

**THIS BUSINESS OF Living**  
BY SUSAN THAYER



**UNCLE SAM GOES TO WORK**

Ordinarily Uncle Sam's all dressed up. He wears a high hat and a long-tailed coat. His boots are pretty elegant and shiny and there's an air of success about him. He's ready to go anywhere and meet anybody.

But today he's laid that tall hat aside and he's pulled a worker's cap over his grizzled hair. He's taken off his good coat too, and he's wearing, appropriately enough, overalls. For overalls are a good, old American costume. He's in his shirt sleeves with his collar turned in. Because he's going to work!

The biggest job he's ever undertaken lies before him. He's got to build a lot of new equipment he thought he'd never have to bother with again and he's got to train a million or so young men, that he had hoped would be able to lead pretty undisturbed lives, to be soldiers. He hasn't time for that high hat for awhile. He's got to build planes—hundreds upon hundreds of them. He's got to turn out tanks—thousands of them. He must build great battleships and submarines and guns that shoot towards the sky.

And that isn't all. He has to turn carpenter and build dozens of great cantonments where about a million American men will be able to live comfortably and healthfully while they learn to be soldiers. And he must make clothes for these men and

shoes and blankets . . .

Yes, ma'm, he's going to be busy these next few months. His cap and overalls will be his regular costume. And that's the way you'll see him on more than 15,000 outdoor billboards this month and next. He's pulling his cap on in this big picture and looking thoughtfully out of stern blue eyes under bristling brows.

This is the way the National Association of Manufacturers, whose members are largely actually responsible for building our defense needs, visualize Uncle Sam at the present time. With the aid of the outdoor advertising industry, through its many agencies in every part of the country, they have set this symbol of our nation against a background of factories buckling down to the hardest work he's ever done.

There's a real job ahead. It's got to be done. American freedom, which is more precious to us than life itself, must be defended. It's Uncle Sam's job to do this. And in this country everybody is Uncle Sam. You and me and the people next door; the man at the factory and the man who runs the factory. The storekeeper and the doctor and the housewife . . . it takes us all to make Uncle Sam.

So look for the new poster and thrill with pride at the stern old gentleman who's goin' to work!

**Advertising Agency Celebrates Thirtieth Anniversary**

Detroit, Mich., Feb. 20.—Thirty years of "advertising well directed" are being celebrated by the Campbell-Ewald Company during February, for it was in this month in 1911 that the company was incorporated at Lansing, Michigan.

This anniversary marks this advertising agency the oldest in Detroit, and one of the few agencies in the country to have retained its corporate identity and its directing head for so long a period.

During each of these years the company has had an average yearly billing of more than \$10,000,000 despite the fact that it did not reach an annual billing of a million dollars until many years after it was organized.

**Newspapers Good Medium**

A large percentage of this money has been spent each year in newspapers, for Mr. H. T. Ewald, the president of the company, is a firm believer in this medium of advertising.

"Today, the newspaper, one of the oldest mediums of advertising, continues as a truly great and powerful force to sell goods," he states, "and will continue to be a spearhead of most advertising effort as long as it remains a free press."

"While each advertising campaign should have a tailor-made merchandising and advertising suit, the merchandisers of few commodities of general use can afford to ignore the tremendous cleavage power of newspapers, weekly as well as daily."

"I often think of newspaper advertising as an electric switch that actually turns on the light when and where the light is needed. This medium seems to me to be right behind the actual salesman and the actual sale."

Probably one of the greatest prides of Mr. Ewald is in the financial integrity of his organization during its entire corporate life. It has never missed a cash discount in the payment of publication and other bills—nor a payroll—for even the State of Michigan and, later the national bank holiday in 1933, the money for the payroll was rushed from New York City by airplane.

**Young Apple Trees Need To Be Pruned**

There are two good reasons why young apple trees should be pruned, says H. R. Niswonger, horticulturist of the N. C. State College Extension Service. They are: (1) To secure a strong frame-work capable of supporting large crops of fruit with the least breakage of branches; and (2) to influence the size at which young trees bear fruit.

"One-year trees set out this year, without side branches, should have one-third to one-fourth of their height removed in order to force out strong lateral branches for a frame-work," Niswonger stated. "On a one-year or two-year tree with lateral branches, it is wise to select several of the better branches arising from the trunk to serve as the future frame-work of the tree."

"These lateral branches should be well distributed around the body of the tree, 6 to 8 inches apart. If there are two central branches or leaders arising

from near one point, one of these should be removed. All other side branches arising from the trunk should be removed. If the laterals and the leader or central branch are long and willowy, they should be cut back moderately. The leader needs less pruning than the laterals."

The horticulturist reports that tests conducted at the Mountain Experiment Station showed that light pruning developed trees with a larger trunk diameter, and produced larger crops of apples at an early age. The increases in yields from light pruning as compared with heavy pruning ranged from one to 4.4 bushels per tree.

Detailed information on pruning the apple tree is contained in Extension Circular No. 205, which is available free upon request to the Agricultural Editor, N. C. State College, Raleigh.

**Schaub Outlines Needs For Progressive South**

Before a permanent basic system of agriculture, flexible enough to take advantage of rapidly changing conditions can be established, the South must overcome undernourishment, soil and human erosion, and an undesirable system of tenancy, believes Dr. I. O. Schaub, director of the N. C. State College Extension Service.

Speaking before the 42nd annual convention of the Association of Southern Agricultural Workers in Atlanta, Dr. Schaub said Southern farmers must grow more things to eat as well as more feed for their livestock. In addition, they must build their soil to a higher state of productivity.

While pointing out apparent needs in the South, the State College man sharply rapped critics of Southern farming methods, saying that "I am convinced that the efficiency of the Southern farmer has kept pace with the efficiency of farmers in other areas and with people in other occupations."

The South has been in the midst of an agricultural change for many years, he continued. For this reason, the European war is not entirely to blame for the loss of important export markets.

"We can't expect to have what we think of as 'normal' exports just as soon as the war ends," Dr. Schaub told the meeting. "The cotton situation didn't get bad the day that fighting started abroad. It just took a turn for the worse. We've seen, or at least we should have seen, the handwriting on the wall a number of years before the current military crisis."

Concluding his speech, Dr. Schaub said: "A confident people, a well-fed, well-clothed, and well-housed people will build a more prosperous South."

The State College extension director is serving this year as president of the Agricultural Workers Association.

**Million Dollars Worth Of Food Canned In '40**

There's no danger of most farm families going hungry this winter, says Mrs. Cornelia C. Morris, Extension economist of N. C. State College in food conservation and marketing. She reports that 7,021,702 containers of fruits, vegetables, meats, and jellies were canned last

year by farm families who were assisted with their food conservation problem by home demonstration agents.

These products were valued at \$1,141,513.40. A few more than 13,000 families filled a canned foods budget, and 2,000 other families made a canned food budget and succeeded in partially filling it.

Mrs. Morris says that 1940 was one of the most successful years in the history of home canning work in North Carolina. Only in 1933, at the peak of the depression when 11,570,950 containers of food were put up, and in 1917, the World War year when 8,778,262 containers were canned, were more cans of food products put in storage at the beginning of the winter.

In 1912, when canning work with organized groups of farm women began, only 33,019 containers of food were conserved. The gain has been steady with periods of world unrest and economic disturbance naturally promoting the greatest amount of food conservation.

The Extension specialist further reported that 1,105 pressure canners were bought by Home Demonstration Club women last year, to add to 6,428 already in use at the start of 1940. This makes 7,533 of these useful canning devices in the homes of club women. They are frequently loaned out to neighbors and fellow-club members, and a number of the pressure canners are owned by groups of farm women.

**Permanent Pastures Need More Attention**

Increasing emphasis on livestock production in North Carolina and the South has forced the improvement of permanent pastures to the forefront, says W. W. Woodhouse, Jr., assistant agronomist of the Experiment Station at N. C. State College.

Pastures are essential to the success of a livestock program, since a flourishing animal industry is dependent to a large degree upon a plentiful supply of grazing crops.

Broken down, Woodhouse explained, the whole problem of pasture improvement might be said to consist of two things. The first is the creation of conditions suitable for the best growth of more desirable plants. Second factor is the establishment,

under such conditions, of those plants in such combinations as will provide as near as possible uninterrupted grazing throughout the season and at the same time produce high yields of quality herbage.

In North Carolina, the State College agronomist said, it has been the general practice to use for pasture areas not so valuable for the production of other crops. This means that one of the principal limiting factors in providing proper conditions for pasture plants is a lack of soil fertility.

To establish good pastures, conditions must be created favorable to the growth of grasses and legumes, but conditions under which both can grow without one crowding out the other.

The first requirement for the growth of grasses is usually nitrogen, an element that may be provided by legumes grown in the same field or by applying farm manures or commercial fertilizers.

Legumes, on the other hand, usually requires more lime phosphate, and potash than do grasses, but are less dependent upon a good supply of nitrogen.

**NEW HOPE NEWS**

Mr. and Mrs. Quinton Hurdle, of Norfolk, Va., visited his mother, Mrs. Sallie Hurdle, Sunday.

Robley Perry, of Norfolk, Va., spent the week-end with his parents, Mr. and Mrs. R. R. Perry.

Robley Perry, Julian Hobbs and Rupert Banks, of Norfolk, Va., visited in their respective homes on Friday night.

Mr. and Mrs. Ray Pritchard (Vida Banks) of Elizabeth City, spent Sunday and Monday with her parents, Mr. and Mrs. S. D. Banks.

Mrs. Margie Horton, who spent last week with Mrs. Mattie Simpson, is now visiting with friends and relatives in Elizabeth City.

Miss Rebecca Webb, of the Robertsonville school faculty, spent the week-end with her parents, Mr. and Mrs. L. R. Webb.

Graham Robbins, of Portsmouth, Va., visited his mother, Mrs. Mattie Robbins, Sunday.

Mrs. C. W. Griffin is sick with flu.

Conrad Byrd, of Norfolk, Va., spent Sunday with his parents, Mr. and Mrs. John Byrd, who continue

on the sick list.

Mrs. Alphonsa Chappell and little daughter, Larue, of Belvidere, is spending this week with Mrs. Chappell's parents, Mr. and Mrs. L. K. Webb.

Ray Perry, of Newport News, Va., visited his parents, Mr. and Mrs. K. R. Perry, Sunday.

Mrs. John Hobbs, of Chowan County, with Misses Clarine and Sarah Jane Eure visited Miss Willie Hurdle and Mrs. Sallie Hurdle on Sunday morning.

Mr. and Mrs. George Marsh, Mr. and Mrs. Dalton Marsh, of Franklin, Va., visited their aunt, Mrs. W. W. Spencer, Sunday afternoon.

R. D. Benson has been in this

week with flu.

Mrs. Archie Barclift is with her father this week. He is confined to his bed with flu.

**WHY SUCCESS OR FAILURE DEPENDS ON YOUR EYES**

Absorbing article disclosing the findings of scientists who say that if you are right-eyed and left-handed, or vice versa, you will likely have more trouble than people whose eyes and hands cooperate. Don't miss this illustrated feature in the March 2nd issue of

**The American Weekly**  
the big magazine distributed with the **Baltimore American**  
On Sale at All Newsstands

**Uncle Natchel says—**

IT'S GOOD BECAUSE IT'S **NATCHEL-** AND **NATCHEL** THINGS IS **BEST**

**YES, CHILEAN SODA** is good because it's "Natchel"—the only natural nitrate in the world. It's good for all crops, before planting or after. It's particularly profitable for side-dressing and top-dressing. It acts quickly, picks the crop up and pushes it to early maturity.

Use Natural Chilean Soda under your crops . . . for top-dressing and side-dressing, too. Give them the full benefit of all its natural fertilizing and soil-improving qualities.

Be sure you get **NATURAL CHILEAN NITRATE OF SODA**

ON YOUR RADIO: ENJOY UNCLE NATCHEL'S PROGRAM EVERY SUNDAY

**SPITFIRE!**

**POWER WITH A LIFT! SPITFIRE ENGINES WITH FLUID DRIVE!**

**Try Flying on Wheels in a Chrysler!**

**NOTHING** like it anywhere . . . more powerful Spitfire engines with multiple-jet carburetors . . . Chrysler's *Fluid Drive* with Vacamatic transmission!

That's the formula for the peppiest, smoothest, quietest ride you ever had in a motor car. It's just like flying on wheels.

**WHY SHIFT GEARS?**

As efficient as a plane with variable-pitch propellers! Gear ratios adjust themselves automatically to all normal driving needs! Just as an airplane pilot adjusts his power needs

by changing the pitch of his propeller blades . . . so the Chrysler driver controls power and gear ratios with *Fluid Drive* and Vacamatic Transmission. But in a Chrysler it's all automatic!

Come in and try it! It's flying on wheels.

**BE MODERN WITH FLUID DRIVE - BUY CHRYSLER**

**TOWE MOTOR CO.**  
Hertford, N. C.