

THE SYLVA HERALD

Published By
THE HERALD PUBLISHING COMPANY
Sylva, North Carolina
The County Seat of Jackson County

J. A. GRAY and J. M. BIRD, Publishers

PUBLISHED EVERY THURSDAY

Entered at the post office at Sylva, N. C., as Second Class Mail Matter, as provided under the Act of March 3, 1879, November 20, 1914.

SUBSCRIPTION RATES

One Year, In Jackson County \$2.00
Six Months, In Jackson County 1.25
One Year, Outside Jackson County 2.50
Six Months, Outside Jackson County 1.50
All Subscriptions Payable In Advance



THEIR FUTURE SECURE

Sylva men who are employees of The Mead Corporation are indeed very fortunate in having secured a connection with a firm such as is The Mead Corporation which has just announced one of the most far-reaching retirement pension plans in industrial circles. If the employee has been with the company for five years, and so long as he remains in its employ, his future is secure. The small amount which he will pay into the retirement fund, plus the much larger contribution by the company, establishes a fund that will pay him after retirement as much as \$900 per year as long as he lives. Retirement age is 65 years.

The Mead Corporation is not only providing this long-range security program for its men and their families but it is now paying top hourly wages to them, which is another advantage in being a Mead employee.

We believe that there will be little labor trouble in this country when all industry provides a similar plan for their employees.

ON THE FIRING LINE

Some of the most interesting testimony given during the Congressional investigation into prices, which has been carried on by sub-committees in all sections of the country, has come from retailers. They have appeared at all the hearings, and they have represented all kinds of retail business — chains, department stores, independents, specialty shops, food dealers, etc. And practically all of them have shown that markups are lower than in the past, that the expense of store operation has substantially increased, and that, in spite of heavy volume, net profits have declined.

This testimony is important in that it indicates the place of the retailer in the economic scheme of things. He is in the unfortunate position of being directly on the firing line of consumer ire—without being able to do anything about the high prices that keep consumer tempers at white heat. Most retailers were extremely reluctant to up their price tags. They resisted as long as possible. But economic pressure forced them inexorably into it. No store can long operate at a loss. So retailers have done the unavoidable, and passed the increases on to their customers.

The publicity the price investigation has received should give the consumer a better understanding of the situation. No one has proven, and few have even suggested, that there is profiteering in retailing—aside from the few exceptions to the rule that are found in all businesses, industries, professions, and labor groups. Retailing's high sense of responsibility to the public has been proven.

PRICE FACTS

One of the most intelligent and illuminating statements on the price situation was recently given by Robert A. Seidel, vice-president of the W. T. Grant Company, a leading merchandise chain, before a Congressional subcommittee.

Mr. Seidel observed that it is commonly believed that all prices are unreasonably high as compared with a year ago. The truth is that many prices have gone down or have held to the same level. He exhibited various essential articles of apparel which now cost less than in 1946, and which are also of improved quality. Finally, he summed up his testimony by emphasizing these points:

1. All prices are not out of line. Some are up, some are down, some are the same.
2. Increased labor costs are a major contributing factor to the present price structure, and the trend of wages will

INSIDE WASHINGTON

Special to Central-Press

Washington—It is no secret in Washington political circles that the Democrats from President Truman down the line believe that General Eisenhower, if "drafted," would be the toughest GOP presidential candidate to beat.

Most Democrats, faced with a decision, would rather have Eisenhower as their vice presidential candidate than Defense Secretary James Forrestal, the current front runner. That desire, observers are convinced, also is shared by Forrestal.

However, the Democrats are certain that Eisenhower will turn out to be a Republican, once he sheds his uniform and becomes president of Columbia university.

They also believe that General "Ike" will settle for nothing less than the GOP presidential nomination by acclamation if a Taft-Dewey stalemate develops in Philadelphia next June.

Farm Prices—A farm state senator is secretly sounding out his colleagues and farm organizations on a proposal to roll back grain prices to parity—with the nation's farmers given, in return, assurance of price support for perhaps three years longer.

The mirwest Republican — who isn't sure enough of his ground yet to allow his name to be used—thinks his farm-state constituents would acclaim the idea if it is fully explained to them.

So he is toying with the idea of writing legislation to achieve the price roll-back to 100 per cent of parity, and, simultaneously, to extend price supports at 90 per cent of parity for three years. The immediate effect would be deep cuts in soaring grain prices.

The senator says nobody would get hurt in the long run but speculators.

Chaos In China—Conditions in strife-torn, over-crowded, straving China apparently are getting worse daily. Dr. Ta Chen, professor of sociology at Tsing Hau University, recently reported two alarming trends in his country.

First, he says, the already heavy load of China's "surplus population" is being added to by a rapidly rising birth rate.

Second, there is a mass movement of people from the farms to the cities, causing urban populations to jump seven per cent annually.

To make matters worse, the greatest part of the migration city-wise seems to be coming from the rice fields, where greater production is an absolute necessity to prevent additional thousands from starving.

"Gift" For Atom Group—The Atomic Energy Commission takes no chances when mysterious packages arrive at its closely guarded headquarters in Washington.

Yet, sometimes, the commission's precautions turn out not to be necessary. Recently when a nondescript box arrived from California, the package was rushed through the usual radio-activity tests by a Geiger counter.

Satisfied that the box contained no radio-active material, the commission opened it to find only a pile of common dust, cigar ashes, and mustard plasters.

The box came from a west coast "astrologer-scientist" who offered to sell the government an amazing secret of spectral science for one million dollars. Later, the same man also sent a box that contained nothing but air.

largely determine the trend of prices.

3. Bottlenecks still exist which cause shortages in production and so force the prices of the commodities affected upward.

4. The cost of government has an important effect on price levels. Surprising as it may seem, government now costs the country more than the food it eats!

5. Retailers' margins have been substantially reduced, and retail trade has not retained an undue share of the consumer dollar.

Mr. Seidel spoke from a study of the facts, and the committee members who heard him were interested and impressed. The whole price problem has been confused by wild denunciations of one group or another. The truth is that prices are the result of present day costs and conditions—not of isolated causes.

"64 RUBLE QUESTION"



The Everyday Counsellor

By REV. HERBERT SPAUGH, D. D.

Few realize the importance of their emotional attitudes, how much they affect their physical health and attitude towards life. We are constantly confronted with this truth in the problem cases which come to this desk. Physicians are likewise recognizing this. Recent conversations with two outstanding child specialists revealed that they are deeply conscious of the same fact.

A child's environment and surroundings have a vital influence over his future welfare. These child specialists said that a child's emotional attitude is largely determined during the first six or seven years of his life. This places a tremendous responsibility upon parents. It should make them very thoughtful concerning the emotional atmosphere of the home. Where there is quarreling and abuse the child is likely to become nervous, sensitive, develop an inferiority complex, a lack of sense of security. What goes in a child's eyes and ears is as important as that which goes in his stomach, perhaps more important.

We are living in a day of tremendous activity and tension. We are all extremely busy, parents included. Sadly too often we are busy about the wrong things. Religion is a great stabilizing factor in human life. The Bible is the great textbook on stabilizing the human emotions.

The Christian Gospel is dedicated to teaching men to learn that invaluable lesson which Saint Paul had learned before he said, "I have learned in whatsoever state I am therewith to be content." He did not mean that he had given up ambition to improve his lot, to further the Kingdom of God. He was ambitious for these things to his dying day. But Saint Paul had learned not to fight against those things over which he had no personal control. He had learned that "With God all things are possible." His entire Gospel was based upon the doctrine of justification by faith in Jesus Christ. He loved his Lord, was devoted to telling others about Him. He was happy in his work, realizing that as a servant of God his life was directed by Him.

Fear-ridden men and women today so need to learn that lesson. So few of them learned it as children, when they should have had the opportunity to do so. Their outward and inward struggles are directed towards securing peace within, yet so few know how to secure that peace.

How much time does the average boy or girl, man or woman devote to learning to know the ways of God? Much of it is almost "too late and too little." The Bible urges us

CARD OF THANKS

We wish to thank our friends, neighbors and relatives for their acts of kindness during the sickness and death of our mother, also for the beautiful flowers. Mrs. Lena Reynolds, Mrs. J. H. Green, Mrs. A. H. Finch, Arthur Dills.

A good height for placing the convenience outlet for the washer, electric iron, or ironer is about 40 inches from the floor.

St. John's School Sponsors Thanksgiving Carnival
WAYNESVILLE, N. C. (Special) — Thursday November 20 a Thanksgiving Carnival will be sponsored by St. John's high school in St. John's auditorium for the benefit of the school. The fete will begin at 1:30 P. M. and will last till 10:00 P. M. Games will be played and refreshments served.

Savannah Singers to Meet November 23, 2 P. M.

The Savannah Singing Convention will convene with the New Savannah Baptist church at Gay on Sunday, November 23 at 2 o'clock P. M.

All singers and the general public are cordially invited.

QUICK RELIEF FROM Symptoms of Distress Arising from STOMACH ULCERS DUE TO EXCESS ACID
Free Book Tells of Home Treatment that Must Help or It Will Cost You Nothing
Over three million bottles of the WILLARD TREATMENT have been sold for relief of symptoms of distress arising from Stomach and Duodenal Ulcers due to Excess Acid—Poor Digestion, Sour or Upset Stomach, Gasiness, Heartburn, Sleeplessness, etc., due to Excess Acid. Sold on 15 days' trial. Ask for "Willard's Message" which fully explains this treatment—free—at
SYLVA PHARMACY

12 HALLMARK CHRISTMAS CARDS



IN HANDY

Cello-pacs
ONLY 29¢

THE BOOK STORE

In The Herald Building

SPECIAL! Anniversary Offer

IN MARKING OUR FIRST ANNIVERSARY AS O.K. RUBBER WELDERS IN SYLVA AND NORTH CAROLINA WE ARE OFFERING A SPECIAL APPRECIATION AND INTRODUCTORY

DISCOUNT OF 20% OFF REGULAR PRICE
ON ALL PASSENGER AND TRUCK TIRE RECAPS
FROM NOW UNTIL JANUARY 1, 1948

It gives us special satisfaction to know that of the more than 1,500 RECAPS we have put on during the past 12 months, not one has come off.

We use Regular Standard Gauge Recap Rubber on all Tires and will use the same during this DISCOUNT PERIOD.

The Rubber used is 12, 14, 16 and 18 Gauge

We are opening our STATION at Dillsboro Friday and will pick up and deliver Recaps at this point also.

Free Road Service in City Limits... Tires Loaned

ALLISON BROTHERS

O.K. RUBBER WELDERS

HOWARD and JACK ALLISON, Owners and Managers

Sylva and Dillsboro