

"Behind The Scenes In American Business"

—By John Craddock—

New York, Feb. 8.—A new crop of "home front" jobs for women loomed last week when Manpower Commissioner McNutt issued his "work for war or fight" order for men between 18 and 38. The first list of non-deferables included workers engaged in selling antiques, liquors, confectionery, flowers, jewelry, novelties and tobacco. While many such shops throughout the country are already run entirely or partly by women, many others face closing unless they recruit women to replace male help which must either switch to war production or be drafted. On a larger scale, eventually, there will open further new vistas for women workers in industries either now or later to be listed as "non-deferable." Personnel directors in a multitude of factories, large and small, throughout the country, began last week laying plans for recruiting and training of women, even though their plants have not yet been included in the non-deferable list. Small business men, such as tailors, furriers, tobacconists, etc., already have begun to apply for part-time work at war plants in order to earn a defensible status. For their own sake and for the benefit of consumers dependent upon them for supply, they are going to try to retain their businesses, by employing women to "spoil" them while they're at work in war plants.

KEEP 'EM ROLLING is as much a battle-cry of farmers these days as it is among railroaders and truckers, in view of the war's huge food-production demands and the manpower shortage. In Wichita, Kan., the other day the nation's farmers were told they'd be able to keep their tractors rolling, as far as tires are concerned, if they exercise reasonable care with the tires they have and make them last until such time as they can be replaced. James J. Newman, vice-president of B. F. Goodrich, said farm tractor tires made from synthetic rubber—the Ameripol first used in auto tires in 1940—had been made and satisfactorily tested. Though they won't be available until the government program is turning out more than just enough rubber for military needs. Tests indicate, Newman said, that "synthetic will definitely move into the arctic field then, and they'll certainly equal any naturally rubber tires for this service." A "conversion" plan that makes it possible to utilize thousands of tractor tires now in inventory as replacements, even for worn-out tires of slightly different sizes, will help tide the big machines over the intervening months, he explained.

THINGS TO COME—Kitchen units with cooking plates and refrigerator drawers placed advantageously at intervals where they'll be used, instead of separate units. Automobiles weighing a thousand pounds less by use of 500 pounds of aluminum produced at low cost because of new techniques developed for war. Wood that won't burn, glass that won't break, window screens containing no wire, machine bearings containing no metal. Ration Book No. 3 with stamps carrying pictures of tanks, planes, artillery and aircraft carriers to designate periods when they will be valid.

FOOD—Point rationing of all commercially-canned, bottled and frozen fruits and vegetables, including juices, soups and dried fruits, will begin March 1, the Office of Price Administration has announced. Sale of such foods will be suspended for eight days before March 1 during which time the public will register for War Ration Book No. 2. Under point rationing, housewives will replace many canned items with fresh fruits and vegetables which require no coupons. This replacement will not only insure adequate supplies of canned food for our armed forces and allies but also will result in conserving enormous amounts of steel and tin. To illustrate the savings of vital war metals, Earl R. French, marketing director of the Atlantic Commission Company, produce-buying affiliate of the A & P Tea Company, estimates that if America's 31,000,000 farm families each replace one can of commercially-packed foods each

week with fresh fruits and vegetables, enough steel would be conserved annually to make 5,000 medium tanks and enough tin for 360,000 75 mm. howitzers. And point rationing will result in replacement of many more than one can for each family and thus multiply the total saving in vital metals.

WHO SAID HANDICAP? — Current manpower shortage has brought new attention to what, for some large industries, is a long-standing practice of employing "handicapped" persons—deaf, blind, and partially paralyzed persons. Many plants are now adopting techniques developed over the last several years by a few leaders. They are finding many physically handicapped employees much more susceptible to training than "normal" persons. Also, in some cases, the supposed handicap is an advantage, as in the case of a deaf mute working at a task where noise is particularly loud and disturbing to one with normal hearing. Returning war casualties, some wit harms shot off, others who have lost sight of one or both eyes, and several others, are finding jobs in their old plants or in new ones. A Detroit manufacturer is now employing 11,652 disabled persons. Among them are 687 sightless persons, 66 who are deaf, 101 with organic heart ailments, 80 with one arm missing, one with no arms, 96 with spine curvatures, 112 epileptics, 42 partially incapacitated by infantile paralysis.

Presbyterian College Wants Navy V-1 Students

MAXTON, N. C., Feb. 3.—Presbyterian Junior College announces that it still has openings in its quota of Navy V-1 students. According to present regulations only boys seventeen years old may now enter the Navy V-1 plan. Any seventeen year old student with 15 high school units may enter college for the second semester and be received in the Navy V-1 program. According to government regulations before July 1, 1943, Navy V-1 students will be ordered into the status of active service with pay, uniforms, and all college expenses carried by the government. Such students will be sent to institutions selected by the Navy. They will continue studies under Naval direction for from five to seven semesters. Each student will take three semesters each year so that the total time in college at government expense will be from 2 1/2 to 3 1/2 years. These students will then be assigned to officer training classes and at the completion of their training will be commissioned as ensigns. Presbyterian Junior College has openings in its quota for Navy V-1 students. Young men 17 years of age may enter college until February 10th of the second semester.

Another way in which Presbyterian Junior College is cooperating with the war program is with speed up business classes. On as soon thereafter as enrollment is completed, special classes will be given in Typing, Stenography and Accounting. A student should be able to complete the course in one month by studying five nights each week. These classes are given at the suggestion of the United States Employment Office to help meet the critical need for typists, stenographers, and bookkeepers in the war program.

Careless Farmers Are Saboteurs

Schenectady, N. Y.—Farmers who are careless in 1943 will be sabotaging the food production program, J. E. Long, superintendent of safety for the Delaware and Hudson Railroad Company, Albany, N. Y., declared in a General Electric Farm Forum address here.

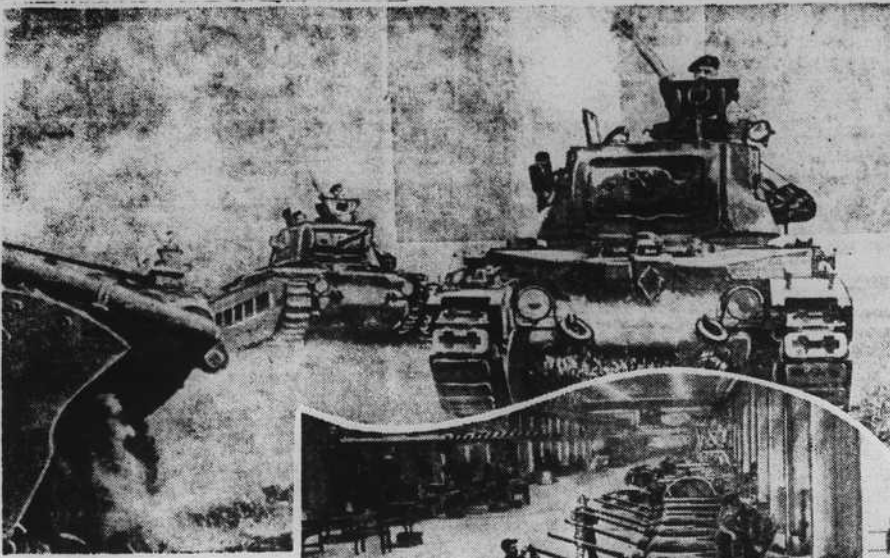
One-fourth of all occupational accidental deaths happen on farms, according to Mr. Long, who was president of the National Safety Council from 1933 to 1935.

"Farm families everywhere must realize that it is patriotic to prevent accidents—that they are really helping win the war every time they prevent an accident to a man or a machine," Mr. Long pointed out. "Accidents on the farm not only lead to broken homes and loss of production, they also take doctors and nurses away from other serious cases at a time when there is a shortage of doctors and nurses as well as war and farm workers."

"Thus it becomes immediately apparent why we cannot afford 16,500 accidental deaths among farmers and their families, which was the total for 1942."

Mr. Long, at present a member of the national executive committee of the National Safety Council, also said that splendid care should be taken at railroad grade crossings, where nearly 2,000 people were killed last year.

Canada's Tanks Roll Off Production Line And Into Battle



These heavy infantry tanks of a bilingual battalion from Quebec are part of the Canadian Army Tank Brigade, photographed during intensive manoeuvres in England. The outfit has been built into a powerful, effective striking force which will make its strength felt on some allied offensive front soon.

ONE of the first of the United Nations to take up arms against Axis aggression, Canada, after three years of war, finds her industries fully mobilized, peak production being expected early in 1943. Although her peace-time industrial facilities are small compared to the manufacturing might of the United States, the Dominion nevertheless has become one of the main weapon-producing countries on the side of democracy. Canada constitutes the main source of supply of motorized equipment for the British Empire. It has turned out thousands of fighting vehicles every week and has delivered more than 300,000 motorized units since the start of the war.


In addition to a large output of Bren gun carriers, in service in every theatre of war, Canada is producing two types of tanks. One is the British Valentine, a rugged infantry tank which has been sent to Russia in large numbers. It is produced by the Canadian Pacific Rail-



Part of the production line in the Ram tank factory, second largest arsenal for tank production in the world. Heavily armed with machine guns and cannon, the Ram is powered with a Wright Whirlwind engine, a versatile war machine.

way Company in its Montreal Angus shops. The Soviets regard it highly. The other is the Ram, a cruiser tank designed by Canada's famed tank man, Major General F. F. Worthington. A crack medium tank, Canada's Ram is said to have contributed largely to new British and

American designs for cruiser tanks. Indicative of the progress accomplished in Canada in the production of war equipment is the fact that in 1942 Canada is turning out 10 tanks and armoured fighting vehicles for every unit it produced in 1941.

DALE CARNEGIE
Author of  "How to Win Friends and Influence People"
GO TO THE BOTTOM OF IT

One day in 1886 a farm boy came home from school very much discouraged. His mother saw there was something the matter, but said nothing about it for a time.

The town where the country boy went to school was Angola, New York. The boy was ten years old.

The farm was a dairy farm, and the boy had to help milk. His mother milked with him; and as she did, she watched him. She prepared his supper for him, and then asked him to come into the kitchen where they could be alone. Then she inquired as to what was the matter. The boy told her that he had been called dumb at school.

The mother asked why, and he said it was because in the arithmetic class he didn't understand fractions. His mother had been a school teacher, so she asked the boy to define fractions. The boy said they were figures, one above the other, with a line between them.

The mother thought for a moment, then got an apple and cut it in halves. "There's fractions without any line," she said.

The boy was interested. Here was something that touched his life. It meant something to him.

Then his mother cut the apple into quarters, sixteenths; as she did so, she said something that changed the boy's life.

"Think to the bottom of things," she said. "Try to understand why a thing is. Most people are surface-thinkers. Be a bottom-thinker. It's better to learn 'why' of one thing than to see the surface of a dozen things."

It made an impression on this boy—whose name was Willis H. Carrier. He wasn't able to do at once the profound thing his mother had outlined, but he did begin to think things through. In a month he was no longer the "dumb" student in the class! He was the smart one.

He had become so interested in fractions and mathematics that he decided to go to Cornell university, and take an engineering course. He pursued the same method of thinking to the bottom of things. Graduated with honors.

He took up engineering. At the age of 27 he thought to the bottom of a problem which has made him rich and famous. A firm in Brooklyn wanted him to cool the air in their printing plant. He began to think into the idea, and worked out the Carrier air-conditioning idea.

What a splendid thing his mother did for him! She showed him he wasn't dumb at all, and taught him to look into the bottom of everything he went into.

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Continued from Los Angeles Times

THE MOST YOU CAN BUY IS THE LEAST YOU CAN DO

Navy Officers To Recruit Women Aux.

Atlanta, Ga., Feb. 10.—NAVY recruiting offices after February 15 will assist in recruiting women for the Navy and Coast Guard auxiliaries, the WAVES and SPARS. Capt. N. C. Robertson, USN, director of the Sixth Naval District office, said that the new procedure was designed principally to reach the smaller cities and towns in which there are no Offices of Naval Officer Procurement. In these smaller localities interested women may obtain complete information about the requirements for the WAVES and SPARS, and every effort will be made to expedite applications. Women, 20 to 35 years of age, with at least two years of high school are needed for training for enlisted ratings in the WAVES and SPARS. In training, a WAVE or SPAR is paid \$50 a month plus a clothing allowance amounting to \$200. Upon completion of training, the salary increases. Captain Robertson pointed out. For example, third class petty officers, the lowest rated non-commissioned officers, are paid \$160.50 a month, provided the Government does not furnish food and lodging at place of assignment, which is usually the case. Women 20 to 50 years of age who have had two years of college may become officer candidates. A college degree is preferred, however. Candidates for either enlisted ratings or officer training should have no children under 18 years of age.

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J. C. JENKINS,
TAX LISTER

SOIL CONSERVATION NEWS

By R. J. SEITZ
O. P. SOUTHERLAND

A. M. Kiser, Route 5, Lincoln, in the Lander's Chapel community, has improved several acres of his pasture by sowing additional seed on the old sod. He has a good stand and prospects of a good pasture, which will give more grazing for his livestock.

C. M. Farris, Route 3, Gastonia, in the Robinson community, has several kinds of meadow strips and waterways established on his farm. Of his grass and clover mixtures, kudzu and sericea, Mr. Farris says, "I believe I like my sericea best for waterways, because it has greater root systems for use in these places."

C. Avery Wallace, Route 1, Dallas, has a small patch of kudzu that he has been using for grazing. Mr. Wallace says, "My cow gives a half gallon more milk per day when she grazes on kudzu than when she grazes on lespedeza." He plans to set out three acres of kudu this spring. He had dug crowns from an old patch on the farm.

Fred J. Rash, Route 4, Lincoln, in the Lander's Chapel community, received 500 loblolly pine seedlings from the Lower Catawbe soil conservation district, which he plans to set out this week. He bought 30 pounds of sacrificed sericea seed to sow in the spring, which will be used for hay.

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