

"Behind The Scenes In American Business"

—By John Craddock—

NEW YORK, Dec. 13.—There was a time when people relied on the experts to tell them what was going to happen in the future. Today, the trend is in the opposite direction. The experts go to the people to sound them out on the future.

In "cracker box sessions" and on radio forums, one of the most frequently discussed subjects is what's going to happen after the war? The U. S. Chamber of Commerce, in seeking the answer to this question, put it up to the American people. It made three surveys to gauge the buying intentions of American families.

In its latest study, the Chamber found the people more optimistic than in the two previous surveys. The majority of them think the war ends will be one of prosperity that the first year after convinced that it will take more than six months for the factories of the country to reconvert to peacetime civilian production.

While 55 per cent expected the immediate post-war period to be prosperous, some 32 per cent foresaw lots of unemployment in the first year of peace and 13 per cent expected conditions to be "somewhere in between" prosperity and depression.

The survey showed that approximately 61 per cent of the country's families want to spend \$20 billion for consumer durable goods—such as automobiles, homes and household appliances within six months after the war.

JACKS OF ALL TRADES. Added versatility and know-how acquired in mass producing intricate precision devices for the aircraft industry will pay rich dividends in the form of lower cost quality peace time products when American manufacturers are able to convert enormous war developed production capacity to supply civilian goods.

For example, scores of manufacturers whose peacetime products are far removed from specialized precision aircraft devices have been "educated" by Bendix Aviation Corporation in the intricate production of such complex equipment as magnetic compasses and supercharger regulators.

Since Pearl Harbor, the corporation's Bellows Pioneer division at Teterboro, N. J., center for engineering and mass production of history's greatest variety and volume of such aircraft devices, has added 35 sub-contractors to meet the air forces' demands for expanded output.

These sub contractors taught in "tailor made" programs how to mass produce devices requiring "fine watch" quality, normally manufactured in small family peacetime products as outboard engines and juke boxes.

THINGS TO COME. Hollow axles for freight cars which not only save steel but minimize the danger of overheated journal boxes, a new sulfa drug that promises to bring prompt relief to those suffering from a common cold, Paper towel that will clean glass without leaving a

trace of lint—a process for the weatherproofing of all kinds of metals.

CHAMPIONS OFFICE WORKERS. A problem which daily grows more pressing for employers, large and small, throughout the country, has been that of keeping workers on the job. New workers, unfamiliar with the job, are being trained in a few days when holding a job is nearly impossible. Often there is no connection about moving to other occupations for minor reasons.

Timely indeed, then, are the words of an executive who has met the problem. He is H. G. Peterson, comptroller of the Brown Instrument division of Minneapolis-Honeywell Regulator Co. who has instituted what he calls an "interoperational system." On the premise that a worker loses interest in his task if he has no concept of its importance in relation to the rest of the organization, the company gives each worker an opportunity to learn why the specific work is being done, what the company produces, how it operates, and other factors.

That the Brown system is in fact effective is shown in a statement just issued by Mr. Peterson which points to an "enjoyable record" in low turnover and absenteeism, and in the col-

lapse of work turned out by the company's office staff.

REMEMBERING EMPLOYEES.—There are many companies these days who are creating a surplus of goodwill among servicemen that will pay-off big returns after the boys come home.

Whether their former employees are in the jungles of New Guinea or in the mountains of Italy, they have kept in close touch with them throughout the war period. Many concerns have conducted numerous plant-wide campaigns soliciting gifts, urging that personal letters be written to soldiers, and sending copies of the plant newspaper.

The president of one company, Fairbanks Morse, took it upon himself to send personal Christmas gifts to each of the 1,500 employees in service. Each serviceman was sent a package containing two cartons of cigarettes, two tins of peanut brittle, a box of candy, a tube shaving cream, tooth paste, a box of razor blades, soap, a deck of playing cards, a bag of buttons and a sewing kit.

BITS OF BUSINESS. Holiday buying is getting a new boost this month with the distribution of \$420,000,000 in Christmas Club savings to 7,500,000 members. OPA's national shoe rationing head points out that there is just about one pair of shoes in stock for each rationing stamp remaining outstanding.

The finest CHRISTMAS present you can give is one of Uncle Sam's WAR BONDS. Keep on BACKING THE ATTACK.



To the far corners of the globe go the Christmas wishes and packages to our boys in the service. With the new world of the future in the making we look forward hopefully to the Christmas of tomorrow, while wishing you the happiest of Christmases today.

Upchurch's Dept. Store

Christmas 1943 SEASON'S CHEER



THE STAGE COACH has given place to the streamliner. The electric light has snuffed out the soft-beamed candle. Tinkling sleigh bells are drowned in the roar of motor horns. But who will say that Christmas has lost its charm? With Christmas at hand we renew our pledge of devotion to ideals of honest dealing, and express our appreciation of your friendship for us during 1943.

"HEAP ON MORE WOOD, THE WIND IS CHILL; BUT LET IT WHISTLE AS IT WILL, WE'LL KEEP OUR MERRY CHRISTMAS STILL!"



Western Auto Asso. Store



"ALONE with GOD this Christmas Night"

Gunfire is shattering the air below — the enemy objective is only a few moments away. A turmoil of thoughts follow each other within a lone American boy's mind. They're distinct and sure. They've been nurtured all his life in the unclouded atmosphere of rightness and decency. In the midst of roaring motors and tense anticipation of hairbreadth escape, the boy's eyes are calm, his hands unflinching in performance. He feels strangely at peace. It is Christmas night.

The remembrances of past joys on this beloved anniversary are engraved forever in his heart. And now, at this important life-or-death moment, they have a reassuring effect. The belief in his hopes arises from his strengthened faith. More than ever before in his life he is 'alone with God'. And his increased power growing out of his great faith is such that no enemy can vanquish!

We, safe in our gay, Christmas-cheered homes, can match our faith to his. We MUST do that or deny loyalty to the freedoms for which he's fighting. We MUST and WILL buy War Bonds and MORE WAR BONDS — until Victory.

Carolina Freight Carriers Corp. CHERRYVILLE, N. C.

