

Program To Boost State Employment

North Carolina will benefit in increased employment, wages and sales resulting from the new Navy expansion program involving construction of 92 combat vessels at a cost of \$1,140,000,000.

E. Leigh Stevens, staff representative for the office of government reports, stated today that North Carolina manufactures or produces cotton goods, canvas, lumber, copper, aluminum, mica and to a lesser extent many other products used in modern naval construction.

"On the basis of Bureau of Labor Statistics estimates, the construction of 92 vessels will result in \$445,000,000 in wages to labor employed in the shipyards," Mr. Stevens said, "but even more will be spent in wages in the mines and factories where the raw materials are produced and in transportation."

According to the Bureau of Labor Statistics estimate that 41 per cent of the total costs in private shipyards is spent for materials, more than \$467,000,000 will be expended for materials and manufactured products for naval expansion. "There are over 200 major industries producing materials used in ship construction," Mr. Stevens said.

More than 540,000,000 man-hours of work in shipyards and more than 647,000,000 man-hours of work at mines, factories, and in transporting materials will be created by the new program, providing sufficient work to keep the equivalent of 242,000 workers employed two full years.

"Although there are more than 40 types of skilled mechanics needed to build a ship," Mr. Stevens said, "the actual building of the ship re-

Thousands of Dollars Spent for Equipment

The Perfect Smile



Louise Greenwood displays the perfect teeth that won her the title of the girl with the perfect smile at the contest staged at the dental centennial celebration in Los Angeles, Centennial celebrated establishment of first dental college in Baltimore, Md., in 1840.

quires less labor than does the production of the materials used."

New Basket Plant Crowded With All Kinds Of Machines

Modern Machine Shop, Printing Presses Included in Equipment

Visitors to the new plant of the Goldman Package Manufacturing Company, near the river here, are beginning to understand why a bushel potato basket costs around fifteen cents each. Quite a few of those going into the plant this week in advance of the formal opening of the factory next Monday are puzzled by the presence of so many machines, and heavy machines, too. It is hard for many of them to understand that all those machines are necessary in the manufacture of a little basket that has such a simple appearance.

Realizing that the plant owners have been in the basket business for years, the visitors are certain, after some reflection, that the manufacturers know what they are doing in filling the large factory unit full of machines.

Extending almost outside of the buildings, the machines—thirty-eight of them—are placed side by side against the exterior walls around a greater part of the building. And then there are more machines holding places in fairly even rows in the middle of the structure. The count of 38 machines does not include two printing presses used in printing names on the baskets. After covering the basket machinery front, the visitors run into a large supply room, the materials being found there in such quantities as to lead the visitor to believe that the company is also in the telephone business. Hundreds of rolls of wire used in making basket handles are stored in the supply room for use in the manufacture of baskets.

Just before completing the round of the factory, the visitor observes a large machine shop which is equipped with modern lathes, drills and presses. The shop is maintained in connection with the plant.

Listing the machines, Secretary M. L. Goldman stated that 38 units had been installed and are now virtually ready for use. Included in the list are: twelve basket machines, two handle machines, two loopers, two bushel presses, ten cover machines, two printing presses, a large veneer drier which, incidentally, weighs about sixty tons; two lathes and a drag saw.

Business Is Solid Despite The War

Looking around, with the passing of the first half of the momentous year 1940, we find that despite the terrible impact of shattering world political, military and economic events, business in the United States has held solidly through the first six months of the year. Last September, business was fearful about expanding on the basis of war orders—fearful that if it did, a sudden stoppage of the market created by war needs would find it caught with a lot of tools and goods and plants that then would be useless.

Those fears were even intensified when the amazingly quick conquest of the Low Countries and France made it look as though the war might be ended suddenly—if unsatisfactorily. Then along came the United States' own plans for re-armament. Much as we may bewail the necessity for such action—and dread the ultimate cost—the fact remains that it is this rearmament drive that has reassured industry and markets.

Now it appears that, even though foreign customers for arms and munitions may be knocked out, or blocked out, our own needs will keep a tremendous volume of war orders—or at least munitions orders—grinding through our factories for some years to come.

Things To Watch For In The Future

Phonovision, the latest thing in the "juke box" line—it provides talking motion pictures in restaurants, bars and other public places "at the drop of a coin" . . . A new portable room cooler with the catchy name of "Wizardaire" . . . Sealed-beam headlamps on jalopies, as well as on the 1940 and 1941 models—it's estimated that there are some 25,000,000 used cars on the highways that would benefit by a change to this improved road lighting . . . Your own name printed on match-book covers, complimentary with your morning newspaper, in some hotels . . . New labels on many long-familiar drug, food and cosmetic packages—as result of provisions of new federal pure food and drug law, effective July 1, requiring labels to specify contents, but truthfully . . . Rubber mudguards for passenger automobiles—though they've been used successfully on buses for four or five years.

When the entire mill is placed in operation two large steam engines and dozens of motors are required to furnish the motive power. Belts, used in making the wheels go, run parallel, perpendicular and at all angles, and it is quite evident that when full steam ahead is ordered there'll be a lot of turning and twisting done in the factory.

Basket Manufacturing Is Not Such A Simple Job After All

Basket manufacturing is not the simple task that the finished product would indicate. To start with, the work proceeds on a fairly slow schedule to start with, gaining momentum and then rapid speed as the finishing touches are applied.

After the gum log is delivered to the mill yard, it is cut into required lengths by a drag saw. Traveling on endless belts, the log is then placed in one of six steam boxes where it is cooked for about twelve hours. The log removed from the steam chamber is then peeled of its bark and rolled into the lathes or veneer machines where it is cut into strips and sheets. The material is then placed on sorting tables where

workers select the best and throw out the defective strips.

Passing inspection at the sorting table, the strips are then made ready for the basket-making machines where they are shaped, stitched and rimmed and where the finishing touches are applied.

Its manufacture completed, the basket is then thrown on a conveyor and carried to the dry kiln where it spends an hour and a half. At the end of that time it is ready for storage and then shipment.

The operation requires extensive handling all the way through the manufacturing process, but once it comes from the dry kiln it will stand a great deal of bouncing and countless knocks and punches.

Weaker Sex?



Mrs. Frances Stone, coach of the Westfield, Pa. police department's pistol team, gives some pointers in pointing to Mayor Alice D. Burke. The chief of police, a man, declares Mrs. Stone one of the finest pistol coaches in New England.

Business Activity Is Now At High Level

Thus, at the half-way point of 1940, we find the stiffening of our domestic backbone giving confidence to business and industry to counteract the quivering uncertainties of the foreign war situation. The fundamental solidity of U. S. business is shown in behavior of basic price and activity indexes. For instance, wholesale commodity prices stood at 75 points last August, reached 79.2 at the year's end, and have remained near the latter level, most recently showing 78.4. The New York Times index of general business activity likewise is higher now—at 102.4—than the 94.4 of pre-war August. Department store sales are now at 85.6 less than two points below the last-August rating, and general retail trade, at 102.8, is four points higher than just before the war started.

FACTOGRAPHS

United States cruisers and gunboats are named for cities.

The late Mme. Marie Sklodowska Curie, is the only woman in the world who ever won the Nobel prize twice in science.

In 1335 an Englishman, W. Greener, invented the first modern cartridge, but the British government turned it down as impractical as a means of killing.

Julius Caesar used a cipher in writing secret messages to his generals in his numerous campaigns.

The oldest Greek letter fraternity in the United States is Phi Beta Kappa, organized at William and Mary college, Williamsburg, Va., Dec. 5, 1776.

Congratulations To The Goldman Package Co.

On The Erection Of Their New Basket Factory In Williamston

It gives us a great deal of pleasure, along with the other merchants and business firms of Williamston, to extend a cordial welcome to this new firm. We are glad to have you and we say WELCOME.

May Your Business Venture Be Profitable And Progressive

Margolis Brothers

WILLIAMSTON, N. C.

WELCOME

TO WILLIAMSTON Goldman Package Mfg. Co.

We take pleasure in extending congratulations and best wishes to this new Williamston enterprise. May your business be profitable and progressive.

Woolard Hardware Co.

Announcing the Opening

In Williamston of the Factory of the

Goldman Package Mfg. Co.

Manufacturers of Fruit and Vegetable Packages

On MONDAY, JULY 15th, 1940

We take pleasure in announcing our opening Monday, July 15th. We have been favorably impressed with the town and section and the cooperation we received during the construction of our plant is duly acknowledged and appreciated.

We extend to you a very cordial welcome to visit and inspect our plant and observe the products in the process of being manufactured and after they have been completed. Regular operations will begin on Monday morning, July 15th.