

The Home Front

The price ceiling covers all of Main street now. It stands above the cash register in the shoeshine shop as well as the butcher's; it has been extended until it shields the man who wants a clock repaired or his hat blocked quite as much as it does the customer at the corner grocery or drug store. Under this ceiling are the highest prices which may be set by laundries and furniture repairmen, the most that may be charged by auto parking lots and dry cleaners, locksmiths and gunsmiths and morticians.

All these additions to the price control structure—the whole great list would fill innumerable pages—fall into the category of what are called "consumer services." They are controlled as of July 1 by a new office of price administration regulation which transfers all such services connected with commodities from the general maximum price regulations and sets them up under a special system in recognition of the fact that they constitute special problems.

Roof Extended Widely

The extension to the roof which shelters us from the high cost of living is a sizeable one. The number of establishments of one sort or another which are affected has been estimated at pretty close to 1,000,000, while the total amount spent by the buying public for the wide range of services covered amounts to more than \$5,000,000,000 a year.

For the most part the services controlled are services sold at retail, and hence the order is one which will be reflected—and happily—in almost every family budget.

It will, for instance, be reflected in what the average family pays for repairs to all sorts of things. And repair services, with new goods becoming scarcer every day, are going to be increasingly important.

Price Ceilings Completed

The new regulations complete the entire system of price ceilings which was begun April 28 with the announcement of OPA's general maximum price regulations. May 11 brought the ceiling which covered sales and services and commodities at the manufacturing and wholesale level, one week later a ceiling was erected over all sales of commodities at retail. So, in the space of two months, we have set our economic house in order for war. We have built solid barriers against those rising living costs which could only mean, in the end, disaster to the home front—disaster comparable to defeat on the field of battle.

Be sure you remember that the new regulations apply only to consumer services rendered "in connection with commodities." They've nothing to do with the fees charged by your lawyer or your architect, your barber shop or your beauty parlor.

Temporary Idle Cause Problem

One of the knottiest problems confronting us as we move to mobilize our man-power for the war production line is the temporary unemployment of skilled and semi-skilled workers caused by the shut-

ting down of non-essential civilian industries. New York City, filled with many small plants which cannot be easily converted to war work, is a prime example. There nearly 400,000 men, many of whom are highly skilled, are jobless, at a time when war production plants in other sections of the country are crying for labor. A great deal of factory capacity, some of which can be changed over to war work, also is idle. Last week New York City's Mayor La Guardia, New York State's Governor Lehman, War Manpower Commission Chairman Paul V. McNutt, and War Production Board Chairman Donald M. Nelson discussed this problem.

Protect Skilled Workers

Mr. McNutt and Mr. Nelson took a step last week which should speed skilled workers to war jobs and keep them there. In the past, if an unemployed man in the automobile industry was summoned back to his old job he was forced to report within a week for forfeit his seniority rights. Now, if the worker has been trained for a new job he may choose to stay with his new employer and still retain his seniority rights in the old plant.

The vital stake of America's 13,000,000 negroes in the fight for freedom has been emphasized by creation of a negro manpower service within the war manpower commission. Under the direction of Dr. R. C. Weaver, an expert on negro employment, the service will carry out a program of training and placement of colored workers. The unhappy race discriminations of peacetime are fast disappearing.

ODT Opens New Front

Transportation must not be a bottleneck if men and materials are to move to far-flung fronts in sufficient quantities to defeat the Axis. Highly-trained soldiers waiting in cantonments, finished weapons piling up on steamship docks, are of no value on the battlefield. The office of defense transportation has opened a new offensive on the transportation front with the formation of a "U. S. truck conservation corps." This corps will enlist the owners and drivers of our 5,000,000 motor trucks and thousands of others who service and supply them in a nation-wide campaign to save their machines and their tires. The President opened the offensive, saying that "it has become the patriotic duty of every truck operator in America to help in every possible way to make his truck and tires last longer." Our trucks, like our passenger cars, and our trains, must last for the duration.

Graveyards Help Cause

Automobile graveyards yielded more than 383,255 tons of scrap metal in May, 10 per cent more than in April and 196 per cent more than the monthly rate in 1941. Last summer's aluminum collection drive resulted in the recovery of 6,398,051 pounds, only 42 1/2 per cent of the amount expected.

MILKWEED

Because of milkweed's buoyancy, which is claimed to be five or six times greater than that of cork, it may become a vital material in the making of life jackets.

Builds 'Jeeps'



Pretty enough to grace the front line of the Rockettes, Mary Urbanski prefers the job she has. She helps build "jeep" cars for the army at a big factory in Toledo. These little cars are one of the war's greatest developments.

LEES-McRAE COLLEGE TO ENLARGE MEDICAL SECRETARIAL COURSE

Banner Elk, July 7.—Because of the increased demand for medical secretaries and record librarians, Lees-McRae College has decided to expand the enrollment of students in this course for the college year beginning in September. This announcement has just been made by Dean Leo K. Fritchett of the college. Military activities have called so many people from the ranks of hospitals and from the medical field, that the college has had more calls for these trained workers than it can fill.

The course for the training of medical secretaries and record librarians is offered by the college in conjunction with Grace hospital. Under this plan the students receive theoretical and practical training in college subjects, sciences, medical shorthand and typing at the college. After two years they are transferred to Grace Hospital where they work with the doctors and nurses in the actual taping of histories, keeping of records, learning simple laboratory techniques, etc. At the end of a third year of work, or its equivalent, they are ready for jobs. All graduates of the course have been placed almost immediately upon finishing. Students in the course are graduated only when they can receive an unconditional recommendation for a position.

The enrollment in the course has, up to the present time, been held to a small number of students with very high scholastic records and personality and intelligence quotients. Each year many have had to be refused enrollment in the course because the number to be admitted had already been filled. This year, however, says Dean Fritchett, there has been such an increased number of calls for workers so trained that the college feels it can contribute substantially to the welfare of the medical field by admitting and training a larger number than formerly.

PLANS BEING MADE TO HARVEST PEACH CROP

Raleigh, July 7.—Preparations for intensive recruiting of labor to harvest the state's peach crop were made Tuesday at a meeting in Rockingham of the managers, farm placement interviewers in the local offices of Albemarle, Rockingham, Sanford and Lumberton, and the field supervisors in those peach areas, W. C. Carlton, state farm placement supervisor, and E. C. Matthews, head of the Peach Growers Association.

Success of last year in centering the peach gathering placement work in the Rockingham office under direction of J. H. Petty, manager, resulted in a similar plan for this year. Three special farm placement interviewers will serve Albemarle, Rockingham and Sanford, one for each office, assisting the regular offices' forces of the U. S. employment service in rounding up pickers and packers, and seeing that their labor is used fully.

Probably 15 or 20 per cent of the peaches, early varieties, have been gathered, but the picking will continue through July, the peak period, and August. Workers are scarce this year, but officials hope to save the entire crop by utilizing as fully as possible the time of the workers available.

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IN 7 DAYS
take **666**

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Bottles and all utensils are sterilized daily.

New River Dairy

Dale Carnegie

HOW TO LOSE A SALE

In China I once found two sentences in the Shantung Daily News that I want to quote:

"If you want to kill a sale, just say or do something that makes your prospect feel inferior. Often it is much smarter to say 'ain't' than 'isn't'."

Isn't it just as true of human nature in Connecticut as in China? If you want to kill a sale, criticize something your prospect has already bought. Show him what bad judgment he has used, what a fool he has been. Tell him about the fine golf score you made last Saturday. Make him realize that he is such a dub he ought to give up the game. Brag about the sales contest you won. If he starts to discuss politics—boy, there is your chance! Open up with both barrels. Don't wait for him to finish what he is saying. Butt right into the middle of a sentence. Let him know that he is talking to an economist who knows everything, from how to solve the relief problem to how to balance the budget. In other words, make him feel thoroughly inferior. Do that and you will kill your sales and make your former friends cross the street to avoid meeting you.

One of the most disastrous defeats of the Civil war was caused very largely by a general who made his officers and men feel inferior. Gen. Pope had won a few battles out west and then captured an island in the Mississippi. He felt he was a reincarnation of Julius Caesar, Hannibal and Napoleon all rolled into one. The incompetency of General McClellan had driven Lincoln almost to despair. He relieved McClellan and gave the army to Pope. The promotion went to Pope's head like a quart of vodka. He began by rebuking the soldiers of the army of the Potomac for their inaction and he insinuated that they were a lot of infernal cowards. He bragged about the victories he had won out west and swore that he was used to seeing the backs of his enemies. He declared that his headquarters would be in the saddle. He issued so many proclamations that he was soon called "Proclamation" Pope.

What effect do you suppose all this had on the soldiers who were supposed to face death at his command? "Proclamation" Pope was one of the reasons for the disastrous defeat of the Union army at the second battle of Bull Run—a defeat so overwhelming that if Lee had only pursued Pope's demoralized army, he probably could have captured the army of the Potomac, taken Washington and New York, and perhaps have won the Civil war for the South.

Is there a little "Proclamation"

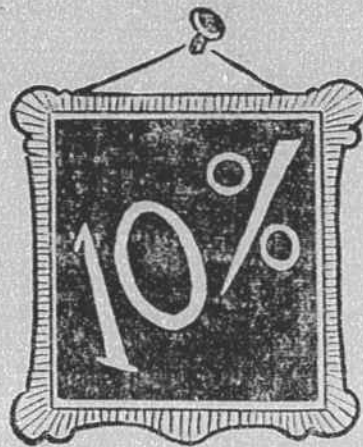
WILLKIE AGAIN DECLINES TO RUN FOR GOVERNOR

New York, July 2.—Wendell L. Willkie declared today that he was not a candidate for the New York

Pope in your office or on your sales force? If so, why not cut this out and tack it on the bulletin board? Don't be afraid of hurting his feelings. He probably will never dream that it was intended for him.

governorship and that "I have no intention of becoming one."

Willkie asked sponsors of the "Draft Willkie committee," headed by Stanley M. Reinhart, book publisher, not to run a newspaper advertisement urging Willkie's candidacy on the Republican party ticket and asking Willkie to accept the G. O. P. nomination should it be offered.



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Bring your Beans to the

Johnson County Auction Market

MOUNTAIN CITY, TENN.

We have doubled our warehouse space, and can give you better service than ever before. Sell your beans with us the auction way.

J. N. BLACKBURN, Mgr.
G. M. LONG, Auctioneer

LITTLE MARY MIXUP—BY R. M. BRINKERHOFF



THANKS TO UNITED FEATURES SYNDICATE

NOTICE To Threshers

Any person expecting to be engaged in threshing of wheat, rye, oats, buckwheat, barley or any other small grains are hereby notified that they must secure license from the Register of Deeds of Watauga County before they can operate.

See Chapter 329, Public Laws of North Carolina, 1935.

HELEN UNDERDOWN,
Register of Deeds, Watauga County.



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for years, Chevrolet dealers have had the largest number of trade-ins and, therefore, the widest experience in servicing all makes and models. . . . Better have a check-up today.

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