

FASHION PREVIEW



• The school teacher who would keep the attention of her classes and earn the devotion of her pupils must avoid the traditional drab garb of the old-time school-marm. Her clothes must have style, dash, and color like the three-piece wool and rayon suit shown above which appears in the January issue of Good Housekeeping.

BEHIND THE SCENES IN AMERICAN BUSINESS

By JOHN CRADDOCK

NEW YORK, Jan. 20—BUSINESS—Looks as though we're rapidly approaching the time when we'll have to take down the "business as usual" signs over the doors of many of our industries. It's been contended for months that Uncle Sam couldn't go into the armament business—for himself and for nations elsewhere that are fighting what is often described as our battles—on the scale that now seems necessary, and still have the time, talent and materials necessary to carry on everything else at normal speed and in normal volume.

DISLOCATION appears just around the corner, with official acceptance of the above view. And it is beginning to appear, to economists studying the situation with an eye to the future, that along with passing of the "business as usual" status will come, to a noticeable extent, the passing of profits on some usual—that is, peacetime—businesses. Washington economists have arrived at the inescapable conclusion that, for example, if automobile production must be curtailed in order to provide needed steel for armament, other businesses which lean heavily on the auto industry will be greatly affected because of the curtailment of purchases by this top-notch peacetime customer of theirs.

COUNTERBALANCE — Next question is: Will the defense work make up for the normal business thus shoved aside? Consensus is that, in the over-all picture, it will more than do that; for most companies, such as aircraft, steel, shipbuilding, copper and aluminum, it assuredly will do so; that for others, notably motors, the answer is "probably," and that for some others, like building materials, agriculture, and household appliances, it's "probably not."

NO SHOW—Just what's going to happen with respect to the auto industry's production of cars and changes of models, in view of defense demands, is the question that gets most attention of the layman, outside of the question about how the defense drive itself is coming along. Indication that something will happen in this field, though, came last week when the Automobile Manufacturers Association cancelled the National Auto show booked for next October in New York. It was pointed out that this action will not control the course each company may follow in the matter of new models for '42.

TALK in automotive trade circles, though, has it that it's quite doubtful if many changes other than new colors and incidental accessories will be made in 1942 models. Changes involving only minor alterations in body or motor design naturally require new dies and tools. Therefore, to pass up such changes would release toolmakers and machine tools for defense production without seriously impairing the normal output of passenger cars upon which nation's business and agriculture today are so vitally dependent, according to J. W. Frazer, president of Willys-Overland. It would also help to prevent recurrence of the situation of 1917-18, when passenger car output was curtailed, and cars sold at a terrific premium.

ARBITRATION AWARD — Because business men engaged in international trade know that disputes with far-away customers put red ink on ledger books, there are many thousands who use arbitration to settle controversies out of court. With this in mind, C. V. Whitney, president of the American Arbitration Association, has just announced the creation of an annual award to the American business organization most effectively promoting the use of arbitration in foreign trade.

THINGS TO WATCH FOR—
An airplane that is "half automobile," having four wheels, two seats, sedan-like fuselage, and driving "like a car." It's to be priced at \$2,000, may open the skyways to many a well-to-do, but not rich, man. Propeller is behind the sedan-type "body." . . . "Love insurance" policies, taken out through your favorite florist—for a flat fee, the florist takes care of seeing that all loved ones get remembered appropriately, with flowers, on all birthdays, anniversaries, and so forth, for a full year . . . Dry goods stores operated on the super-market principle that has scored so resoundingly in the grocery field . . . A new paper bag for retail merchants, featuring a flap, a part of which may be torn off to provide a record for the store while the other part serves as a receipt for the customer . . . A flour carton with a built-in sifter—so that you can put the carton itself on the kitchen table and sift out the flour without transferring it into a separate sifter.

Andrew Johnson became so unpopular while president that his impeachment was sought, but the attempt failed.

AT WENDELL MARX BROTHERS
"Go West" is the big attraction at the Wendell Theater this week and the Marx Brothers will delight all who see them. With an 1870 setting and Horace Greeley's advice, with New York, Cripple Creek, Dead Man's Gulch, various highways and byways, and with plenty of hilarious situations, it may be well to suggest that those who do not like to laugh wait for another show. If laughter and fun are enjoyed—see the Marx Brothers in "Go West," Wendell Theater.

'EPIDEMIC' OF ACCIDENTS IN N. C. REPORTED

An "epidemic" of accidents in which persons have been killed as a result of falling off of or out of moving automobiles or trucks on North Carolina streets and highways has been noted in recent weeks, the Highway Safety Division reported this week.

Five such fatalities were recorded in December, and two more during the first two weeks of January. Reading of the accident reports

gives some idea of how these accidents happened. One report said: "Two negroes were riding between truck and trailer. A hog ran out into rear wheels of truck, causing truck to bounce up, throwing negro from truck and under wheels of trailer. Killed instantly."

Another report simply said: "Deceased fell out of car when right door came open as car was rounding curve."

In another instance, a boy riding on the back of a truck fell off while attempting to attract the driver's attention to get him to stop the truck and let him off.

"Such accidents can be eliminated if every driver in North Carolina will refuse to carry any passengers for whom they cannot find a seat inside," said Ronald Hocutt, director of the safety division. "Furthermore, all persons who ride in motor vehicles as passengers should learn that it is dangerous to lean on door handles."

"Falling out of a moving vehicle is sheer carelessness and can be prevented only by the use of a little common sense," he added. "Falling off or being bounced off trucks is an inexcusable type of accident which is primarily up to drivers to control."

YOU SAVE MONEY ON ANY SELECTION

CLUB No. 1

McCall's Magazine	1 yr.	ALL SEVEN FOR ONLY \$2.00
Pathfinder (weekly)	1 yr.	
American Poultry Journal	1 yr.	
Farm Journal-Farmer's Wife	1 yr.	
Comfort	1 yr.	
Southern Agriculturist	1 yr.	
This Newspaper	1 yr.	

CLUB No. 2

True Story	1 yr.	ALL SEVEN FOR ONLY \$3.00
McCall's Magazine	1 yr.	
Pathfinder (weekly)	1 yr.	
Farm Journal-Farmer's Wife	1 yr.	
Household Magazine	1 yr.	
Progressive Farmer	2 yrs.	
This Newspaper	1 yr.	

THIS NEWSPAPER, 1 Year, and Any Magazine Listed

Both for Price Shown — All Magazines are for One Year

American Boy	\$1.50
American Girl	1.80
American Magazine	2.80
Better Homes & Gardens	1.50
Child Life	2.80
Christian Herald	2.30
Collier's Weekly	2.80
Column Digest	1.15
Farm Journal-Farmer's Wife	2.30
Flower Grower	1.80
Flying Aces	1.25
Household Magazine	1.25
Hunting and Fishing	2.30
Liberty (weekly)	3.30
Magazine Digest	1.50
Modern Romances	3.30
Nature Magazine	1.25
National Sportsman	1.50
Open Road (Boys)	2.30
Parents' Magazine	2.80
Popular Mechanics	1.80
Prize Photography	2.80
Redbook Magazine	3.30
Science Illustrated	1.50
Silver Screen	1.50
True Experiences	1.50
True Romances	1.80
True Story	3.30
World Digest	3.30
Your Life	2.80
You	

This Newspaper, 1 Yr. and Five Magazines

ALL SIX FOR ONLY \$2.15

GROUP A—Select 2 Magazines

McCall's Magazine	1 year
True Romances	1 year
Fact Digest	1 year
Screenland	1 year
American Boy	1 year
American Girl	1 year
Parents' Magazine	8 mos.
Motion Picture	1 year
Pathfinder (weekly)	1 year
Modern Romances	1 year
Silver Screen	1 year
Sports Afield	1 year
Open Road (Boys)	1 year
True Experiences	6 mos.
Christian Herald	1 year
True Confessions	1 year

GROUP B—Select 2 Magazines

Household Magazine	1 year
Home Arts-Needlecraft	1 year
Pathfinder	26 issues
Hunting and Fishing	1 year
Successful Farming	1 year
American Fruit Grower	1 year
Capper's Farmer	1 year
National Live Stock Producer	1 year
National Sportsman	2 years
Progressive Farmer	2 years
Southern Agriculturist	2 years

GROUP C—Select 1 Magazine

Comfort	1 year
Farm Journal-Farmer's Wife	1 year
Mother's Home Life	1 year
Southern Agriculturist	1 year
American Poultry Journal	1 year
Lehigh World	1 year
Breeder's Gazette	1 year
Progressive Farmer	1 year

FILL OUT COUPON - MAIL TODAY

Gentlemen: I enclose \$_____ I am enclosing the offer desired with a year's subscription to your paper.

NAME _____
POSTOFFICE _____ ST. OR R. F. D. _____

Mail this **COUPON** TODAY..

See us for Magazines not Listed