

### THE AMERICAN WAY

**EFFICIENCY ENGINEER**  
By: Dr. Norman V. Peale  
Released By Geo. Peck

A very interesting change is coming over the thinking of modern men with respect to Christianity. In all reverence, and with the profoundest respect, they are discovering that Jesus Christ is the greatest efficiency expert of all time. It will not be long, I predict, until the most enlightened leaders of labor and of business will realize that Jesus Christ is a very necessary partner in their endeavors.

A businessman told me he had occasion to call in an efficiency expert to find out what was interfering with the efficient operation of his business. The efficiency expert put his finger on a certain man and said "Get rid of him." The man was discharged and the efficiency of the business increased 150 percent.

This was interesting, but it seemed to me that this businessman had not properly solved his problem. All he done was to get rid of it. If he had a machine that was not working satisfactorily, he would have it fixed. He had a man who was not working right but he did not know how to correct him, nor did he make any effort to find out how to do so. Instead, he just cast him out.

Another business had a man who was causing trouble. This company, too, brought in an efficiency expert, who referred to himself as a "business engineer." He brought his Christian insights to bear upon this individual with the result that the inefficient employee showed a decided improvement. In fact, his efficiency increased 400 per cent. The efficiency of the business increased in proportion.

The general public would be astounded to know how many times business men in previous years transferred employees to the "junkyard." They say, "We have done all we can with this man, or his efficiency is so low, you apply the rehabilitation or spiritual techniques." It is a very jealous, difficult. We are not sure of his honesty; we cannot enter a depend upon him. Fix him or you get you, so we can use him. Show him how to make and release his real ability." So many requests come to us from business and industry.

Recently I received an invitation to address a national convention of a great industry. The letter of invitation said in part, "More and more we are realizing the tremendous importance of the human equation in our industry. We have to do something about people to increase their

their efficiency. So, we want you, a minister, who deals in human efficiency, to speak to the leaders in our industry."

While reading the Bible the other day, I had a curious experience. The last sentence in the last column of a page in the Gospel of Matthew read as follows, "Follow me and I will make you." On turning over the page, I found, of course, that the sentence went on to read, "fishers of men." The whole sentence is true. So is the fragment of this sentence, because this is one of the greatest truths ever promulgated, namely, get a man to follow Jesus Christ truly, wholeheartedly and completely, and no matter how miserably he previously has failed he will acquire the great art of knowing and releasing himself. Jesus Christ will "make" him.

Yes, you can attain the maximum of efficiency if you will but avail yourself of the services of the greatest efficiency engineer — Jesus Christ.

### FAISON NEWS

Friends of Mrs. A. F. Rector, Mrs. Lewis Anson and Mrs. Vernon Crouch will be glad to learn that all three of them have returned from the Goldboro Hospital.

The Senior Club held its January meeting Wednesday afternoon in the community building. Mrs. W. L. Thompson presided. The subject, "Trends Towards Better Health Conditions" was ably discussed by two Duplin County Health workers, Mrs. M. J. Galyon and Conley. The afternoon was well enjoyed and a fine refreshment was served.

The J. N. Morton Jr. Club for New Orleans where the late daughter Mrs. Bill Soudan family.

The Garden Club met Tuesday afternoon for its January meeting at the home of Mrs. C. D. Lewis. Mrs. C. R. Lewis assisted hostess. Mrs. W. W. Clifton presided. The program "Facing France" was presented by Mrs. J. N. Morton Jr. Club for New Orleans where the late daughter Mrs. Bill Soudan family.

A number of Faison people attended the funeral of Mr. Owen M. Lewis of Franklin, Va. in Clinton on Friday.

### Good Troopers



These taffeta nylon dresses, featured in the February issue of Good Housekeeping, can go to the theater, party or anywhere and never be "prima donnas" when it's time for the wash tub. They can be rinsed as easily as stockings, dried in an hour and will remember and keep their lines without a single crease from the flatiron. Of Mallinson nylon, they're called Cinderella taffetas and come in black, gray, coffee and navy.

### State College Hints To Home Makers

Long-handled equipment needed by homemakers: Even small considerations count in saving time and strength on cleaning jobs around the house. For example, the length of the handle

of any cleaning tool is important because it affects the stooping which causes unnecessary fatigue. In brushing up floors a long-handled dust pan and a push broom are recommended instead of the common short-handled dust pan and dust brush because the long handles save back-bending. Before buying a vacuum cleaner, it is a good idea to try it out to see if the handle is the right length for comfortable use.

When waxing the floors, spare the back by using a long-handled waxer. When mopping floors, use a long handled mop rather than the arduous hands-and-knees method. Even in dishwashing a handle may prevent stooping. If the sink is too low or too deep, a dish mop

is better than a dish cloth because its handle saves wearisome bending over. A rack for the sink helps build up the pan.

### State College Answers Timely Farm Questions

Q. Why do cotton ginners cut classing samples from the bale rather than take them from the press?  
A. Bale samples more accurately represent the demands of spinners in determining the value of cotton.

### A Fool

By: J. R. GRADY  
When dusk comes along  
And darkness begins to enfold  
I begin to wonder  
What my dreams may behold.

The solitude  
The quietness  
The surroundings  
About me,  
Taty beam into Gold.

I sit at my desk  
And try to rest,  
In work I hope  
To do my best.

I'm told that I'm a fool  
And should be put  
On the dunce's stool.  
If that be true  
I'll try to follow  
The Golden Rule  
And, if possible,  
See life through.

WARSAW  
A. F. & A. M.  
LODGE  
No. 677  
AT 7:30 ALL MASTER MASONS  
ARE INVITED TO ATTEND.  
MEETS EVERY SECOND AND  
FOURTH TUESDAY NIGHTS

### ASTHAMA

Don't let coughing, sneezing, recurring attacks of Bronchial Asthama ruin sleep and energy without trying MENDACO, which works through the blood to reach bronchial tubes and lungs. Usually helps nature quickly remove thick, sticky mucus. Thus alleviates coughing and aids freer breathing and better sleep. Get MENDACO from druggist. Satisfaction or money back guaranteed.

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Calypso Veneer Co., Inc. RETAIL LUMBER YARD Phones: 3602, 3603 - Calypso, N. C. ALL GRADES FRAMING, BOARDS. FLOORING, MOULDINGS, ETC. -KILN DRIED- All New and Modern Equipment MAY WE HAVE YOUR BUSINESS? THANK YOU.

Q. Is a corn plant male or female?  
A. It produces both male and female structures. The tassels represent the male, and the ear shoots represent the female. This arrangement is different from that of cotton, wheat, oats, and tomatoes, all of which have both sexual structures in the same flower. Asparagus plants, on the other hand, are about 50 percent male and 50 percent female.

### LETTERS

January 14, 1949  
Dr. H. W. Colwell  
Acting Chairman  
Duplin County Chapter, ARC  
Wallace, N. C.  
Dear Dr. Colwell:

It has for some time been the feeling of this office and of chapter leaders that the smaller group meetings of chapters with similar interests and problems were more helpful and had greater value than the larger regional fund planning meetings. We are, therefore, glad to write you that such a fund raising conference for 1949 planning will be held at the Head Memorial Christian Church in Danton on February 3. Registration will begin at 9:45 a.m., with the session opening at 10:00 and closing promptly at 12:30.

This conference affords the opportunity of your sharing with neighboring chapters successful methods and techniques of fund raising, and your co-operation and participation will mean a very real contribution to the success of the 1949 Fund.

Mrs. Marian Everett, General Field Representative, and Mrs. Hazel Turnage, Associate Field Representative, will attend the conference. We are looking forward to your attendance, as well as to having you as our executive secretary, and cordial and public information chairman present.

Sincerely yours,  
Francis P. Simerville  
Regional Director  
Southeastern Area

MRS. M. M. THIGPEN  
Beaufort, N. C.  
Representative For  
CLINTON FLORAL  
COMPANY  
WARSAW, N. C.

Duplin Theatre  
Warsaw, N. C.

SUN. - MON. Jan. 23-24  
You Gotta Stay Happy  
With Joan Fontaine  
And James Stewart.

TUESDAY, Jan. 25  
The Sealed Verdict  
With Ray Milland  
And Florence Marly.

WEDNESDAY, Jan. 26  
DOUBLE FEATURE  
The Winner's Choice  
With Johnny Longden.

Carolina Moon  
With Gene Autry.

THURS. - FRI. Jan. 27-28  
Words And Music  
(TECHNICOLOR)  
With Judy Garland  
And Gene Kelly.

SATURDAY, Jan. 29  
DOUBLE FEATURE  
Grand Canyon Trail  
With Roy Rogers.

Sons Of Adventure  
With Russell Hayden.

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ED HINES, Assistant  
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Advertisement for Sherwin-Williams SWP House Paint. Includes image of paint can and text: "NOW FAMOUS SWP HOUSE PAINT BRINGS YOUR HOME 1 EXTRA YEAR OF BEAUTY!". Lists benefits like "HONEST FILM THICKNESS" and "QUICKER DRYING!".

LEO JACKSON  
Kenansville, N. C.