

Typical Views Of The "Boss" In Action



Enjoying Our Annual Ecusta Picnic



In His Office At The Plant



Yes, Sir, He's Riding In An Army Jeep

Man Of Action

At the age of 60, Mr. Straus is still a "young" man in body, mind and spirit.

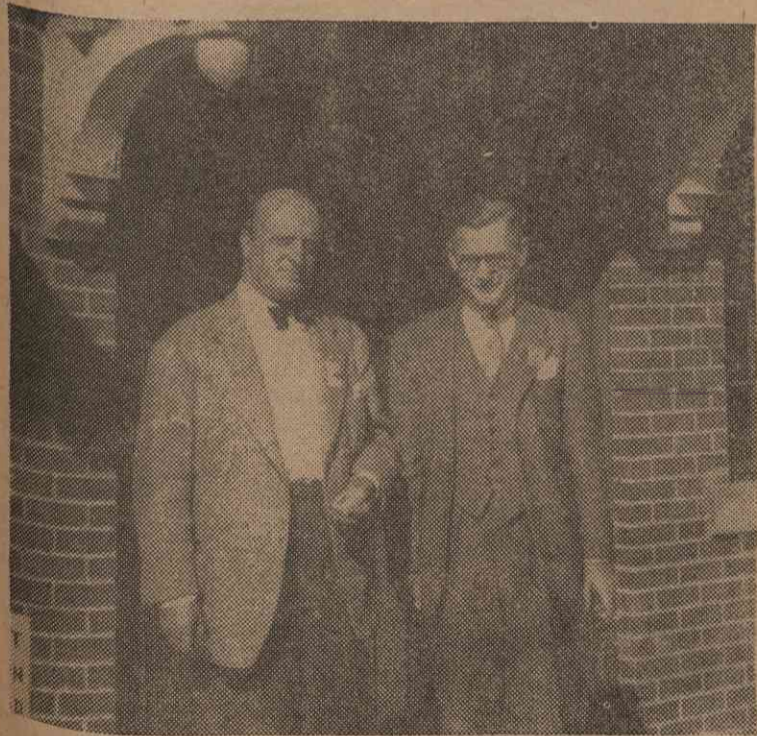
True to the pace which he set a good many years ago, the "Boss" is a "man of action." He believes in getting things done, in doing them speedily, efficiently and effectively.

On the job, as well as off it, his mind clicks quickly and like a clock. He talks over telephones, dictates and interviews with dispatch. He is indeed a hard worker and has a keen eye for detail and for going to the heart of every situation in record time.

He doesn't have much time for it, but the "Boss" really likes to play as well as work.



Making A Speech



Showing A Visitor Around The Plant

WORDS OF WISDOM

He who does more than he is told, or than is expected of him, is not one of your grumblers, or complainers. His stake is high. He sees things ahead that his immediate superior may have missed. Leaders spring from that group who are forever figuring out how to do the thing at hand just a little better than it has ever been done before—and in bigger fashion than it might have been requested—George Matthew Adams.

It's not the brains that matter most, but that which guides them—the character, the heart, generous qualities, progressive ideas.—Dostoyevsky.

A man is really educated when he knows how to make friends and keep them, and above all when he can keep friends with himself.—Joseph Fort Newton.

Goodwill to others is constructive thought. It helps build us up. It is the realelixir of life. The more such thought you attract to

you, the more life you will have.—Prentice Mulford.

When you have spoken the word, it reigns over you. When it is unspoken you reign over it.—Arabic Proverb.

There's lots of things in the poison ivy class. If you don't touch them, they won't hurt you.—The Gilcrafter.

Among the virtues generosity is one of the greatest. Out of all the virtues tolerance is the queen.—The Aquadrian.

**FOURTH
War Loan Drive
Starts Jan. 18th**

**INVEST IN
AN EXTRA BOND
DURING THIS DRIVE**

One of these days we hope to see more flax raised in Western North Carolina. Many experiments have been conducted and we predict that in the not distant future the raising of flax will be carried out in this section of the nation. Everything else will grow up here.