It's Speed Today

And Not Price On

By CHARLES P. STEWAR

PRODUCERS of stuff for

government compete with

other as strenuously as ever

tition, as to all sorts of war i

plies, which Uncle Sam natu

Before the world conflict s

ed, whenever he needed goods

some sort he called for bids

tory assurance that his mere

dise would come up to spec

time hurry to have filled in

Production Manager Donald

Nelson changed the rule, or

reasonable ground that speed's

main item in an emergency like

The new system works out.

rather unexpectedly, to the adv

Price competition had the me

make juicy bargains in his or

ite, and get away with it.

enough orders to go around.

of getting them executed.

Nelson system to small busin

be able to produce more ec

to its customers. A pewee,

vast buyers as the governmen

On top of that, governm

contract makers prefer deals

mass producers. It's more con

ient for them to make whol

arrangements with a single

concern than to negotiate,

rately, with a lot of teeny-we

The result was, for a while

government's orders and the

There's a limit, though, to e

And, there, simultaneously, w

the little ones, sitting on the si

ruptcy, for lack of something

Hence Don Nelson's inspiral

lines, in danger of going into be

The corking big outfits

reason of its geography or

But the benefits of the De

Well, a huge industry is apt

Now, though, there not only

Plenty of Orders

existing one, even if it costs

tle more.

The present question

Central Press Columnist,

War Production

The Mountaineer

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THURSDAY, APRIL 2, 1942

Congratulations, Cullowhee

The action taken by the students at Western Carolina Teachers College last week to devote \$1,500 of their own money, normally alloted to athletics, to further training of national reserve organizations is to be com-

Formerly the students have been paying a flat fee at registration for support of intercollegiate athletics. Now the student body feels that it would like to use its money to make a definite contribution to the military training program rather than to continue participation in competitive football.

With the money to be diverted from sports to war, 30 scholarships of \$50 each have been set up which will be awarded to young men enrolling at Cullowhee for naval reserve training.

Part of the available funds will be allocated to those entering in June and part to those entering the college in September.

C. F. Dodson, head of the science department of the college, has been appointed by the navy department in Washington as its official representative in organizing the training of naval reserve apprentice seamen.

Realizing how important the athletic program of the college of today has become to the students and to the alumni, congratulations should be extended the students at the Western Carolina Teachers Cliege for their patriotic response in meeting the present emergency.

Prospect For Weak Tea

Those who have an appetite for iced, as well as hot tea have a disappointment in store for them. It comes at rather unseasonable time, for with summer just around the corner, the news that Americans will have to cut their average annual tea consumption from 11 to 5 1-2 ounces each will come as a blow to those who think of hot weather and iced tea in the same instant.

The rationing of tea is one of the orders recently made by the war production board. It is the most drastic food action since the government decreed sugar rationing. While no formal set up has yet been put into effect, grocers are asked to limit their sales to each family so that each store's 50 per cent allotment will be distributed evenly among the consumer public and not bought up by hoarders.

Interruptions to shipping from Ceylon, India, and the Netherlands East Indies, where practically all the tea comes from, and the uncertainty of imports in the future, has made the action necessary at this time.

American housewives will have to learn how to brew tea in such a manner as to extract the last bit of flavor from the leaves, and in all probability the tea drinkers will be imbibing a weaker drink than they did this time last year.

The United States is today, as it always has been, the best investment in the world. War Bonds and Stamps offer an opportunity for each citizen to buy a share in America.

A hard day's work isn't half as tiring as a four-hour banquet.

Everybody seems to know enough arithmetic to figure out what's coming to him.

No man wants to talk sense to a pretty girl.

A Tough Job

We were interested in the answers to the recent question carried in the "Voice of the People" in this paper, regarding the most important piece of work for the Chamber of Commerce this season.

We are rather inclined to agree with the person who suggested that the group should be in readiness to meet any emergency that might arise, for some of the plans will have to be more or less tentative.

It will not be an easy season to plan for, as things are changing at such rapid rate. What would have been applicable two months ago, or even one month may be all out of the picture ere the time the season gets underway.

We believe that it is one year when all funds should not be allocated at the beginning of the season, but that expenditures should be carefully planned as time goes on.

Advertising Welcomes Scrutiny

Advertising today is receiving the closest scrutiny it has known that attention comes doubly, from those who advertise and from those to whom the advertising is directed.

Business along with the nation generally is passing through a crisis from which that which measures up will endure, that which does not will go down. Advertising, its power to reduce per unit selling cost demonstrated, welcomes such a testing, and life certain traits of human na- than storied land has ever known those who direct it should appreciate the ture . . . common to mankind be- . . . imagination and vision, readded responsibility existing conditions im-

All of which prefaces our commendation of the Merchants Association which has renewed its committee to study advertising media and promotions that much of the wastage of money for so-called advertising may be accomplished. The proposition is a sound conservation move and one which all worthy media will readily acknowledge and appreciate.-Shelby Daily Star.

How He Does It

For sometime we have marveled at the manner in which President Roosevelt is able the air, landing far down on the who has decided that Waynesville to meet the critical events that have crowded sidewalk . . . the little girl was one after another during the terms of his administration. Starting with physical handicaps, he apparently keeps a cool head and a steady hand through hard work and often adverse criticism, that would down any ordinary person.

We read during the week of an answer older, it takes another course . . given a friend who had wondered how he had been able to keep his physical equilibrium and the President told him:

"During my waking working hours I give the best I have in me and neglect as little pines to Australia . . . despite danas possible. When time comes for rest and sleep I can reflect that I could not have done better if I had it all to do over again, except that the perilous journey so beset for hindsight, which simply does not come at the same time as the problem. There is nothing left for me but to close my eyes and the trip gave just the proper touch I do it and am asleep. I have no time for

To us the last two sentences are the heart of his secret, and his ability to carry them through is a triumph few can achieve. We have been told that "if you can sleep well, you've got the world licked."

"Awareness Day"

We note with interest, plans for the observance of an "Awareness Day" down in Wilson, to be sponsored by the Chamber of Commerce. There will be a parade, which will offer a strange sight, as there will be no motor vehicles in it.

Automobiles will be replaced by bicycles, but they will not present a holiday air, for they will bear no decorations, as that would ture of this country, brings another be a wasteful gesture for current times. Crepe paper floating in the breezes is a thing of the past on such occasions.

But the number of pedestrians will be increased to substitute for the former motor cars. They, too, would have been almost unknown groups a few years back for they will include State Guardsmen, air raid policemen and fire wardens and first aid workers of the civilian defense office.

It doesn't sound very festive compared with the elaborate decorations this tobacco market has adorned such events with in the past, but we predict that it will be a novel affair, and will make more than one spectator given a second thought to the changing conditions that prompted such a colorless

We long had a premonition that something terrible was going to happen, but we underestimated its magnitude.



HERE and THERE HILDA WAY GWYN

nal feminine instinct of egging sential ingredients of the South the man on crops out at a tender which must arise after the Westing up Main Street one day last of the swastika's dark shadows . . when the first graders were leaving school from the Cen- must have the kinetic force to build tral Elementary . . . a very coy for the future . . . and the leisure little girl . . . was coming along to enjoy the edifice . . . after it is with a boy her own age . . . they done ran and skipped . . . full of energy American South . . . a South of came untied . . . instead of fasten- man dignity . . . and devotion to ing it . . . she loosened it until it democracy" off at any moment . . . and then the future of this country lies beshe dared him to knock her shoe low the Potomac. what boy, with an ounce of red blood in his veins would take such a dare . . . so the next thing by Mr. Rudolph E. Heinze . we knew the shoe was flying in formerly of New York State

quite angry . . . and then she flew after the small boy . . . with a very sarcastic remark just fix you for that" and on she ran after him . . . their feet just flew . . . we couldn't help but smile . . . such is the way of a maid with a man . . . as they grow but the underlying principles of the tactics remain the same.

General MacArthur and his family took themselves from the Philip-. . the more our imagination and admiration for their bravery is fired . . we are convinced with danger . . . will stand out in the records of history in the future for there is no doubt that of courage needed for our armed forces as well as for the civilian . . the General risked his all and we fear before this conflict is over . . . we, too, will be called upon to make many more sacrifices than we realize at this stage but one thing we have been disappointed is that more has not been said of Mrs. MacArthur , for evidently the General has nothing on her when it comes to steady

nerve . . . and ability to "take it."

We are tremendously interested in a new book just off the press "Below the Potamoc" by Virginius Dabney . . . editor of the Richmond Times Dispatch . the reviews of the book make us want to read it . . . there has been o much written about the South as the nation's "Number one economic problem" . and now for the section to be declared the fuside of the story in view . . . and excerpt from the book states that "No President since the Civil War has revealed the understanding of problems that Franklin D. Roosevelt has evidenced" . . . and certainly his most bitter critic could not deny this statement about the President . . . we have seen what has happened in our own county in our own rural sections . . and the South is rural for the most part . . . here in Haywood during the past few years the WPA . . . AAA . . . TVA . . . and FSA have wrought wonders . . .

We have all been critical of agencies at times . . . and justly so perhaps . . . but none of us can deny that they have made a new county here and a new South . they have developed and brought to light our potential advantages they have given us a chance . even if those fortunate enough

load up with taxes at times

As we grow older . . . it is a the South will be responsible for continual surprise how early in building a "grander civilization the pleasure." gin to show . . . and how the eter- sourcefulness and daring are es-

. we happened to be com- ern civilization has been cleansed . . the South, which is to be . . it must be wholly an . . her shoe string caught and liberty . . . and learning of hulooked as if her shoe might drop Dabney is right . . . and that time.

The following was contributed was a good place to live when limping on one foot . . . appearing he retired . . . he says the lines were written during the First World War. . . but even so, are "Now I'll applicable to Number Two . . .

WHY WORRY

Of two things, one is certain, Either you're drafted, or you're not drafted. If you're not drafted, there is no

need to worry, If you are drafted, of two things one is certain, Either you're behind the you're on the front,

you're on the front, of two things one is certain, Either you're in a safe place or you're exposed to danger. If you're in a safe place there is no

need to worry, you're exposed to danger, two things one is certain, Either you're wounded or you're not wounded. If you are wounded, of two things

one is certain,

Voice People

al summer program?

good healthy exercise."

H. W. Burnette-"I hardly see why prices from all available a they shouldn't carry on. The games and the lowest bidder got the give the people something to do tract, provided he gave satis and get their minds off of war."

Earl Ferguson-"I see no reason tions. Today price isn't the why the softball league should not consideration in connection with have their usual program this order the government is in a

drive around this summer and we have to have something to do." J. E. Jones-"I think they should carry on. A lot of fellows who

play softball, work hard all day and it is their only exercise. It's also a nice way for people to get together and forget they are tired.'

usual, as there is nothing I enjoy more, but if those in authority feel that it is too great an expense at this time, I am willing to forego

particular interest, because unp ted rivals could underbid the fan need recreation now as well as at any other time."

Miss Almarie Robinson-"We can't stop everything because we are at war, and softball is a good wholesome recreation, good for a congestion of them. That's a those who speed is so essential in the ma those who play and

Joe Jack Atkins-"I think they should have the games this year.

Walter Crawford-"I think the such thing, may be able to league should carry through the its own against the monsters, summer, because even if we are immediate neighborhood, but in war, we have to have a little latter can easily outsell it to

Letters To The Editor

Editor The Mountaineer:-Your editorial in the last issue

starved to death. Under the capable leadership of M. H. Bowles, I am sure that you mass industry's productive and the many other fine citizens of this section will continue to co-

Either you are wounded seriously, began to delay deliveries, unav is no need to worry,

two things one is certain, Either you recover, or you die. If you recover, there is no need to . YOU CAN'T

MILITARY writers refer to the infantry as the "queen of battles." What they mean, of course, is that in war the infantry is the ace of trumps.

Siamese fish fights are always on the square. Since they are already in it, it's impossible for either fish to go into the tank. The ban on typewriters will be

easier to bear if it causes a shortage of amateur spring poetry.

Current crop of fighting bulls are softies, complains a Spanish

sports writer. Looks like that flower-smelling Ferdinand after all, started a trend.

After having played in a contract bridge game with his wife. Zadok Dumbkopf is convinced that it's really just a shin game.

Malta has had 500 air raids since Jan. 1. In that area the sky must seem to be permanent-ly polka-dotted.

It may be paradoxical but we've noticed most big league sluggers aren't able to fatten their batting averages they take off weight.



Do you think the softball league should attempt to put on their usu- did, but it's a new kind of

C. C. Francis-"I think with all is buying now at about 1,000 s the horrors of war we will need the rate of anything else he something to make us relax from the market for. the strenuous times and softball is

C. N. Allen-"I think it should "Who'll make the quickest jo We are not going to be able to it?"

tage of small industries, concern whose fate there's been so Miss Mattie Moody-"I would worrying. like to see the league carry on as in the pre-war era, of guardi against any favoritism in awarding of contracts. A politi pet of some Washington official department or bureau coul

H. O. Champion.-"Sure. People

. . . and devotion to community has to be kept up. We cally, to itself, than a pewee, we hope that Mr. can't think of the war all the sequently it can make better to

"The Mountaineer" compliment- the whales were scooping of a ing my work in Scouting was totally unexpected, and very much nows were threatened with appreciated.

ently become so loaded up Uncle Sam's contracts that t

or you are wounded slightly, ably. If you are wounded slightly, there If you are wounded seriously, of

o get them at it. Essentially he wanted their put, but undoubtedly he also had

keep them busy.

mind the long-run desirability preventing them from burst with all of the ultimately d trous economic consequences. Inconvenience Overlooked So he gave his orders to war # duction's personnel - to "D

mind some slight inconvenience dickering with so many differ small units," but "to go ahead give them contracts," getting the into action in Uncle Sam's beh and saving their own lives, it dentally.

Individually they are little, M but collectively they can more less tie BIG industry.

The trouble is that a little it try generally hasn't the finance resources to readjust its eq ment from peacetime to wart production. It simply CANNO do it without charging more th the big fellows.

"O. K.," agrees Donald. them a bit extra, for getting a

Whether - not we'll ever . stem of figuring back to a price, rather than on speed, mains to be seen.

Some economists surmise the post-war public will switch the governmental production losophy rather than back to old one. Their dope is that well so hard up for everything " at the war's end that we'll con to reckon in terms of time I than price. I'd scarcely so myself, but it would be a guy who'd forecast what this will lead up to.

operate to give our boys, and with whom they come in com the benefits of the scout progra It is my earnest hope that will very soon obtain a just lasting peace, and that I may permitted to return to my friends

CARLTON PEYTON