

spot News

BY RUTH CURRENT
North Carolina Extension
Home Demonstration
Agent

The work of North Carolina's volunteer community leaders has become known from coast to coast. Recently, Miss Current was invited to tell representatives of Land-Grant Colleges, convening in Chicago, about the organization of the leaders in her state. Since that time, the Mississippi Extension Service invited a North Carolina representative to attend their annual Extension Agents' Conference and discuss the set-up. Mrs. Effie Gordon, Nash County home agent, was selected to do the honors. Miss Current describes here, for the benefit of The Southern Planter readers, this fine volunteer service among farm people.

Almost overnight, we have modern Paul Reveres, an organization of approximately 28,000 volunteer neighborhood leaders, a man and woman teamed up in each of more than 6,000 neighborhoods in 1,200 communities. As Paul Revere rode swiftly on his mission to tell his people of approaching danger, so do these volunteer leaders carry their

earnings of approaching shortages and messages of wartime programs to meet the emergencies.

These men and women make up North Carolina's neighborhood leader system, organized to "reach the last family down the road." In one week's time, they can reach 90 per cent of the 278,000 farm families in North Carolina.

The volunteer neighborhood leader system is an organization of the people, by the people, and for the people. Developed by the democratic process, the leaders were chosen in neighborhood or community meetings by their neighbors whom they keep informed on wartime measures. Each group of 10 to 15 families has a man leader who handles programs leading directly with the farm, while a woman leader keeps her homemaker neighbors informed on those dealing directly with the home.

These families on each leader's list must be within walking distance of the leader's home; thus transportation is no hindrance.

Each leader organizes, and distributes information and materials on emergency programs as well as explains the reasons for them, how the people are to carry them forward and the results expected. In so

4 STEEL FACTS 1 in One minute



Steel Wages Have Risen 10 Years in Succession

Last year was the tenth consecutive year in which average hourly earnings of steel workers have increased over the year before. Total increase, 1933-1942, is 103 per cent.

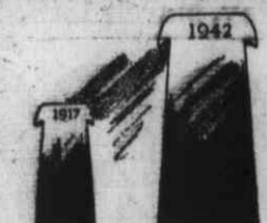
Bare Feet Detected Pebbles in Clay for Crucibles

Clay for the crucibles in which English steelmakers melted steel used to be trod upon by bare-footed men to discover the presence of pebbles.



Clean Fingernails Needed by Makers of Tool Material

Tool steel companies making finished articles (a tool material almost finished) examine employees' fingernails. Since the carbides must be as pure as possible, no foreign matter must get in the "mix."



70% More Steel in 1942 Than in 1917

American steel mills produced 70 per cent more steel in 1942 than they did in either 1917 or 1918, and over 10 per cent more than total output from April 6, 1917 to the Armistice.

GIVE TO THE RED CROSS NOW

THE RED CROSS needs your help and support. They cannot carry on the great work that they are doing for our boys if we fail them by not contributing a small part of what we are so blessed with.

Already they have sponsored successfully many emergency programs such as sugar rationing, salvage drives, victory gardens, control of inflation. Recently they helped put over the share-the-meat campaign among North Carolina farm families.

They will be ready to help farmers in North Carolina meet their 1943 food production goals. Women leaders

doing, each leader must contact personally each family on his or her list. Contacts are made as often as the county leader thinks they are necessary to keep wartime plans for the arm and Home Front ever before their neighbors. As each new program gets under way, the community leaders follow up their first visit with later ones to offer helpful suggestions.

By Philip Murry, President of the Congress of Industrial Organizations and Member of the Board of Incorporators of the American Red Cross.

"With hundreds of thousands of its members in the armed forces and daily facing death on the ship of our merchant marine, the Congress of Industrial Organizations has a special duty and responsibility to aid in the successful promotion of the 1943 Red Cross campaign for funds to carry on its humanitarian program, so vital in this global war.

"Surgical dressings, life saving plasma, food and medical supplies must be provided the victims of this war; wounded servicemen and seamen must be given aid and comfort; moral must be sustained among our fighting forces. Every contribution to the Red Cross will mean the gift of life and hope to a fellow man."

"The National CIO Committee for American and Allied War Relief has pledged that organized labor in the CIO will meet its fair share of the funds needed by this great organization. The working men and women of America, pledged to full production for the war effort, must do their utmost to reach this objective.

will play an important role in helping homemakers preserve this year's farm food supply. Confidence and respect of their neighbors. They are dependable, tactful, ready and willing to serve. Some of the 12,000 women leaders have been serving for years as leaders in their home demonstration clubs.

On their own farms and in their homes, they practice what they preach. When Victory Gardens were getting under way early last spring, they set an example by their own gardens. They serve whole-grained or enriched food.

IN THE ARMY BOMBER SQUADRONS

they say:

"LAYING THE EGGS" for dropping the bombs

"BROWNE OFF" for bored

"PIECE OF CAKE" for an easy job

"CAMEL" for the Army man's favorite cigarette



FIRST IN THE SERVICE
With men in the Army, Navy, Marines, and Coast Guard, the favorite cigarette is Camel. (Based on actual sales records in Post Exchanges and Canteens.)

CAMEL



THE GOAT THAT HIDES IN A CAVE

Malta is a little rocky island in the Mediterranean Sea not so very far from Italy. It is the most bombed place in all the world because the Axis seeks desperately to wrest it from England.

There are farmers in Malta, as there are farmers in America. They lead a dangerous life; work when they can and hide when they must. Even the goats have learned to scamper for the caves when the planes are overhead.

We who are free and independent farmers—how would we like to live and work with such terrible odds

against us? That is why, as we sell our crops and milk and eggs, we must buy Bonds. We must buy Bonds to the full limit of our ability.

There is another very good reason for buying Bonds, aside from helping to win this war. They are a real investment backed by the strongest government in the world. They return a third more than you pay for them in ten years. They never depreciate in value. And you can always cash them after sixty days if you need the money. Buy Bonds now... keep on buying — from your bank or post office.

MEN WANTED!

To Build Air Force Replacement Center
IN GREENSBORO

1,500 LABORERS NEEDED!

BE A PATRIOTIC SOLDIER

Do War Work on the Home Front. Quarters MUST be built for our boys who are to be trained to fight for our great NATION on the battlefield.

GOOD WAGES!

The pay is good. Come on and go to work. For Common Laborers at Greensboro Army Camp 40c Per Hour. 60c Per Hour for Overtime - 10 Hours Per Day - 7 Days Per Week.

ALL MUST WORK OR FIGHT!

WAR BONDS Given away Each Week

Any laborer who works 48 Hours During Week is Eligible to 15 Incentive Prizes AS FOLLOWS:

FIRST GRAND PRIZE - ONE \$50.00 WAR SAVINGS BOND.

- Second Prize - One 25.00 War Savings Bond
- Third Prize - One \$25.00 War Savings Bond
- Fourth Prize - \$10.00 in War Savings Stamps
- Fifth Prize - \$10.00 in War Savings Stamps
- Sixth Prize - \$10.00 in War Savings Stamps
- Seventh Prize - \$10.00 in War Savings Stamps
- Eighth Prize - \$10.00 in War Savings Stamps
- Ninth Prize - One 5.00 War Savings Stamp
- Tenth Prize - One \$5.00 War Savings Stamp
- Eleventh Prize - One \$5.00 War Savings Stamp
- Twelfth Prize - One \$5.00 War Savings Stamp
- Thirteenth Prize - One \$5.00 War Savings Stamp
- Fourteenth Prize - One \$5.00 War Savings Stamp
- Fifteenth Prize - One \$5.00 War Savings Stamp

MEN - DO NOT DELAY HELP "WIN THE WAR" BY WORKING FULL TIME !!!

APPLY: United States Employment Office at Summit and Bessemer Aves. (Office is a few minutes walk from heart of Greensboro, or by bus every 15 minutes starting at 5:45 a. m. Catch bus at Jefferson Square.)

J. A. JONES Construction Company, Inc.

GREENSBORO, N. C.

MAKE EVERY MARKET DAY BOND DAY