LOOKING AHEAD

By GEORGE S. BENSON
President, Harding College
Searcy, Arkansas

MAKING WORK

Proper steps taken soon enough will assure plenty of jobs, after the war, in peaceful pursuits for men busy today with war work and for those in uniform as fast as they are discharged from the armed forces. To say these men will deserve good jobs is saying far too little. Having saved this country from total defeat, they will deserve to possess and enjoy their own prosperous land.

It is for the good of the country and every family in it that plenty of well-paid employment be provided after the war. It is not a mere matter of justice to the deserving; not at all a matter of pity for the unfortunate. It is patriotism; it is self preservation. If America is to remain the land of liberty and opportunity, our first post-war step must be toward firm footing: Work for willing workers.

Industry Must Lead

The first move in post-war prosperity therefore is industry's move, putting some 25 million men to work at gainful employment. It is no small matter. The average investment necessary to make a job in American industry is $6,000, which means that industry must put up 150 billion dollars for equipment to make all these jobs good, that is, make them pay wages and interest on investment.

Soon after V-Day these 25 million men will start making their personal adjustments from war to a peace-time manner of life. About 20 million are in war work now but experts estimate that 25 pct. of them will get out of industry after the war; young people returning to school, married women resuming their home-making, etc. But 15 million now in war industries will want to keep working.

Others From Battle

The United States likely will keep a large standing Army and a more powerful Navy than ever before. Probably anybody who wants to remain in the armed forces will have a chance to stay, but ten million fighting men at least will want civilian jobs right after the war. These two groups combined make 25 million workers and there is not much disagreement among statisticians about the figure.

Putting all these men to work, of course, is only one side of industry's big post-war responsibility. The other half of it is providing people the things they want and need at prices they can afford to pay. Both undertakings require some high-powered planning. Popular retail prices have to start with low production costs which depend on volume, but over-production is a calamity in any plant, a big calamity in any industry.

Cooperation Needed

This sketchy outline should show what a stupendous job of master precision American industry must accomplish, or else it is staggering but it is possible. It will require accurate market forecasting, cautiously balanced production, economical operation and good selling. Industrial leaders understand that ruthless competition upsets plans, lowers employment and damages prosperity. All must plan.

If Private Enterprise does its share for national prosperity by investing 150 billion dollars, the cost of 18 months of war; to create 25 million jobs, industry will be obliged to have security of investment and hope of profit — a green light and a clear road. Labor and government both have necessary part to play in post-war prosperity, and the next two chapters of this column will deal with them, one at a time. "Labor's Lever," next week.

CONCORD

Miss Alma Marie Hamilton spent Thursday in Lexington.

Miss Herma Ruth Hamilton and Miss Hester Sinnot spent Friday afternoon with Miss Clemmie Louise and Alma Marie Hamilton.

Mr. and Mrs. Bill Marshall, Mr. and Mrs. Buddy Mattox and family, Mr. Russia Gaunce and Mr. and Mrs. Gene Gaunce spent Sunday with Mr. and Mrs. Dorsey Watkins and family.

Mrs. Stella Watkins and daughter, Leona, are spending a few weeks with Dorsey Watkins and family.

Mr. and Mrs. Marion Danrig and family spent Sunday with Mr. and Mrs. Jesse Parsons.

Mr. and Mrs. George Bell spent Sunday with Mr. and Mrs. Bob Hamilton.

Jimmy Shepherd of Richmond spent the past week with Herbert Hamilton and family.

WILSON

Mrs. Orville Burns Brierly is spending this week with Mr. and Mrs. H. B. Brierly and daughter.

Mr. and Mrs. Luther Brierly, Mr. and Mrs. Perry Vice of Little Rock, visited Mr. and Mrs. Will Brierly and daughter Sunday.

Miss Evelyn Brierly returned Saturday from South Carolina, having spent two weeks with Lt. and Mrs. Brooks Hinkle. Lt. Hinkle is stationed in South Carolina.

Mr. and Mrs. Prescott Workman and Miss Julia Workman of Paris and Mrs. Will Workman spent Sunday with Mr. and Mrs. Ervine Gaunce and family.

Miss Della Mae Terrell is spending the week in Paris with her two sisters, Misses Katherine B. and Annie E. Terrell.

Mr. and Mrs. Eugene Gaunce spent Thursday afternoon with their mother, Mrs. C. C. Skeen. Mrs. Skeen is improving from a recent illness. Her many friends wish her a speedy recovery.

Mrs. Clarence Scott spent Tuesday afternoon with Miss Eula Scott.

BLUE LICKS

Miss Geneva Sibert, who is working in Cincinnati, spent a few days recently with her father, Mr. E. G. Sibert.

Harold Miller, who was wounded in the Marshall Islands battle, is home and getting along nicely.

Mr. and Mrs. James Hughes and children of Maysville spent the week-end with her parents, Mr. and Mrs. L. Q. Purcell.

Mr. and Mrs. Geo. Steinford of Covington, spent the past week with their aunt, Mrs. Pearl Barnett.

This community extends deepest sympathy to the family of Rev. James Heartshorn. He will be greatly missed here, where he was pastor of the Assembly of God church.

Mrs. Melvin Sampson and baby spent the week-end with her parents, Mr. and Mrs. Y. L. Allison of Stoney Creek.

The extended drought has cost Kentucky farmers thousands of dollars in destroyed crops and pastures. Large numbers of livestock are being sold for lack of feed.

Would you like to borrow $700,000,000 for 60 years without interest?

A PROMINENT OFFICIAL of the Tennessee Valley Authority spoke at a joint meeting of the Washington Society of Engineers and the Washington chapters of the American Society of Civil Engineers and the American Institute of Electrical Engineers, on April 19. Regarding T.V.A., he was asked: *"Does income exceed expense?"* The reply was:

"By this autumn $700,000,000 will have been invested, 65 per cent of which ($455,000,000) is power investment. The power investment can be retired in thirty years *without interest.* The whole investment can be retired in sixty years *without interest.* This is based on current income and the assumption that the T.V.A. has now reached practically full development and will not require any further appropriations by Congress."

By this answer the official stated that T.V.A. IS SUBSIDIZED AND IS NOT SELF-SUPPORTING. The T.V.A. is a corporation owned and operated by the Federal Government. It competes with privately owned, tax-paying business enterprises. There is not one single valid reason why T.V.A. should not pay us—the people—the interest on money which it has borrowed from us.

This subsidy of free money is one reason why T.V.A. should be able to sell electricity cheaper than any business-managed utility can. The other reason is that T.V.A. does not pay any federal taxes. If T.V.A. were a taxpaying utility, it would have put into the U. S. Treasury about $9,500,000 taxes on its 1943 business alone. And you, Mr. Tax Payer, would have had to pay that much less.

Suppose at some future date the Congress of the United States decides that T.V.A. as a government corporation, should be self-supporting and pay interest and income taxes as all other businesses do. Then, according to reports from reliable engineers, T.V.A. rates would have to be increased about 80 per cent . . . or almost double. Users of T.V.A. service then would pay a lot more for it than they would pay for service bought from a tax-paying, business-managed utility.

It is easy for promoters of a government socialistic program to claim success when the taxpayers put up the money, pay the interest and taxes, and make up all losses.

REDDY KILOWATT,
your electrical servant

If one government bureau can take this unfair advantage of the electric power business, another government bureau can and may take the same unfair advantage of other businesses in due time.

KENTUCKY UTILITIES COMPANY
Incorporated
A Self-Supporting, Tax-Paying Kentucky Industry

Deputy Commander

AIR CHIEF MARSHAL SIR ARTHUR TEDDER

Briton who turned to the air after being wounded as infantryman in World War I.

DRAFT DODGERS

I'm writing this short letter,
And every word is true.
Don't look away draft dodgers,
For it's addressed to you.

You feel with ease—without danger
Back in the old home town.
You cooked up some fake story,
So the draft board would turn you down.

You never think of real men,
Who leave there day by day,
You just think of the girl friends,
That you'll get while they're away.

You sit at home with your paper,
Jump and yell, "We'll win."
Just where do you get that WE stuff?
This war will be won by men.

Just what do you think, draft dodgers?
That this free nation would do
If all men were draft dodgers
And afraid to fight like you?

Well, I guess that's all Mr. Slacker,
For I suppose your face is red.
America is no place for your kind,
And I mean every word I've said.

So in closing this letter to dodger,
Just remember what I say.
Keep away from my girl, you hum,
For I'm coming back some day.

Pfc. Gaylord Anderson
Aleution Island.

Buy More War Bonds.

ENJOYS HER WAR WORK NOW; THANKS RETONGA

Can Eat Without Fear And Sleeps Soundly All Night, States Mrs. Benedict. Weak Tired Feeling Also Relieved.

MRS. W. B. BENEDICT

"Retonga is far ahead of any medicine I ever used and I am glad to pass the good word on to others," happily declares Mrs. W. C. Benedict, well known resident of Route 7, Box 192, Atlanta, Ga. Mrs. Benedict has one son overseas and is her-self engaged in war work. Discussing Retonga she gratefully stated:

"I truly suffered from acid indigestion. After nearly ever meal I had to use some home remedy to relieve gas pains, and at times I was pressed up against my chest until it was difficult to get a deep breath. Often I went without a meal rather than suffer. My sleep was restless and mornings I felt tired out. I was almost a slave to laxatives.

"Retonga gave me grand relief. I now eat with a fine appetite and I have regained several pounds. I sleep soundly and I no longer have to take those harsh purgatives. I feel so much better that my work is again a pleasure instead of a drag, and Retonga deserves all the credit."

Retonga is intended to relieve distress due to Vitamin B-1 deficiency, constipation, insufficient flow of digestive Juices in the stomach, and loss of appetite. Accept no substitute. Retonga may be obtained at Carlisle Drug Co. or Hopkins drug store. adv.

SCRUB GRASS

Mr. Will Parsons of Anderson, Ind., spent Tuesday night with his father, Mr. and Mrs. James P. Minton.

Mrs. Sophia Margaret Bowles and son, Bobby, spent last Sunday with Mr. and Mrs. James P. Minton.

Pauline and S. T. Minton spent the week-end with Mr. and Mr. Otis Davis.

Jewell Davis spent the week-end with her aunt, Mr. and Mrs. Tivis Minton.

Mr. and Mrs. F. H. Bowles, Mr. and Mrs. Loren Bowles and daughter, spent Sunday with Mr. and Mrs. Bill Bowles and the afternoon guests were Mr. and Mr. James P. Minton.

Mr. and Mr. Marion Davis and sons and Mr. and Mrs. Bruce Crawford were recent guests of Mr. and Mr. Jess Parsons.

Mrs. Marion Davis, Mrs. Ray Satterheart and son, and Mrs. James Parsons spent a few hours with Mr. and Mrs. Jess Parsons recently.

Mr. and Mrs. Marshall Walton, Mr. and Mrs. Taylor Bowen, Miss Judie Hill and Mrs. Bettie McCord spent Sunday with Mrs. Lottie Cronan and son, John H.

Mr. C. L. Tapp spent Sunday with Mrs. Gilby McCall and Mrs. C. L. Tapp.

Mr. and Mrs. Otis Davis entertained with a birthday dinner in honor of Mr. Davis and daughter, Helen Joyce. Those present were: Mr. and Mrs. C. C. Davis, Mr. and Mrs. Tivis Minton and children, Mr. and Mrs. Everett Allison and children, Mr. and Mrs. Hack Mitchell and baby, Mrs. Maud Parsons, Mr. Frank Davis, Mr. and Mrs. Elva Davis, Patsy Nell and Jimmy Rose, Hampton and Jean McCord, Cleave and Atnada Davis, and Paul and Pauline Minton.

Bobby Allen Bowles spent Friday with his grandparents, Mr. and Mrs. James P. Minton.

Mr. and Mrs. Everett had word from their sons, one in England and the other 150 miles from there. Both are well.

George H. Frank, 73, clothier, civic leader and a lifelong resident of Maysville, died suddenly Sunday at his home.

. . . and her breezy descriptions of personalities and fashions delight feminine readers of Kentuckiana

RHEA TALLEY . . featured Woman's Page writer of The Courier-Journal, is "lovely to look at . . delightful to know," as the song goes, and she's "heaven-sent" as far as women readers are concerned. Missing no detail dear to feminine hearts, Rhea interviews visiting celebrities, Kentucky notables, and dotes on the "little phases of life with cosmic implications" which she finds most often in the averags woman.

A soft-spoken Virginian with a B.A. degree in French and English, Rhea adds her warm accent also to Spanish, which she speaks fluently. Spending several years as Woman's Editor and on the City Staff of the Richmond Times-Dispatch, Miss Talley's nose for news in women's fields was well trained before joining The Courier-Journal.

Hats are Rhea's first love . . "personality bursting forth . . unsuppressed" . . is the way she puts it. Her interest in clothes penetrates into the deeper strata of the significance of fashion trends. "Rhea Talley says" . . is rapidly becoming a favorite catch-line prefacing current comment in women's circles . . and a more capable spokesman could scarcely be quoted.

Hardly a day passes that Rhea doesn't interview and write about Kentucky's great and near-great. Her Southern charm and beauty make her welcome wherever she goes. After hours, Rhea's talent is flanked solidly by handsome escorts . . in uniforms.

HOW TO BE LUCKY DADS!

Rhea Talley's lively and lovable feature articles are morale builders for the women readers of

The Courier-Journal

READ IN 2 OUT OF 3 KENTUCKIANA HOMES

NYLON CLOTH RELEASED

You may be able soon to wear more nylon clothes but not hose. 73,000 yards of nylon parachute cloth, "unsuitable for military use," has been released by the WPB. The cloth can be used for such things as pants, shirts, slips and dresses.

An aviation department store, ready to sell anything from "flivvers" to huge airliners, including parts for all planes, has been opened in Chicago as newest thing in merchandising.

BEFORE THIS WAR IS OVER, there may be only two kinds of people in America . . .

1. those who can still get to work in automobiles,
2. those who are forced to walk.

If you want to be in the fortunate group who will still be riding to work in automobiles, join Gulf's "Anti-Breakdown" Club today. How do you do it? Just come in for *Gulf's Protective Maintenance Plan!*

This plan was conceived by experts in car care. Gulf developed it because car maintenance is a most important civilian job.

PLANT A FALL GARDEN

Plant a fall garden because weather conditions have interfered with garden crops, every Nicholas county farm family is urged to plant a fall garden. County Agent Wm. T. Straw makes the following suggestion for a late garden; the dead vines and plants of early vegetables should be removed and the ground worked into planting condition. The average date of the first frost is October 15. With a favorable fall season some early varieties of sweet corn may still mature. Golden Bantam may still be successful, early Adams will be more certain. Corn should be planted immediately, however.

There is adequate season yet for beans if planted soon, dependable varieties are: stringless green pod, refugee, and valentine.

A row of late beets and carrots will provide quality vegetables for late fall and winter.

Don't overlook planting a variety of late greens. The following varieties are suggested: Siberian kale, seven top turnip greens, purple top table turnips, Pe Tsai, Chinese cabbage, Grand Rapids lettuce, any early variety of radishes.

For the area of the garden not planted to winter greens, it is recommended that a garden plot be planted to a winter crop to provide protection from winter rains. A combination of small grains such as wheat, rye, barley and hairy vetch is recommended. This combination when plowed under in the spring will provide extra fertility and will add humus to the soil which acts as a soil conditioner. 11*9

FARM BUREAU PLACES EWES COOPERATIVELY

A Farm Bureau committee placed 360 Nicholas breeding ewes on twenty farms in Nicholas county. 110 breeding ewes were ordered through Mr. John Pirtle, agricultural teacher at Head quarters. These ewes were received from the State Future Farmers cooperative. In addition, a double deck carload of Northwestern ewes were placed. The committee in charge of the purchase was J. W. Miller, chairman; C. C. Crockett, Charles Wagoner, Glenn Booth, John Pirtle, and County Agent Wm. T. Straw.

SKINS OF FRUITS

Fruit is a valuable part of the normal diet. Children love it and at this time of year eat more than usual. That is all very well, but the skins, doctors say, ought to be washed before eating.

What? Wash a plum? Certainly, wash or peel a plum. Do not eat the peach skin at all. Wash an apple? What nonsense! Not nonsense. Wash it and rub it dry. If outdoors, wipe it thoroughly.

Commercial trees are sprayed, sometimes; particles of the spray are left, not enough to be really dangerous, but enough to make a child sick if he eats a lot, as what child loose in an orchard won't? In the city there is always street dust. Micro-organisms grow on fruit skins. Some physicians studying causes of infantile paralysis, whose peak always comes about this time of year, suspect fruit skins. Why take that chance?

—Paris Daily Enterprise

HARVESTING LOANS FOR TOBACCO

Mr. A. V. Allison, Field Supervisor for the Emergency Crop and Feed Loan Office, announced today that loans are now available to all farmers who are residents of Nicholas county, and who can qualify and establish eligibility under the regulations. These loans are for the purpose of production of feed for commercial livestock, or the production of winter grain crops.

Emergency Crop and Feed Loans are not restricted to erected applicants but are available to all farmers whose requirements are small and whose resources are not ample to permit them to secure funds from other sources, such as banks, production credit associations, or private lenders at a low rate of interest.

These loans are divided into two distinct classes — Loans for the purchase or production of feed for commercial livestock referred to as Feed Loans, and those for the production of winter grain crops designated as Crop Loans. The amount to be loaned under either classification is limited by an Act of Congress, the minimum amount being $10, and the maximum $400. The rate of interest on either loan is 4 pct. Feed loans are made for the actual purchase of feed, tankage, minerals and other supplies necessary for the feeding of commercial livestock or for the supplies necessary for the production of feed to be fed livestock intended for the market, or both. The security required for a feed loan is a first lien on the livestock to be fed.

Winter grain loans which come under the classification of crop loans may be obtained for production purposes, such as: purchase of feed, seed, fuel, oil, repair of machinery, and other expenses necessary to the production of such winter grain crops as wheat, rye, barley, etc. Such loans will be made either to owners or tenants, who own, or have the use of the necessary workstock and equipment, who need funds to meet their cash requirements, and who can give a first lien on the crops to be grown.

Loans may also be made for cutting, housing and stripping tobacco in line with the borrower's needs, provided the maximum of $30 per acre and $400 loan limit is not exceeded. The security for such loans is a first lien on the crop.

Applications for either of these loans will be taken at his office in the post office building on Saturdays.

BE ON GUARD AGAINST "CLIPPING" RACKET

The Kentucky Press Association notifies its members newspapers this week that another Southern state reports a clipping racket of the lowest type which has appeared in the last few weeks and urges us to warn families of service men against this vicious racket in case it appears in Kentucky.

An unknown clipping bureau is getting from 20c to $1 from families of service men by telling them a postal card telling them they have a newspaper clipping about their son, father or husband in which they will send for a stipulated amount. In most cases the clipping was taken from their local paper and was one that the family had previously seen. This is a mean racket but can't be prosecuted because it comes just under wires of the law so we are notifying our subscribers to be on their guard.

Leisure and pleasure will rhyme more than ever after the war.

WHEELER'S
AFTER-INVENTORY
CLEARANCE

LIVING ROOM SUITES - - - Greatly Reduced
CHAIRS OF ALL KINDS - - - Buy Now and Save!

SOFA BEDS
KITCHEN FURNITURE

EVERYTHING FOR THE HOME

WHEELER FURNITURE CO.
302 MAIN STREET PARIS, KENTUCKY PHONE 262

KEEP ADVERTISING

PEOPLE DON'T STOP BUYING

Even If Prices Have Advanced
Even If Merchandise Is Hard To Get

They keep right on doing things day after day, week after week, month after month, just as they did last year and the year before — They're working playing, buying, and wearing out and replacing all kinds of merchandise this year the same as before — — — and with surprisingly little variation from month to month.

They get their earnings regularly.
Food Purchases go on.
They replace clothing.
They must have drugs.
Home equipment buying goes on.
Things used daily finally have to be replaced

The business is there, TWELVE MONTHS OF THE YEAR. People are buying and will continue to buy. The only question is, where? If the particular store cannot get the merchandise to sell, nor make substitutions for the things that are not available and will not advertise what they do have, other stores will do the business, not only now, but in a large measure when Victory is won and business goes back to normal.

TO ADVERTISE NOW IS GOOD BUSINESS NOW
IT'S BETTER BUSINESS FOR THE FUTURE IN AN ENLARGED FOLLOWING

The Carlisle Mercury