Late Bidding Switches Trend In Market; Early Losses Become Gains MARKETS

Doses Along Ada Air At Intervals

Boardroom Observers Fig- Am ured Resumation Of Big Advances

INFLATION SHOWS UP

Enough Present To Inspire Certain Amount Of Buying With Opposition

NEW YORK, July 14 .- (A)-Late bidding for steels, motors and assorted industrial favorites switched the trend in today's stock market and early declines of fractions leaders at the close.

Irregularly lower prices at the levels. start failed to bring out any siz-

There also was enough inflation psychology still present in the fiancial sector to inspire a certain amount of buying although opponents of this line of thought were plentiful. Helpful were revived hopes the House Ways and Means committee might reverse itself or the recent corporat on tax propos als. The Russian war news continued to dampen sentiment to ;

The Associated Press average o 60 stocks was up .2 of a point a 37.2, cancelling the loss of the Monday's session. Dealings picked up on the recovery shift and transfers for the full proceedings totaled 372,650 shares compared with 278.840 the day before.

Of 611 stocks traded, 299 were up. 185 down and 197 unchanged Among prominent shares in the advancing column was Genera Motors, which edged up 5-8 to a new 1942 top. In front were U. S Steel, Bethlehem, Chrysler, Goodrich, Douglas Aircraft, Oliver Farm, Westinghouse, duPont, American Can, U. S. Gypsum, Standard Oil (NJ), Texas Co., American Airlines, Eastern Air Associated press weighted wholesale price index of 35 commodities ale price index of 35 commodities today declined to 98.74.

Prayious day 98.90 week are Penney J C 69 American Airlines, Eastern Air Lines, Kennecott and Santa Fe.

Down a point or so were Allied Chemical, Johns-Manville, Philip High 99.72 95.12 78.25 98.14 Pullman Pure Oil rris and Dow Chemical.

Bond and commodities were mixed. At Chicago wheat was up 1-2 cent a bushel, corn up 1-8 to 3-8 and hogs 10 cents higher. Cotton lost 65 cents to \$1 a bale. In a spotty curb improvement

was recorded for American Cyanamid, American Light, Humble Oil and Brewster Aero. In arrears were Lake Shore, American Gas, Pantepec, Sherwin Williams and Pittsburgh Plate Glass. Volume here aggregated 54,738 shares against 46.225 yesterday.

STOCK AVERAGES Compiled by the Associated

ricas duly 14.			
30	15	15	60
Not about	*******		Stk
Net change a.3	a.2 t	nch	a.
Tuesday 34.5	16.1	23.6	37.
Prev. day 54.2	15.9	23.6	
Month ago 52.2	14.5		35.
Year ago 62.5	17.9	32.3	43.
1942 high 56.0		27.3	38.
1942 IOW 48 0		21.1	32.
1941 high 62 0	100000000000000000000000000000000000000	35.5	45.
1941 low 51.7	2002	24.5	35.

60-Stock Range Since 1927: 1930-40 1932-37 1927-29 --- 54.7 75.3 157.7 ----- 54.7 75.3 ----- 33.7 16.9 61.8

WHAT STOCKS DID Tues. Mon

229 185 ----- 197 Total issues _____ 611

N. Y. COTTON FUTURES

NEW YORK, July 14.—(P)—Cotton futures closed with losses of 65 cents to \$1.00 a bale today after senate-house conferees had agreed on all but one issue of the controversial farm appropriation bill versial farm appropriation bill. Prices declined after the commit tee agreed to submit to both houses a disputed amendment authorizing others unchanged.

the government to sell some what livestock feed at about 83 center a bushel.

Traders had started the session that all dis with the assumption that all dis

agreements in the farm bill probably would be ironed out today by the legislative conferees, observers Liquidation and hedging was ap-

The range follows:

Open High Low Close 19.10a19.04 18.83 18.87nOff 13 19.37 19.37 19.20 19.21 Off 14 19.46 19.46 19.30 19.31 Off 14 Spot middling 20.58n. a—Asked; n—nominal.

N. Y. COTONSEED OIL closed unchanged. Sales 5 con- 5.20N; Mexico 20.67N. tracts. Jan. 13.90 asked. closed Sales 5 contracts. Jan.

Ticker Tape Closing Stock Quotations LIGHT BOOST SEEN ON DOND MARKET

Radio ______Rad K O ______Rem Rand _____

Rep Stl _____Reynouds B _____

Studebaker -----

Tex Co _____

Trans Amer _____ Trans and West Air _____

Un Pac

U S Pipe

U S Rub _____ U S Smelt and Ref _____

U S Steel _____

Vanadium _____

Warner Pic

Western Union _____ West Elec and Mfg _____

FINAL CURBS

STOCKS IN THE SPOTLIGHT

Proct and Gamble 11,030-48%,

U S Steel 7,400—50¾; a 1½. Gen Elec 7,200—27½; a ¾. Socony Vac 7,100—8½; no. Nash Kelv 6,700—5½; no. Gen Motors 5,600—393; a %. Pan Am Airways 4,700 — 17%;

Sparks With 4,600-2; a 1/8.

U S Rubber 3,800-19; a 1/4.

Anaconda 4,500—26%; a %. N Y N H and H 4,400—%; a %. N Y Central 4,300—8%; a 1/8.

Kennecott 4,200—31¼; a ¾. Erie R R Ct 3,900—6; d ⅓. Standard Oil N J 3,900—38¼;

N. O. MIDDLING

NEW ORLEANS, July 14.-/#-

15 points lower at 19.71 cents a

2 inch average 19,14.

Gulf Oil -----

BREAK A LITTLE

Failure Of Congress To Coml Credit 2034 Agree On Farm Bill Undermines Confidence

on the most controversial point in Del Lack and W Ret and early or so were converted the farm appropriation bill today Doug Airc into gains of as much for many undermined confidence in wheat undermined confidence in wheat futures and prices broke as much as a cent from the day's best Eastman Kod 133%

Elec Pow and Lt Wheat closed 1/8 to 1/2 cent lower able offerings and, with the ticker compared with yesterday's final tape dozing at intervals, board-prices, July \$1.19%, September om observers got the idea the \$1.21%-1.22; corn advanced 1/8 to 3/8 market might be ready to resume July 88%-34, September 9034-78; the big advance which was oats were 36 to 116 up; soybeans 44 stemmed by profit taking at the end of last week.

Stemmed by profit taking at the off, and lard unchanged.

Gillette Glidden Goodyear Gt Nor Ry Pf

770	The lange					Candana	- 20
n		Open	High	Low	Clos€	Goodyear	18
i-	WHEAT-	Open	8			Gt Nor Ry Pf	2
n	July	119%	1203/4	1193%	119%	Hud Mot	
	Sep		123			Hupp Mot	
	Dec					Ill Cent	
ä	May	1301/4	13114	12934	1301/4	Int Harvest	4
		100/4	101/4				
15	CORN-	007/	001/	001/	003/	Int Tel and Tel	
n	July	887/8		881/2		Johns Man	5
5-	Sep Dec	90%			90 /9	Kennecott	3
1-	Dec	9378		933/4	JI	Kroger Groc	2
2	May	981/2	99	$98\frac{1}{2}$	98 12	Libby O F Gl	2
a	OATS-					Ligg and Myers B	6
	July	473/4	491/8	473/4	4834	Lows	4
of	Sep	481/2	4934	481/2	4944	Lorillard	1
it	Dec	51	521/4	51	51%	Louis and Nash	6
	May		55	54	541/4	Mack Truck	3
	SOYBEAN			OFF (F)		Mont Ward	3
4	Tl14	1759/			17534	Murray Corp	
a	July old	1752			1753	Nash Kely	
S	July new	175%	1003	1721	1751	Nat Biscuit	1
d	Oct	1761/4	176%	17018	1777	Nat Cash Reg	
	Dec				11178	Nat Dairy Prod	1
3	RYE-					Nat Dist	
e	RYE— July	6858	6858	671/2	6712	Nat Lead	2
1.	Sep	701/8	711/4	6934	70	Not Dow and I t	1
	11)ec	1418	10 /4	7334	74	Nat Pow and Lt	18
1	LARD— July Sep		1000	250		N Y Cent	
a	Tuly				19 70	No Am Aviat	
	Sep.				19 80	North Am	
	Oct.					1101 1 40	
r	Dec.				12.00	Out with the same	1
١,	Dec.	v	TO LOS			Pac G and E	
,	TREND O	F STA	PLE	PDIC	ES	Pac Mills	10
	NEW TOT					Dealrand	1000

TREND OF STAPLE PDICES NEW YORK, July 14-(P)-The Packard -----

Utilities did little or nothing and the majority of the rails were able to add only minor fractions.

today declined to 98.74.

Previous day 98.80, week ago 98.15, month ago 97.88, year ago Penn R R Pepsi Cola Phillips Pet Phillips Pet 1942 1941 1940 1933-39 Pub Svc N J

(1926 average equals 100).

FREIGHT CAR REVENUES NEW YORK, July 14—(P)—Revenue freight cars handled by railroads reporting today for the week

ended July 11 included	d:	
July 11 Pr	re Wk	Yr Ago
Reading 40,838	39,552	36,091
Jer. Cen 25,478		
Del. and Hud. 10,152	16,403	9,433
	96,565	91,358
	31,920	37,655
	23,090	18,:04
Pere Marg 10,757	10,950	12,334
	37,603	133,656

N. O. COTTON FUTURES
NEW ORLEANS, July 14—(P)-Cotton futures declined here today under long liquidation, hedge selling and unfavorable war news Closing prices were barely steady 15 points net lower.

The range follows:
Open High Low Close
July _ 19.01 19.01 19.00 18.85b Oct. _ 19.56 19.56 19.39 19.40 Off 15 Unit Corp _____ Dec. _ 19.64 19.65 19.49 19.51 Off 15 Unit Drug _____ Jan. _ 19.67b_ ___ 19.52b Unit Fruit _____ Mch _ 19.69 19.72 19.58 19.58 Off 15 Unit Gas Imp _____ 19.79b__ _ _ 19.63b

July (1943) 19.77 19.77 19.77 19.72b b-Bid.

CHICAGO BUTTER-EGGS CHICAGO, July 14.-(A)-Butter,

receipts 1,136,761; firmer; prices 150 receipts 1,136,761; hrmer, price west Elec and 284 as quoted by the Chicago price wilson wilson woolworth current; creamery 93 score, 37-36; 89, 35; 88, 33 1-2; 90, centralized carlots, 36 1-2—3-4; 89, 35 1-4—1-2; Final stock sales, 372,650. 615 1-4-3-4; 92, 36 3-4; 91, 36 1-4; 90, Yell T and C 88, 34.

Eggs, receipts 13,714; unsettled, Eggs, receipts 13,714; unsettled, Can Marconi fresh graded extra first, local, El Bond and Sh unchanged; cars, unchanged; firsts, local, 32; cars, 32 1-2; current receipts, 31 1-2; dirties, 30-3-4; checks, 29 1-2; firsts 33 1-2;

FOREIGN EXCHANGE NEW YORK, July 14.-(P)-Closing foreign exchange rates follow (Great Britain in dollars, others in

Canada: Official Canadian Control board rates for U. S. dollars; buying 10 per cent premium, sellparent. This was overcome partly by trade and mill buying.

Duying 10 per cent premium, equivalent to discounts on Canadian dollent to discounts discount lars in New York of buying 9.91 per cent, selling 9.09 per cent.

Canadian dollar in New York open market 9 7-8 per cent dis-19.50 19.46 19.30 19.31 Off 14 19.50a19.40 19.40 10.33nOff 14 19.55 19.55 19.37 19.37 Off 17 19.60 19.60 19.41 19.41 Off 20 Iniddling 20.58n. (bankers foreign exchange colling collin

mittee rates) buying \$4.02, selling \$4.04 open market; cables \$4.04. NEW YORK, July 14.—(P)—

Cial 29.77; free 23.72; up .01 of a light at 15-16 inch cotton today at 10 deschable cottonseed oil futures cent; Brazil official 6.05N; free light Southern spot markets was continuous Rates in spot cables unless oth-pound; average for the last 30 market days 19.17; middling 7-8 erwise indicated.

ON BOND MARKETS

Not Enough, However, To Stop Some Moderate Losses At Finish

NEW YORK, July 14.—(A)—There were enough advances in today's bond market to give a slight boost to all the corporate averages, but the list also had a fair quota of moderate losses at the finish.

Late support for a number of low prices rail loans and other speculatives followed a turn for the better in the stock market. 63 1/2 U. S. governments were unchanged to a shade lower and foreign dollar issues were mixed.

Final gains ran from fractions to around 2 points for Chicago Railway 5s at 55, Bangor Aroodermines Confidence

Con Oil 51/4 stook 4s at 54, Childs Co. 5s at 25/8 49 1-4, Chesapeake Ohio 4 1-2s Corn Prod 51/2 at 128 1-2, Southern Pacific 4s of Curtiss Wright 67/8 '55 at 66, Reading 4 1-2s at 76 and Davison Chem 91/2 Western Union 4 1-2s at 81 1-8. stook 4s at 54, Childs Co. 5s at

Ending fractionally lower were New Haven collateral 6s at 53, Pere Marquette 5s at 68 5-8 and West Shore 4s at 42. Warren Brothers 6s dropped about 2 1-2 points.

Bonds of Argentina, Columbia and Canada registered small advances while Cuban issues dipped. Brisbane 6s were off 2 3-4 on a

Transfers totaled \$4,451,000 face value against \$3,355,100 Monday.

BOND AVERAGES Press July 14.

	20	10	10	10
	Rails	Indu	s Util	For
Net change	a.1	a.1	a.1	a.1
Tuesday				
Prev. day	61.4	103.5	95.5	49.0
Month ago	59.9	103.1	95.0	49.0
Year ago	64.9	104.8	101.6	47.7
1942 high	65.6	103.7	100.6	49.6
1942 low	59.4	102.6	93.6	41.5
1941 high	66.5	105.4	102.2	51.4
1941 low				

GRAIN BELTS LOOK

Heavy Rains And Thunderstorms During June

Kansas reported an exceptionally \$15.00. Most business was done bewer, cloudy spell during June with a period of abnormally cool tem-15 4 peratures in the middle of the month.

Heavy rains in Illinois have lifted caps off oats shocks giving rise about steady with bulk strictly dry weather before starting to of excessive moisture.

ers of the state with widespread pers took 1,500. and frequent hail and windstorms. Monthly totals of five inches or more of rain were common over most parts of the state.

Minneapolis reported weather over the northwest was mostly fa- largely 12.50-14.00 steer and year 9-32 vorable and that harvesting was ling market; extreme top 1195 as under way in southern areas. The well as 1520 lbs. strictly choice first car of winter wheat arrived from South Dakota today, grading 65; long yearlings 14.00; heifer No. 1 hard.

riation in crop prospects. Exces- brought 14.00; grassy and warmed sive rains and cool weather during up steers and heifers scarce, fully June was delayed progress of corn steady. Beef cows easy at 9.00-75 but hay pastures were reported in mostly; canners and cutters fully excellent condition. The corn crop steady at 8.50; bulls 15-25 lower; was expected to total 88,000,000 late top heavy sausage bulls 11.50, bushels, compared with about 91,- although 11.75 was paid early 000,000 harvested last year.

CHICAGO POTATOES CHICAGO, July 14.— (P) — (U. S. 14.25.

Dept. Agr.)-Potatoes, arrivals 43, demand light, market about Missouri cobblers 1.90-2.00; Mis-NEW YORK, July 14 — (P) - Sales, closing price and net change of the fifteen most active stocks tounchanged.

CANADIAN CROPS OTTAWA, Ont., July 14.—(Canadian Press) - A few sections in eastern Canada are showing need of more rain but crop conditions on the whole are "being well maintained," the Dominion Bureau of Statistics reported today in a telegraphic crop report.

N. O. SPOT COTTON NEW. ORLEANS, July 14.—(A)-Spot cotton closed quiet 15 points lower. Sales 676. Low middling 16.59, middling 19.59. Good middling 20.04. Receipts 1,699. Stock

N. O. MIDDLING NEW ORLEANS, July 14.—(P)-Average price of middling 15-16th inch cotton today at ten designated southern spot markets was 19.72. CHARLOTTE SPOT

THIS CURIOUS WORLD

DIVE BOMBER! The OSPREY, OR FISH HAWK, BUILDS ITS NEST OF LARGE STICKS...BUT IT DOES NOT PICK THEM UP INSTEAD, IT

OFF THE GROUND! DIVES AT DEAD TREE LIMBS, KNOCKING THEM OFF ... AND THEN CATCHES THEM IN ITS TALONS BEFORE THE EARTH.



ANSWER: Goodby Mama, I'm Off to Yokohama; Flamingo; One

Hogs At Principal Markets Continue In Light Supplies

DRY GOODS

NEW YORK, July 14.-(P)-Cot-

OPPOSE ADJOURNMENT

Woolen and

CHICAGO, July 14.-(P)-Hogs at principal markets continued in light supply today and sellers ob-

The top here was \$14.80 per The top here was \$14.80 per hundredweight, or 20 cents under the recent 16-year peak.

86—88 1-4; No. 3, 85 3-4—87 1-2; the B-24 bomber manufaction in the recent 16-year peak.

86—88 1-4; No. 3, 85 3-4—87 1-2; the B-24 bomber manufaction in the recent 16-year peak.

Spiegelberg, a native of The embargo at East St. Louis 2, 1.00 1-2.

failed to produce augmented runs elsewhere and 12 principal centers are also as a second and a second a second and a second and a second and a second and a second an AT THE WEATHER ago. Chicago salable receipts to-taled 13,000 and large packers took 50-61. ago. Chicago salable receipts to- hard 62-70; feed and screenings an additional 5,500 direct.

Trade reports showed meat 1.75. Producing Areas Report stocks as of July 1 at the year's lo- point, after the heaviest June production on record, indicating the extremely broad demands be- ton textiles markets continued ing filled from storage.

quiet today. The trade talked of The cattle supply was 7,500, coming army awards for mate CHICAGO, July 14.—(R)—Weath- smaller than usual and fed steers rials and observers said the feder conditions over the main grain and yearlings were strong to 15 eral orders might be for as much producing belts received increased higher in an active market, with as 80,000,000 yards of goods. the top for strictly choice steers also was dull despite further government orders for blankets and woolen service coats and a pickup

Receipts of salable sheep were in the demand for rayon for fall 1,000, packers taking 5,500 additionlines of merchandise. al head direct. The trend was to fears of a crop of inferior quality. Many sections were awaiting day weather the fear awaiting day weather the fear awaiting lambs bringing \$14.00 to \$14.40. WASHINGTON, July 14.—(#)—Senate Republicans voted unani-

(US Dept. Agr.)-Salable hogs mously today in opposition to an combine, while in others weeds and clover were growing higher strong to 10 higher on all weights inite period, as some Democrats than oats. Another report said and sows; good and choice 180-240 have favored. Senator McNary of some elevators had refused to ac- lbs. 14.55-75; top 14.80; 240-270 lbs. Oregon, the Republican leader, cept truck loads of wheat because 14.40-65; 270-330 lbs. 14.10-50; 160- said after a minority meeting that 180 lbs. 14.00-60; good 400-550 lbs. he had been authorized to commit Kansas also reported numerous sows 13.35-65; good and choice the party only to periodic threefloods in most of the principal riv- sows under 400 lbs. 13.60-90. Ship- day recesses.

Salable cattle 7,500, total 7,500; salable calves 1,000, total 1,000; fed steers and yearlings strong to 15 higher, active; clearance good, yearlings 13.65, although mixed Wisconsin reported a great va- steers and heifers scaling 900 lbs. 2 Vealers fully steady at 14.00-15.00; light stock cattle few at 11.50; with good to choice, Texas calves 13.00-

Salable sheep 1,000, total 6,500; on track 258; U. S. shipments lamb trends about steady; bulk Eggs, receipts 13,714; unsettled; strictly good and choice native spring lambs 14.00-40; lower grades steady. Kansas cobblers 1.75-2.15; down from 13.50 to 12.00 and besouri Bliss Triumphs 1.90. Others heads fat ewes 4.50-5.75 with a low; best yearlings 11.25; few small number at 6.00.

> N. C. EGGS-POULTRY RALEIGH, July 14.—(P)—(NCDA) Egg and poultry markets steady. Raleigh - U. S. extras large (clean white) 35; colored hens 17

Washington-U. S. extras large (graded white) 39 to 40; colored fowls 21 to 22.

N. O. COTTONSEED OIL NEW ORLEANS, July 14.-(P)-Cottonseed oil closed steady Bleachable prime summer yellow unquoted. Prime crude 12.50B. Jly 2 13.55b; Sep 13.55b; Oct 13.45b; Dec 13.34b. b-Bid.

N. C. HOGS RALEIGH, July 14-(R)-(NCDA) Hog markets steady with tops of CHARLOTTE, July 14.—(R)-Spot \$14 at Richmond and \$13.80 Rocky Mount.

Dec 13.34.

Firestone Is Resuming Goldenrod Experiments

NEW YORK, July 14.-(AP)-The Firestone Rubber company announced today that it is resuming the famous Edison-Firestone experiments to get rubber from goldenrod.

The edison work was discontinued in 1936, and the U.S. Department of Agriculture has carried on since with experimental fields near Savannah, The result, which Firestone

now picks up again, is a variety of goldenrod uniformly five feet tall, which can be mowed by machine and whose leaves produce up to 100 pounds of rubber per acre.

That amount, the Firestone announcement says, would warrant production only in an emergency such as the present. The hevea rubber trees produce around 300 pounds per acre and in some cases 1,000 pounds or more an acre.

NAVAL STORES SAVANNAH, Ga., July 14.-(A)-Turpentine 58 1-4; offerings 96; sales 4,800 gallons; receipts 429; shipments, three; stocks 11,944. Rosin: Offerings 427; sales 427;

stocks, 61,434 Quote: B 2.90; D 2.95; E 3.00; fications or skill in such activity; F 3.05; G, H and I, 3.20; K 3.23; and his removal would cause a M 3.22; N 3.23; WG 3.24; WW and serious loss of effectiveness in

Guardsman who was born in Ger- Chief Clerk Glenn McClelland exmany was announced today by the plained. The city board has 35 men Federal Bureau of Investigation. in 2-B.

CHICAGO, July 14. — (A) — Cash Tuesday 112.4 right supply total and state of the previous day 112.3 tained prices up to 10 cents above hard 1.17 1-2; No. 2 mixed 1.17; The FBI said he had in his possession 18 plans, diagrams, drawings class. He explained that 2-B meaning total new total wheat No. 1 hard 1.17 3-4; No. 2 Corn, No. 1 yellow 86 1-4; No. 2, or blueprints of essential parts of are granted only six months deferthe B-24 bomber manufactured by ment under this procedure, and at

Spiegelberg, a native of Berlin, was arraigned today in Brooklyn

Soybeans, No. 3 yellow 1.73 1-2-Ford Bomber Construction.

STATUS OF 96 MEN CHANGED IN DRAFT

Class Of New Hanover Men Affected By Revised 2-B Regulations

Ninety-six men registered by New Hanover Draft boards in the 2-B classification will be affected by national selective service headquarter's ruling that single war workers be inducted before husbands and fathers.

The old regulations stated that "in class 2-B shall be placed any registrant found to be a necessary man in any industry, business, employment, agricultural pursuit, governmental service, or in any other service or endeavor or in training or preparation therefor. the maintenance of which is necessary to the war production pro-

A "necessary man" was defined as one only when these conditions exist: "he is, or but for a seasonat or temporary interruption would be, engaged in such activity; he receipts 725; shipments, none; cannot be replaced because of a shortage of persons with his quali-

such activity." In the past it has been the policy of city Draft board No. 1 to place FBI Arrests Former Coast all single war workers in 1-A classification. Employers might ask for deferment from the Board the NEW YORK, July 14— (4) —The arrest on espionage charges of a 35-year-old former American Coast the board which recently resigned, of Appeals, when if granted, the

The defendant was named by P. Chairman John Alexius, E. Foxworth, assistant FBI direc- county Draft Board No. 2, explains tor, as Washington Glendale Spieg- that all single men engaged in naelberg who was arrested last Sun- tional defense work, where deferthe end of that period are subject to reclassification. Sixty-one mea

are in that classification. Mr. Alexius pointed out that the county board has drafted a few The government agents said he married men, but it has been only formerly worked for the Donelly in the case where marital rela-Engineering Corporation, Detroit, tionships have ceased to exist. Sevwhich has designed machinery for eral have volunteered, he explain-



GOODERHAM & WORTS LIMITED, PEORIA, ILLINOIS

⁵2.15 FULL QUART

"HOW TO READ AN AD"

You have a son or a brother or a cousin in the army, the navy or the marines. You're proud of what he's doing for his country, and you'd say that the best is none too good for the boys who're doing an unpleasant job with all the cheerfulness and determination in the world.

You feel a responsibility toward those boys, and you're doing all you can. You're buying war bonds. You're working for the Red Cross. You're contributing to the USO. You're sending a carton of cigarets or a box of candy to some boy as often as you can. And that's fine - but it isn't nearly enough.

Maybe, while you're doing all those things, you're questioning the wisdom of nationally known manufacturers who are continuing to spend substantial sums of money for newspaper advertising. Maybe you've said they should be conserving that money.

But those boys for whom you feel such a feeling of solicitude - what about them. The war's going to end some day-and they're going to present a problem that no amount of talking or wishful thinking can solve. They're going to expect industry to produce jobs for them - and they have a right to expect exactly that . . . not just a job here and there, but millions of jobs.

Industries in which advertising continues to play an important rule are looking ahead, accepting their responsibility. They know that, in order to furnish employment to the millions now engaged in war effort, they must create and maintain a demand for civilian products.

They realize that tomorrow's markets are created today - and that today's markets can wither and die without nourishment. They are buying insurance — advertising that will insure the jobs that must be available.