

FORD LAUNCHES WIDE PROGRAM OF PRODUCTION

25,000 Men Now At Work; And Other Are Being Hired Every Day

Henry Ford has launched the Ford Motor Company's wide program of production... will be stepped up during the summer in accordance with a steadily improving business outlook.

The program contemplates no change in factory location and no tie-up of the Ford organization with the any other industry, despite the rumors to the contrary, The Press learned definitely from Ford.

Reports that activities at the Rouge plant will be transferred to the old plant in Highland Park, and other steel companies will take over Ford's idle steel mills at the Rouge are entirely unfounded on the face of it. This is known certainly, despite the refusal of Mr. Ford to dignify the reports by an official denial.

VIEWPOINT 'UNCHANGED' Officially, Mr. Ford will say only that his company is proceeding on the fundamental principles which produced the first of his 25,000,000 automobiles and that "nothing has occurred to change our point of view."

"The whole country got away from fundamentals a few years ago and began to call it progress," he declared in an interview at his Dearborn office.

"Things are looking better today than they have since the 1929 market crash, but no easy times are in sight for anyone yet. We are all feeling better for three reasons—first because it is spring; second because President Roosevelt is working away and actually accomplishing things; third, because there has been a substantial increase in employment.

"But there are no easy times yet. From now on the most valuable commodity in the United States is going to be old-fashioned common sense and work. The jazz period in industry and everything else is past.

"STILL BELIEVE MARKETS' A few people still believe that the stock market is the heavenly indicator of business conditions, and they keep hanging around the ticker. But the stock market never did make bus-

ness, business makes the stock market.

"Business needs orders, not loans. Orders come from the people.

"The big question is to get the money to the people—then you won't have to make loans to banks and other corporations. The only depository of purchasing power we have is the people, and it is very strange that none of our plans of financial recovery ever start with them.

"People want to start higher up. Well, prosperity never drops from the top down; it bubbles from the bottom up. The United States is not up to the government and the people in it—strange they cannot do by ones—with each other direct.

"America is a country of workmen. We have not enough of any other class to support even a medium-sized industry.

"MUST RESTORE BUSINESS" "And it is not a lack of capital that has topped industry, but lack of orders. That's lack of purchasing power. How can that be restored? That is the only question to be answered, and the only one that has not been considered.

"Business cannot be resumed upon sound lines until the workman is put into consideration again, not merely to protect him from starving, but to restore his position as a free and independent buyer. Enable him to buy and he will start every factory in the country. Even the bank cannot start until the workmen start.

"This country doesn't need more money. It doesn't need hallelujah about buying or hoarding. The people will do their part as soon as they see it is worthwhile to do so.

"You can't play horse with the people for 20 years, toss them from false prosperity into national adversity, and expect them to believe you without some evidence. Business must produce more and better values than ever before, and on the basis of old-fashioned fundamental honesty the daylight will begin to return."

NURSELS CONTEMPLATED The Ford factories have already reached a production figure of 2,500 units a day, and contemplate increasing this figure considerably within the next two months, with a corresponding increase in employment.

Removal of machinery to the Highland Park plant from the Rouge plant, which gave strength to the report that the seat of Ford manufacture would be transferred, indicates only, it has been learned, that Ford is storing machinery he used to scrap.

He believes that all machinery will be needed and used in the country very soon, and while he continues to build and install the latest and newest machines, he is not so quick as formerly to scrap the old.

Another source of the false reports was believed to have been a conversation which took place in Mr. Ford's office when General Motors officials and others met with Mr. Ford for a business conference during the bank holiday.

The conversation turned upon the steel industry. One manufacturer asked Mr. Ford what he would do if the steel trust should try to use a whip hand over the automobile industry. Mr. Ford waved a hand at the window to indicate the all-steel buildings of the Rouge plant. His response amazed his listeners.

"We would move our factory to Highland Park, tear down our buildings here and turn them into cars," he said. "There is enough steel in those buildings to keep the Ford Motor Co. supplied for 18 years!"

Another manufacturer referring to the rumor regarding the Ford steel mills, said that in his opinion the steel companies might desire the Ford properties to equalize competitive conditions in the Detroit area.

"They are a better equalizer if they remain in my hands," was Mr. Ford's answer.

The sermon had lasted an hour and a half already. The minister had been reviewing the law and the prophets. He had given an hour to the major prophets and was about halfway through the minor ones. At last he paused impressively and exclaimed: "And Habaakkuk—where shall we place him?"

A man in the congregation rose at this point and said: "He can have my seat, Parson!"

World's Fair Fighters Meet



Tony Canzoneri, lightweight champion, on the left, seems renially itself as he greets challenger Barney Ross of Chicago while chairman Joe Timmer of the Illinois State Athletic commission looks on. The two gladiators come together on June 23 in the ten-round battle for the lightweight championship of the world which is the prize-ring's contribution to A Century of Progress. The battle will be staged at the Chicago Stadium.

Shucks Into Hats New Farm Industry

Corn shucks, discarded in the barn lot as a supplementary roughage for cows, have been received in polite society as finished hats for ladies due to the efforts of Miss Glenn Caudle of Gibson Mill in Richmond County.

Some months ago, Miss Caudle attended a demonstration given by the home agent of Richmond Mount, Mrs. Anna Lee Harris, and there learned the art of branding corn shucks and making them into attractive hats.

Miss Caudle is gifted in the use of her hands, and within a month had mastered the art and had made what for her own use. She accompanied Mrs. Harris to a meeting in Wilming-

ton and there taught a group of home agents and home demonstration club women how to make the braids of shucks and model these into stylish millinery.

Some of these whom Miss Caudle taught are now making both hats and bags to match. Mrs. Harris says: "The hats are light in weight and are very comfortable. The color is natural shuck which blends nicely with many other colors.

"The color, grain and texture of the shuck give a charming effect and the hat are being enthusiastically received all over the State," says Mrs. Harris. "Miss Caudle has personally received a number of orders from Burlington, Clinton, Wilmington, Raleigh, and other places. She charges one dollar for a hat, finished and packed. It may be lined and trimmed according to the taste

Many To Attend Farm Convention

Definite assurance that Secretary of Agriculture, Henry A. Wallace, will attend the State Farmer's Convention to be held at State College during Farm and Home Week, July 24 to 29, lends added interest to this annual farm meeting this year.

"We have arranged for Mr. Wallace to speak at the opening session to be held on Riddick Field, Monday evening, July 24," says C. A. Sheffield, secretary of the convention. "We believe also that some of the men associated with Mr. Wallace in the New Farm Adjustment Act will be present during the week. Our plans for the general meetings are being made in conjunction with the meeting of the American Institute of Cooperation and the secretary of this body wishes that progress is being made in assembling a group of national farm leaders to attend the convention this year."

Mr. Sheffield says the college dormitories will hardly house the people who will attend the convention and he has made arrangements with Meredith College for the use of its dormitories in case they are needed.

The plan now is to have each of the general meetings for men and women on of-fours each evening on Riddick Field. This will assure the challenge of being completely in the grip of the meeting and the heating arrangements are such that the program may be followed in detail.

As in past years, the college is making room in its dormitories for out-of-town delegates. The last Monday will be reserved for the lowest in the line, but consistent with a goal of 100. Mrs. S. J. Bell will also be present, and will represent a group of women at the convention of the county.

What is the story about the new Ford car? Well, it is a new car. A real one.

They are your market for the year? Yes, they are. They have already taken two prizes at a county show.

No one will object to such use of shucks, Mrs. Harris says, unless it is some of the underfoot eastern Carolina cows. At any rate, the hat are becoming fashionable and many a shuck will be used in their manufacture at home in the future, she believes.

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WILLIAM B. FERGUSON Tuscola Academy

Henry Ford Dearborn, Mich.

June 19, 1933

A COMPANY THIRTY YEARS OLD

Last Friday the Ford Motor Company completed 30 years of automobile making.

It is also my fortieth year at the same job. I made my first engine in 1893, and it still runs. This is the engine that won the Selden Patent Suit—which took the motor car out of the exclusive class, and opened the automobile industry to hundreds of manufacturers who started during the last 30 years.

Some of the men who began with me that June day in 1903, are working here yet. All of the principles we laid down then, are still operative; we find that they have great survival value for the future. To date they have produced and sold over 21,000,000 Ford cars.

Although we created the automobile market we have never thought it was good for anyone to monopolize it. We have always believed that before business could be good for one, it must be good for all. Our discoveries and improvements have always been open to other manufacturers without patent restrictions.

Of course, there is one thing we cannot share—everyone must get it for himself—and that is experience. Money could duplicate our buildings and machines, but it cannot duplicate 40 years of experience. And it is experience that makes a motor car.

But the past does not especially concern me; it has all been a preparation for the future. For myself, I feel that I have just been gathering the tools to do something worth while, and that my real task is still ahead.

Great changes are upon the world. False ideas of every kind are vanishing in the general upheaval. Those who built truly on principle will survive—their service will carry over. Business integrity and commodity honor will be fully justified. And newer and better ways of living will appear.

That is the outlook for this young thirty-year old Company of ours.

Henry Ford