

GAS RATIONING TO START IN EAST ON MAY FIFTEENTH

Motorists Will Take Cut In Pleasure Miles

May 15th has been set by Price Administrator Leon Henderson as the day for the beginning of gasoline rationing by the use of cards in this state, along with sixteen other eastern states, J. T. Chase, county rationing chairman, stated this week.

As yet no official word other than what has appeared in newspapers has been received from Washington, but news reports said each automobile would receive as little as two and one half to five gallons of gas weekly, although details have not yet been announced.

Although the original announcement that reduction in gasoline consumption would be cut more than 40 per cent in the east, it has been later learned that rationing may be instituted in all of the states with the exception of those on the west coast.

Secretary of the Interior, Harold Ickes, states that Henderson's plan to allow motorists only 2½ to 5 gallons of gas per week would be a rather severe cut, and added that 25 gallons per month would be a more "likely allowance".

However, all WPB officials are of the opinion that "motoring-as-usual" is out in the East, possibly for the duration of the war.

Meantime, people were asked not to hoard gasoline and oils on their premises because of the danger in fire and explosions, which might take their toll in lives and property damage.

Large Group Draftees Are Inducted

One of the largest contingents of soldiers to be inducted into the armed forces of the nation left here Wednesday morning for Fort Bragg where they were given final physical examinations and inducted into the Army for preliminary training.

A number of married men, whose dependents were few and whose wives were working, were included in the group.

Two other calls for men, one white and one colored, have been received by the local board, but dates for induction were not released.

Navy Recruiters Visit The City

Recruiting officers for the U. S. Navy were in the city for three days this week seeking recruits for the various branches of the Navy. A number of local young men were sent to Raleigh for physical examinations as a result of the recruiting visit here.

The officers stated that periodical visits, approximately two weeks apart, would be made to the city during the coming months, at which time recruits will be taken for enlistment in the regular Navy, in the Naval reserves, Naval Air Forces, and for the construction division, Bureau of Docks and Yards.



BIRTH ANNOUNCEMENT

Mr. and Mrs. R. E. Shervette, Jr., of Enfield announce the birth of a daughter, Gera Lu, on Friday, May the first, nineteen hundred and forty two, in the Rocky Mount Sanatorium. Mrs. Shervette was formerly Miss Evelyn Rhea Wood, of Enfield.

BRIDGE PARTY

Mrs. Evelina Fleming was hostess at a bridge party Wednesday evening, entertaining in the home of Mrs. S. W. Dickens. Arrangements of colorful flowers decorated the living rooms for the sixteen guests. Mrs. S. W. Dickens won the high score prize, and Mrs. J. B. Britt the bingo. A dessert course was served to the following guests: Miss Mary Gladys Womble, Mrs. Evelyn Barnes, Mrs. R. L. Wood, Miss Constance Price, Mrs. H. L. Ken-

dall, Mrs. Theodore Harrison, Mrs. John Newton, Mrs. S. W. Dickens, Miss Blanche Moss, Mrs. Myra Mann, Miss Nellie Bryan Newton, Mrs. J. B. Britt, Miss Annie Mae Sherrod, Mrs. Leonard Matthews and Mrs. Hugh Sherrod.

ENTERTAINS SENIORS

Miss Kitty Johnson, valedictorian of the senior class of the Enfield High School, entertained the Seniors and High School teachers, at a weiner roast Thursday night.

The supper was cooked and served out of doors on the back lawn, at the home of the hostess's parents, Mr. and Mrs. D. Mac Johnson, on Burnette Avenue.

BRIDGE HOSTESS

Mrs. A. S. Harrison was hostess at five tables of bridge Thursday evening. Spring flowers decorated for the party and a sweet course with salted nuts was served after the game.

High score prizes were won by Mrs. R. B. Davis and Sam Arrington Dunn. Mrs. John Newton captured the bingo hand prize.

Guests present were Mr. and Mrs. R. T. Beal, Mr. and Mrs. W. N. Sherrod, Mr. and Mrs. R. B. Davis, Mr. and Mrs. J. B. Britt, Mr. and Mrs. John Newton, Mr. and Mrs. Sam Arrington Dunn, Mr. and Mrs. D. Mac Johnson, Mr. and Mrs. R. Hunter Pope, Mrs. Waverly White and Mrs. Holt Evans.

Mrs. H. E. Gibson returned from Savannah, Ga., Sunday.

Tommie Merritt of Newport News, Va., spent Sunday here with Mr. and Mrs. R. E. Merritt.

SHELL TO BECOME HEAD OF STATE MERCHANTS GROUP

Many Local Men To Attend Meet In Raleigh Mon.

C. C. Shell, vice president of the State Merchants Association and former president of the local association, will lead a large delegation of Roanoke Rapids merchants to the annual convention of the State Association in Raleigh on Sunday, Monday and Tuesday of next week.

Also to attend are Miss Jennie Walton, executive secretary of the local Association, and Alfred Martin, chairman of the "on to Raleigh" committee of the local association, and a number of others. C. A. Wyche, president of the local group, is not expected to attend because of business affairs.

Shell, as first vice-president of the State Association, will be installed as President of the State body following a custom practised for many years. Because of this, a larger number of local merchants are expected to attend than have in past years.

Miss Walton announced that

meetings of retail merchant groups would be held each afternoon at 2:30 o'clock. A number of local retail merchants who are not expected to take in the entire convention are expected to be in Raleigh Monday afternoon for these meetings.

Governor J. M. Broughton will head the list of speakers scheduled to appear before the convention. Many of the nation's leading businessmen are also on the program.

Entertainment features for the convention include dances, movies, golf, floor shows, and a tea for the ladies, to be given at the Governor's mansion by Mrs. Broughton.

Local Boy Enters Engineer Society

Among some 32 students initiated into the State College student chapter of the American Society of Civil Engineers last week was Harold W. Humphries of Roanoke Rapids, a senior in Civil Engineering at State this year.

THIS IS THE STORY OF CARBOLOY

How a Most Strategic Material of the War—Invented in Germany—Was Made Available to the United Nations



More Precious Than Diamonds in War Production . . . Carboloy is an American trademark for cemented tungsten-carbide, an alloy second only to diamonds in hardness, more precious than diamonds as a vital material in America's war program. It is used for the tips of cutting tools, and for wear-resistant dies. Carboloy is used in small quantities; it is difficult to make and difficult to use—but it has never been scarce in modern times. There is no scarcity now.

Invented in Germany—Krupp Protected by U. S. Patents . . . Cemented carbide was invented in Germany—it belonged to Krupp of Germany, and this made all the rest of the world Krupp's customer. In this country, Krupp was protected by patent grants from the United States.

General Electric Creates Independent Production . . . The General Electric Company two years before this had begun research on tungsten-carbide and foresaw its importance in industrial production. For immediate use in its own plants and for easier availability to others, General Electric undertook the long and arduous negotiations for the American rights. Limited rights were obtained in 1928, with Krupp continuing to export the material to its United States customers—a business which languished, however, as General Electric painstakingly developed its own Carboloy technique. This paved the way for General Electric to make the United States entirely independent of Germany for its cemented tungsten-carbide supply as early as 1936.

American Tool Costs Half That of German . . . From the start, two totally different businesses were involved. Krupp originally ex-

ported cemented carbides in chunks—and was unsuccessful. General Electric—and its subsidiary, Carboloy Co., Inc.—found it necessary to develop a complete engineering and manufacturing service, making various types of Carboloy equipped tools, training men in their use, and offering to its customers a specialized and successful production technique. For purposes of fair comparison, a typical German cemented carbide tool in 1928 cost \$22.26 in the United States, while a comparable American Carboloy tool cost \$11.11.

Loss to General Electric for Many Years—Art Taught to Industry . . . In times of peace—and 1928 was such a time—the measure of success of industrial adventure is to be found in profit to the adventurer. By such a measure, Carboloy could not be called successful. Initial expenses were great. For a time the Company lost at the rate of \$1000 a day, and once had an operating deficit of more than a million dollars.* One of the major contributing reasons was the continuing high cost of development, standardization, and training. In 1936-37 alone, training courses were given to 10,000 men in industry. Moreover, six major price reductions were made in the face of operating losses, until the standard tool blank had been reduced in price 90 per cent.

Faith and Perseverance . . . Depression was still another reason—labor-saving tools could not be sold to industry or labor at any price. But General Electric, with determination that now seems providential, kept on—increasing its

*Over the entire period of its existence up to January 1st, 1942 the total net profit of the Carboloy Company was 2.5 per cent of sales.

capacity, granting new licenses, condoning instances of unlicensed production, staying ahead of its market.

Production Multiplied Forty-five Times in Four Years . . . Cemented tungsten-carbide could easily have been a source of weakness here, as it was in England, had it not been for General Electric's policy of continued expansion. In 1939, the production of the Carboloy Company was less than 20,000 lbs.; in 1940, it was 55,000 lbs.; in 1941, it was 163,000—and in December came Pearl Harbor. Now, in 1942, the Company's production is going at a rate that is 45 times that of only four years ago.

Britain Dependent upon Us . . . By contrast, British companies, which had been content to continue as customers of Krupp, found themselves cut off from the vital material when Poland was invaded. But the General Electric Company was able to supply substantial quantities to British industry immediately and since then has continuously filled British orders. It has, in like manner, filled Canada's requirements since 1936. It is currently supplying Canada, Russia, and other United Nations. All this in addition to supplying the greatly expanded needs of American industry.

An Inspirational Story of American Industry . . . Thus, the story of Carboloy does not end in "too little and too late." Like many previously untold stories of American industry, it continues, a sturdy and inspiring example of public service born of private enterprise, and characterized by hard work, ingenuity, investment, research, risk, and courage—a familiar pattern on this side of the Atlantic. General Electric Company, Schenectady, New York.



GENERAL ELECTRIC

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