

High Auto Output Seen For 1950

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DETROIT (UP) — The nation's automobile makers, with business never better, look for 1950 to bring production almost equal to the all-time record year just ending.

With an amazing 6,000,000-vehicle output in 1949 behind them, automotive men believe the demand for new cars is far from satisfied and sales will be about as good as 1949.

Schedules of General Motors, colossus of the industry, call for as many or perhaps more cars and trucks in 1950. Other companies are expected to follow suit.

Although government leaders and automotive executives are guardedly cautious about predicting the future, they certainly have no complaints about 1949 business.

Ward's automotive reports, statistical bible of the industry, estimates that 1949 total production will total "well over 6,000,000" vehicles in humming U. S. plants.

October Sales Highest
Despite gloomy forecasts of

"market saturation," business increased during the later months. R. L. Polk & Co., automotive statisticians, fixed October as the "almost certain" all-time monthly leader in new car sales. The previous high came in August.

Total output this year was not limited in most cases by what dealers could sell, but what could be turned out. The steel and coal strikes nipped into production during the last quarter, lopping 475,000 vehicles by Ward's estimates.

The industry, fortunate from a labor standpoint this year, faces two 1950 crises when Chrysler and GM contracts expire in May. The million-member CIO United Auto Workers will drive in mid-spring for the unprecedented company-financed pensions it won from Ford in September.

Oddly, the only major walkout of 1949 was caused not by the successful demand on Ford for \$100 retirement benefit and a health plan, but by a minor issue—speed of Ford assembly lines in two plants.

Some Wildcat Strikes

The UAW shut down Ford's Lincoln, the sprawling River Rouge plant for 25 days in May over the production standards issue.

Although Ford had the only major strike, a subburst of brief "wildcat" walkouts harried producers mainly Chrysler and the Briggs Manufacturing Co., major auto body firm which was shut

down on 55 occasions. GM and Chrysler probably will grant UAW President Walter P. Reuther's pension and welfare demands.

Neither Chrysler nor the union seem particularly worried that their mid-contract negotiations, begun last July, are lagging. GM already has begun talks on "technical phases" of the pension issue. UAW demands are to be "finalized" early in 1950, several months before the General Motors contract expires May 31.

The year saw almost every major auto manufacturer slashing prices and GM twice, timed to coincide with dips in the government cost-of-living index which determines wages of GM workers under the present contract.

Cuts Generally Small

The cuts, however, were relatively small, except in the case of sales-plagued Kaiser-Frazer Corporation, which hopes to stimulate business by bringing out a new model in the Chevrolet-Ford-Plymouth price class.

Kaiser, only firm closed down by lagging sales, borrowed \$45,000,000 from the government, partly to finance the new "lighter, cheaper" car.

In view of current labor demands and lack of price changes in new models already brought out, a major unexpected business recession seems to be the only basis for more price-tag reductions in 1950.

C. E. Wilson, president of General Motors, who masterminded production of 50 per cent of American automobiles, probably echoed the feelings of other automotive men when he said:

"The automobile business will still be very good in 1950. The demand created by the lack of production during the war has not been satisfied. The basic market is importantly greater than it was before the war, perhaps as much as 25 per cent. There are millions of worn out cars still on the road today because new ones are not available."

Well Kept

At Baldpate Inn, Estes Park, Colo., named for Earl Derr Biggers' "Seven Keys to Baldpate," the walls and ceiling of one large room are hung with more than 10,000 keys of historical interest, mailed from former guests, from all over the world.



Your CASE DEALER WISHES YOU A

Merry Christmas

AND A VERY HAPPY AND

Prosperous New Year

H. S. WARD

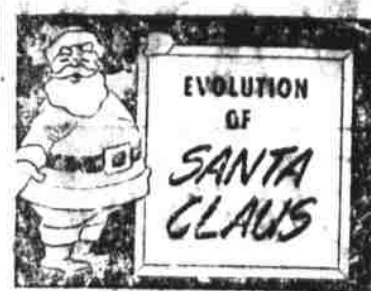
Lake Junaluska



'Twas the Night Before Christmas...

'Twas the night before Christmas, when all through the house
Not a creature was stirring, not even a mouse;
The stockings were hung by the chimney with care,
In hopes that St. Nicholas soon would be there.
The children were nestled all snug in their beds,
While visions of sugar plums danced in their heads;
And mamma in her 'kerchief, and I in my cap,
Had just settled our brains for a long winter's nap,
When out on the lawn there arose such a clatter,
I sprang from the bed to see what was the matter.
Away to the window I flew like a flash,
Tore open the shutters and threw up the sash
The moon on the breast of the new-fallen snow
Gave the lustre of midday to the objects below,
When, what to my wondering eyes should appear,
But a miniature sleigh, and eight tiny reindeer,
With a little old driver so lively and quick
I knew in a moment it must be St. Nick.
More rapid than eagles his coursers they came,
And he whistled and shouted and called them by name:
"Now, Dasher! now, Dancer! now, Prancer and Vixen!
On, Comet! on, Cupid! on, Donner and Blitzen!
To the top of the porch! to the top of the wall!
Now dash away! dash away! dash away all!"
As dry leaves that before the wild hurricane fly
When they meet with an obstacle, mount to the sky,
So up to the house-top the coursers they flew,
With the sleigh full of toys, and St. Nicholas too.
And then, in a twinkling, I heard on the roof
The prancing and pawing of each little hoof.
As I drew in my head, and was turning around,
Down the chimney St. Nicholas came with a bound.
He was dressed all in fur, from his head to his foot,
And his clothes were all tarnished with ashes and soot;
A bundle of toys he had flung on his back,
And he looked like a pedlar just opening his pack.
His eyes—how they twinkled! his dimples how merry!
His cheeks were like roses, his nose like a cherry!
His droll little mouth was drawn up like a bow,
And the beard on his chin was as white as the snow;
The stump of his pipe he held tight in his teeth,
And the smoke it encircled his head like a wreath;
He had a broad face and a little round belly,
That shook when he laughed, like a bowlful of jelly.
He was chubby and plump, a right jolly old elf,
And I laughed when I saw him, in spite of myself;
A wink of his eye and a twist of his head,
Soon gave me to know I had nothing to dread;
He spoke not a word, but went straight to his work,
And filled all the stockings; then turned with a jerk,
And laying his finger aside of his nose,
And giving a nod, up the chimney he rose;
He sprang to his sleigh, to his team gave a whistle,
And away they all flew like the down of a thistle.
But I heard him exclaim, ere he drove out of sight,
"Happy Christmas to all, and to all a good night!"
—Clement Clarke Moore.

Say, "I Saw It In The Mountaineer."



Christmas has roiled around once again and Santa Claus with round red cheeks, jolly smile and chunky figure looks the same as he did nearly 80 years ago.
His creator was Thomas Nast, one of America's greatest cartoonists. During the early 1860's he was asked to illustrate Clement Clarke Moore's poem, "A Visit to St. Nicholas," better known to us as "'Twas the Night Before Christmas." The result was Santa Claus as we know him.

Santa's creator was born in Bavaria in 1809, son of a musician in a Bavarian army band. When he was a fat little boy of six, Thomas' father left Germany to enlist in the United States navy, and Thomas' mother brought the boy to New York to live.

Along about the time stocky Tommy was 15 he landed his first job as an illustrator for Leslie's Weekly at \$4 a week. By the time he was 20 he was sent to England by the New York Illustrated News to sketch the Heenan-Sayers fight, an outstanding sports event of the day.

In 1862 he joined the staff of Harper's Weekly and began the series of emblematic drawings which continued throughout the Civil War. From those he created certain trademarks that have been the inspiration of cartoonists down to the present—notably the Republican elephant and the Democrat donkey.

Famous as the political symbols are today, Nast's Santa Claus probably holds first place in the hearts of Americans. Before Nast's day, a few artists had drawn Santa on one occasion or another, but could not seem to agree on how the old gentleman should look.

Nast changed all that. He located Santa's home at the North Pole and gave him a sleigh drawn by reindeer. He drew the familiar, fat, merry old fellow with red cheeks and white beard, dressed in red, wearing a cap and boots, carrying a pack of toys and smoking a short pipe.

The artist then gave Santa a spy-glass so that during the year he might pick out the good children from the bad, and also a big book in which to write their names and keep their records.

This conception of Santa Claus first appeared in 1863. Since that time, the pictured Santa has been the same, although the spy-glass and pipe seem to have been dropped by the way.

MARRIAGE LICENSES

Wallace Sharp and Louise Fisher, both of Waynesville.
Charles Gibson and Gloria Sue Brown, both of Canton.
Charles Sparks and Jean Hall, both of Waynesville.
Cecil Paul Weir and Amy Frances Braley, both of Cherokee.
James Carpenter of Rutledge, and Margaret Lee Greene, of Clyde.
Wayne Parker and Gladys Clark Luck, N. C.
Billard Sutton and Betty Long Gentry, both of Haywood county.
Herman Giles of Canton, and Mary Louise Plennon, Asheville.
James Freeman and Nell Jones, both of Candler.
B. D. Medford and Ziva Mae Sutton, both of Haywood.

NEW VETERANS HAVE TEETH

WELLSTON, O., (UP) — Officers of the American Legion Post 371 have decided to revise its drum and bugle corps after noting the fine teeth of the new members. The corps, which won state and district prizes 20 years ago, looked up 10 years ago when World War I veterans gradually left their teeth and were unable to blow the bugles with false teeth.

Has Largest Eyes

Horses have the largest eyes of all land animals.

SEASON'S GREETINGS

with ALL GOOD WISHES FOR THE HOLIDAYS

WAYNESVILLE HARDWARE

Opposite Courthouse
Main St. Waynesville

The crackling of holly leaves

mistletoe over the door...

caroling voices of children

what could this mean but Christmas?

The crackling of holly leaves, mistletoe over the door, caroling voices of children... what else could this mean but Christmas? Yes, that joyous day is here and we of this organization wish you the most delightful one anybody could have.

E. J. LILIUS
Jeweler

Wishing you THE JOYS OF THE Season

Our pleasant associations inspire sincere appreciation.
May your Holiday Happiness and Good Cheer continue with you throughout the coming twelve months.

PARKMAN'S HARDWARE

MAIN STREET WAYNESVILLE

We wish a Merry Christmas to All our Friends and Associates

Wellco Shoe Corporation
H. W. ROLLMAN, President