.

To Mr. John Eversman and the talented musicians and singers who are contributing their time in providing these entertainments, we extend congratulations.

On to Victory with War Bonds!

Look In Your Mirror!

Just as the boys on the battlefronts did not take a holiday, a majority of the people on the homefront here and in the nation observed Labor Day last Monday by "laboring," by working for Victory.

One of the most impressive Labor Day messages that we have seen in years was published a few days ago by the McGraw-Hill Publishing Company and it is such a classic that we are reprinting it below with the suggestion that you read every word of it. Entitled "Look In Your Mirror," the message is as follows:

Ever since the first LABOR DAY, artists have been drawing pictures, around this time of year, showing "Labor" with a square paper cap and "Capital" with a silk hat.

That sort of thing distorts understanding, because it keeps alive a point of view that belonged to the days when the power of industry to create better living for all was not understood.

We need a new kind of Labor Day illustration . . . one that treats the first Monday in September, not as a lull in a battle between old fashioned symbols, but as a day in celebration of the dignity of earning a living.

Perhaps there will never be a better illustration for Labor Day than you will find in your own mirror . . .

Your own reflection will show you where capital and labor meet, in the new world which has been created by the industrial progress that has occurred since Grandpa founded Labor Day.

Labor is easy to understand. It means work.

But it's hard for most people to think of themselves as being capitalists.

The only difference between capital and work is time.

Work is what you do today. Capital is what you have left over from work that was done in the past.

For instance: skill is capital, because it is something gained by past work that helps make today's work more effective.

Machines are capital, because in them is stored up the work of the past, waiting to make today's work more effective.

Money is the means of swapping capital.

Your life insurance policy is an example of this, because past work has been stored up in the form of dollars. As long as the policy-holder can work for himself, those dollars are used to help others do work (because the insurance company invests them). When the policy-holder can no longer work, the dollars come back.

Every man who develops skill, tools or useful property beyond what he spends in living is part worker, part capitalist.

Every man who reduces the amount of his work, either through loafing on his own dough, or slowing down, or opposing efficient machines, or striking, directly reduces the rate of industrial progress and good living for himself and all Americans.

When the war is over, every man who keeps his money in a sock, or bank vault, will reduce the amount of work that can be done.

Right now we have lots of money but very little time to make the things people buy.

After the war, we will have the time and ability to produce much more than we have ever had before, because more people will have stored up new skills.

We will have much more money, too, but let's not forget the people who make products must have money as well as the people who buy them.

You may have savings after the war, but unless your money buys something it cannot create jobs.

Your savings cannot buy anything until it has been produced. What's more, you won't spend your savings except for better things.

In order to produce improved, post-war products for you to buy, the factories must have almost as much money as you spend—through your government—on changing them over to war goods.

We don't know how much money all the factories will need, but we do know that it takes many millions of dollars to run just one automobile company for just one day. That company must run for many, many days without any income before you can spend your money for a car.

We have given the name "Seed Money" to the money that is saved from past work to buy machines and factories that produce new jobs.

Thus "Seed Money" is just about the most basic thing in the good living of everybody.

We think it is harmful to every American when an individual, or a company, misapplies "Seed Money," or keeps it in useless storage at times when it should be spent for improvement in machines, methods and products.

We also think it is harmful to every American for "Seed Money" to be confused with profit that is not used for improving machines and methods, when tax laws are written, because "Seed Money" is the source of jobs.

Now is the time for men who work at machines to get together with men who work at desks to use the tremendous benefits of America's great industrial might in a way that will bring better living for all.

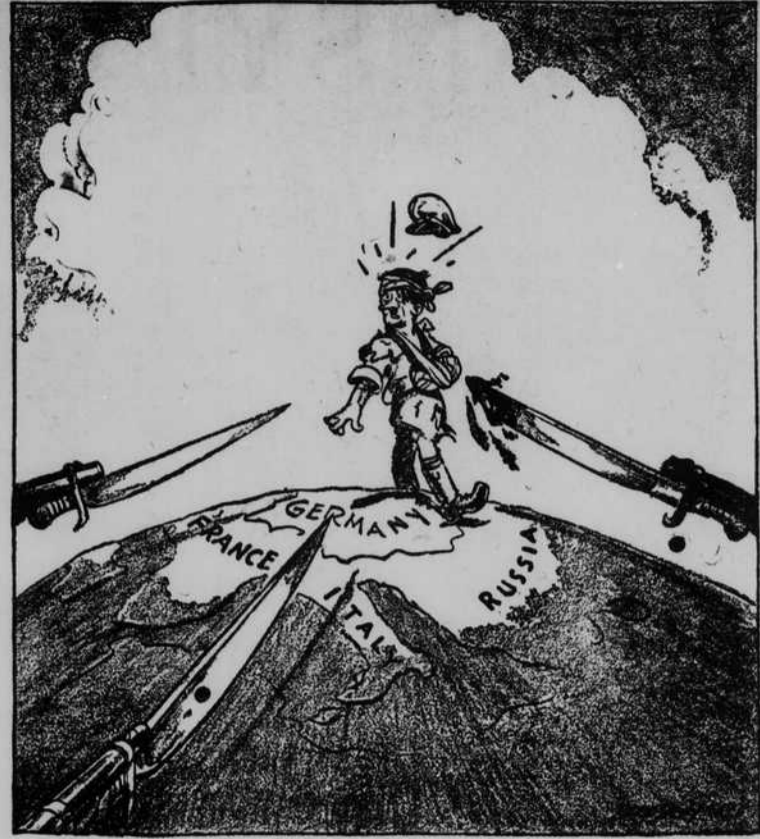
Long Way To Go

With the invasion of Italy now well underway, it appears evident that the third partner of the Axis is groggy and may be knocked out of the war before Christmas.

It is also evident that the Allies are getting ready to strike at other points on the European continent and that around-the-clock bombing of war centers in occupied countries and in Germany is weakening the senior member of the Axis destroyers. On the Russian front, the Reds are continuing to march forward.

We should not, and we must not become over-optimistic. Over-confidence is dangerous. Many battles are lost as a result of it. We must keep working, producing and fighting for Victory! Over-optimism might mean a greater loss of our own men.

INVASION POINTS



NEWS BEHIND THE NEWS By PAUL MALLON

Washington, Sept 8—The antics of vying officials on gasoline rationing have now risen to the fabulous stage.

A joint OPA-Ickes announcement has been issued in a very grave tone "lifting the ban on pleasure driving," but not lifting it.

The announcement pictured Petroleum Poobah Ickes as getting together with Prentiss Brown of the OPA for the first time, in serious determination to ease the restrictions on Eastern motorists as promised repeatedly during the past two months.

No one needed to read the wording very closely, however, to see that the ban was not lifted but was left still in effect, and the officials merely put motorists on their honor to obey the instructions. In short, all they did was to stop legal enforcement.

But enforcement already had stopped. Instances developing throughout the East since the August 15 gas equalization rationing was announced, showed clearly that enforcement had not only broken down but was non-existent.

All that Messers. Ickes and Brown did then was to bury a ghost already long dead, but to bury him above ground where everyone could see him and to put everyone on his honor not to look.

This is the latest but by no means the strangest of the confusing anomalies which officials have displayed on this subject.

A month ago, it was practically officially promised that gas rationing coupon values in the East would be increased.

On July 29, President Gottlieb, of the New York Automobile club, announced "on unquestionable authority" that the ban on pleasure driving would be ended and the value of "A" coupons would be increased.

Mr. Brown hinted at the same time, August 4, after a conference with his chief assistant, Chester Bowles, saying Eastern motorists could look forward to action next week on the pleasure driving ban.

The East-West equalization program was announced August 13, but failed to live up to either promise and, in fact, did not even propose "equalization" between the Mid-West and the East, which was the reason for its promulgation.

The explanation of this stupefying series of deceptive public announcements apparently was that Messers. Brown and Bowles, on one hand, wanted to give the public more, and Mr. Ickes kept resisting them at every turn.

A common supposition in the oil trade is that Mr. Ickes was subsequently told from the White House that this nuisance scrapping should cease and that some solid basis of agreement should be worked out to help the motorists as much as possible.

Apparently this new ban-lifting-that-does-not-lift is the result. If it satisfies the White House, it can hardly satisfy anyone else.

The oil industry suspects this elaborate ghost burial was staged to clear the way for tightening enforcement in the Mid-West and Southwest. Not a single complaint has been received from those areas by motoring authorities here since their rationing started, a fact they accept as proof that everyone out

there seems to be getting enough gas from some place. The Ickes-Brown announcement plainly indicated this purpose when it said:

"Energy and enforcement effort X X X will now be turned to X X X gasoline black market operations."

But there is another curious angle. Mr. Ickes wants to raise the basic oil price 35 cent per barrel to increase production and has appealed to Judge Vinson to allow him to do so. His application was not made public, nor was the exchange of letters between Brown and Ickes on the subject.

It is known Brown has resisted the increase and some of his associates have been caustically chirping behind their hands that something is the matter with oil production other than prices. They suspect some oil producers may

You're Telling Me By WILLIAM RITT Central Press Writer

THE TREASURY department in Washington has announced that there is a shortage of \$10,000 bills. Gosh, that must be right—we just remember not having seen one in ages and ages.

Zadok Dumkopf is staging a little home-coming party at his house tomorrow. His shirts are coming back from the laundry.

The Allies' "No Sanctuary" declaration didn't upset Fats Goering. There just weren't any neutrals with space enough in which he could hide, anyway.

The weasel, when frightened, sneaks away to cower in his hideaway. But, unlike the Nazis, he doesn't dignify it with the name "fortress."

It's agreed that time is on the side of the Allies but that's no excuse for any of us to have a lot of time on our hands.

That new liquid which scares off sharks couldn't by any chance, be just plain castor oil?

Two Argentine editors have

have adjusted oil production to further their own demand for the price increase.

Only one thing is sure in all this amazing mass of official publicity. It is that officials have been neither frank nor convincing anywhere along the way.

Gas use by motorists can be cut to any degree necessary to meet the demand of our armies, but, if officials who know the facts of production, distribution, and stocks, and censor these from the public view, cannot agree themselves and lay down a frank, straight-forward policy, how can they expect public observance?

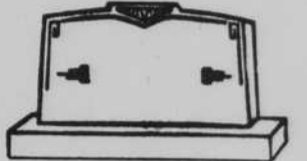
No one can stand firmly behind a man with St. Vitus dance.

Masons To Confer The 2nd Degree

The Dunn's Rock Masonic Lodge will confer the 2nd degree at the regular communication to be held Thursday evening at 8 o'clock in the Lodge Hall on Broad street, according to announcement by members.

The Worshipful Master requests all members to attend and extends a cordial invitation to all visiting Masons.

MONUMENTS



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Can You Picture NORTH CAROLINA without Schools?



The school bells are ringing again—calling North Carolina's youngest generation back to the job of learning to be good and useful citizens. We've all come to think of a good education for our children as the natural birthright of young Americans—but building up and administering a school system as fine as North Carolina's is a gigantic task.

Nearly 900,000 students are enrolled each year in North Carolina's schools and colleges. There are 4,111 primary schools, 990 secondary schools and 52 colleges and universities. The range of studies runs from kindergarten games through the three "R's" to the most advanced scientific and sociological research. Thousands of teachers are devoting their lives to this work—and to them goes much of the credit for its success, as well as to the administrators

of each institution, to local and county school boards and to the Office of Superintendent of Public Instruction.

We of the Greyhound Lines take the same pride as all other North Carolinians in our State's educational achievements. We know that our own organization is aiding the school system both with tax support and transportation service. Those of us whose children are benefiting directly from the splendid schooling afforded them feel doubly proud.

In wartime even more than in peacetime, the things that draw us all together, that unify our efforts, that make us good neighbors in every sense, are the things that count most heavily. Both good education and good transportation have decisive parts to play in shaping the present as well as the future of North Carolina in the post-war world.

GREYHOUND TERMINAL

MACFIE DRUG STORE

2 West Main Street

Telephone Number 5

GREYHOUND LINES

Advertisement for Polycaps for Children, a balanced supply of important vitamins, priced at \$1.19. The ad includes a small illustration of the product box and the name of the store, Macfie's Drug Store.