

INTRODUCE NEW YOUTH JOB SYSTEM

Measure To Provide Jobs for College People

NEW YORK — A new milestone in American business will be marked next week (after July 8) with the introduction of a novel system of business internship for young American men and women the first specific step of its kind in industry.

Known as the Walter Mack Job Awards for American Youth, this pioneering measure to develop jobs for young college people seeking to enter the business world is, in essence, the granting of a group of business fellowships in the form of actual salaried jobs.

The plan will be launched at a luncheon at LaGuardia Field, New York, on July 8, with Mrs. Franklin D. Roosevelt and Hon. Fiorello H. LaGuardia, President of the U. S. Conference of Mayors, among the speakers. A cross section of some of the most noted people in America in the fields of business, the arts, music, literature, theatre, sports and public life will also be present. The plan has the active sponsorship and participation of hundreds of colleges in states throughout the Union.

Emphasizing that the plan calls for the creation of new, hitherto non-existent jobs, to be developed insofar as is reasonably possible in those very departments of a company in which the applicant wishes training for his future life long business career. Walter S. Mack, Jr., President of the Pepsi-Cola Company, who is initiating the plan in his organization, said that he knew of no happier way of commemorating of thirty five year celebration of the bottling of his company's product, the occasion which inspired the Job Awards plan, than by creating new opportunities for the youth of today.

"The Walter Mack Job Awards for American Youth is dedicated on behalf of American business to American Youth and Its Future," said Mr. Mack. "It is our fervent hope that this year's project will be the beginning of an ever expanding program in our own organization, and that other industries will be encouraged to emulate our example. Indeed, we shall be delighted to lay before them the full benefit of our experience in this direction in order to develop similar new Job Plans for Youth in other business organizations throughout the country. At this time of rocking world values, everything should be done to encourage the young people of our country to realize that the preservation of the institutions of American Democracy still offers to them opportunity, development and success, and the Walter Mack Job Awards plan was conceived with the thought in mind. I know of no happier way to commemorate a thirty five year celebration of the bottling of Pepsi-Cola than by creating new opportunities for the youth of today."

The young winners of the Job Awards plan, who are being chosen by a noted committee from among applicants in colleges throughout the country, will be brought to New York as the guests of the Company, to be present at the luncheon and meet with distinguished and successful persons of the present day, on the start of their own

first step into the professional world.

"The plan is in essence the granting of a group of business fellowships in the form of actual salaried jobs," said Mr. Mack. "All winner receive training not only in jobs created for them where possible in the departments of their own choosing, but usually also in that territory in the United States where they will be happiest. Each Job Award is for a year at a salary of thirteen hundred dollars. At the end of that time the group will either be taken into the regular organization on a permanent basis by mutual consent, or assisted to make connections with other business organizations, backed by the tremendous advantage of this year's practical experience."

"The entire group of jobs, thus vacated, will then be given in turn to the winners in next year's graduating classes in a revolving plan."

"What the Job Award Plan seeks to do," continued Mr. Mack, "is to create an opportunity for business training for young people which will give them several definite advantages over the haphazard, discouraging methods which confront them today. I have long felt that American business should do all in its power to assimilate American Youth, and if this practice can be made widespread, and enough organizations can afford to adopt this plan, it will tend toward a solution of some of our young people's career problems."

Overwhelming enthusiasm and response from College Presidents throughout the country, without a single dissenting voice greeted the proposal of the Walter Mack Job Awards for American Youth, said Mr. Mack. The project was described in a letter sent to these College Presidents with the request that they designate the 1940 graduate from their own college who fitted in with the requirements. (Educational institutions were allowed both a man and a woman entrant.) Applicants had to be twenty one years of age; members of the current graduating class, and in need of employment after graduation. Preferred applicants were those already selected by classmates as "Most Likely to Succeed" or by similar title; where these did not accept the opportunity, the President was asked to have a respon-



Notables Attend Bennett Summer Institute

GREENSBORO — Mrs. Phyllis J. Tilley, supervisor of the North Carolina WPA Nursery Schools for Negroes, Raleigh, was the final speaker at the Second Summer Institute on Parent Education, Child Development, and Consumer Education, which closed a most successful and enthusiastic session on Friday afternoon at Bennett College. Dr. Alberta B. Turner of the college faculty directed the Institute.

Mrs. Tilley acquainted her audience with the objectives of the WPA Nursery School program in North Carolina, advising that 8 of the 19 WPA Nursery schools in the state were for Negro children, with prospects for 2 additional schools by the middle of August. Twenty five or 30 children between the ages of 2 and 4, representing the low-income families attend each of these schools.

Other speakers included Miss Marian Cuthbert of the Department of Study, National Board of the YWCA, New York City, author and lecturer of note, addressed the Institute on Wednesday, when she challenged teachers and parents to utilize the experiences of others in aiding young people to attain maximum development.

"Increase in welfare does not necessarily mean increase in income," Prof. L. A. Wise of the A and T College faculty, averred in his address to the Institute on Thursday. In advocating greater value per dollar spent through increase in knowledge of the goods used by the consumer buyer, Prof. Wise stated that in our present day economic system the consumer guides production and determines what is to be produced, yet on the other hand, he is used by the trade as a tool for exploitation.

Dr. Edward V. Stanford, President of the Association of American Colleges; Miss Fannie Hurst; Dr. George Shuster, Acting President of Hunter College; John T. Madden, Dean of the School of Commerce, Accounts and Finance of New York University; Alvin S. Johnson, Director of the New School for Social Research; and Mr. Mack.

DOWN ON THE FARM

SMALL PLOTS GROW NEEDED VEGETABLES

Growing enough vegetables in a plot 25 feet square to feed a family and then have a surplus for canning is being accomplished this season in Davie County mill community, reports H. R. Niswonger, horticulturist of the State College Extension Service.

Intensive cultivation of small plots of ground is keeping a large percentage of the Erwin Cotton Mill workers in Coolidge well supplied with wholesome, nutritious food.

Although some of the gardens occupy from one fourth to one third of an acre, many are only 25 to 50 feet square. Of the 350 white mill families, 250 are using their backyards to grow vegetables. In addition, all of the 25 Negro families have gardens.

Advantage is taken of the favorable growing season during the spring and summer to build up a surplus for canning soup mixtures, snap beans, tomatoes, kraut, and other vegetables. One woman reported canning last year 30 quarts of soup mixture, 10 cans of tomatoes, and 12 cans of snap beans from a garden 25 feet square.

Also, she fed a family of seven with fresh vegetables.

To stimulate interest, a garden contest is held each year. Farm and home agents of Davie County and Miss Made Graham, Social service worker for the mill, select the best plots.

Every inch of ground is utilized, with the outside edges of the garden and the sides next to the houses planted to flowers. The distance between rows varied from 12 to 24 inches. Interplanting and rotation of crops are practiced.

Niswonger said these gardens contain all of the popular vegetables, these being planted in

MANY FARMS NEED BETTER DRAINAGE

Poorly drained fields, now a liability to many North Carolina farmers, could be changed into profit makers if proper drainage systems were installed, says H. M. Ellis, agricultural engineer of the State College Extension Service.

Land drainage is a major problem with the average farmer of the Coastal Plain area of the State. Also in practically all of the Piedmont counties and in many of the mountain counties, there are considerable acreages that are not yielding full returns in harvest and money because of inadequate drainage.

Ellis explained that drainage is the removal of surplus water from the soil, either naturally or by channels artificially constructed. Surplus water is the excess above that needed from day to day for the use of plants and drainage.

that stored in the lower layer of the earth as a reserve supply during dry periods.

For practically all crops grown in this State, it is necessary to have a quick drainage, Ellis pointed out. Where natural means do not take care of the rainfall rapidly enough, it becomes essential to supplement the natural water channels with artificial drainage.

The artificial channels used must be so constructed and situated as to conduct surplus water from the soil. Since this system is to aid Nature, it should imitate the natural methods insofar as practicable.

The cheapest and simplest method of surface drainage is shallow ditches that follow the low depressions through the field. Best locations for the ditches can be determined readily after a heavy rain when the water is standing on the ground. Tile drains are best and cheapest in above that needed from day to day for the use of plants and drainage.

Farm Questions

STATE COLLEGE ANSWERS TIMELY FARM QUESTIONS

Question:—Are green tobacco stalks beneficial to the soil when plowed under?

Answer:—The green stalks are beneficial to a certain degree, but the greatest benefit comes from the destruction of insect pests. Suckers which grow upon stalks left standing furnish a breeding and feeding ground for millions of insect pests which attack the crop the next season. For this reason alone all stalks should be cut and plowed under immediately after harvest. The stalks, however, do furnish a

small amount of plant food, but this is negligible when compared with the benefits from insect control.

Question:—When should the most rigid culling be practiced in the poultry flock?

Ans:—Culling is a year around job, but the flock should be watched most carefully during July and August. This is the time for the early molting and as soon as molt appears or the hens stop laying they should be taken from the flock and sold or used at home. September and October is another favorable time to cull.

Continued on Page Six

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2 Rooms	—409 Roney Street	\$2.00
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