Cambridge Tribune

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Editorial and Business Office,

Dramatize Your Idea!

Do you want to bet somebody to do something for you? Well, there is one simple way to make this appeal. Dramatize it!

The RCA-Victor Company, Camden, New Jersey, was doing war work. The company found that the greatest drawback in getting the work out was that the men and women were late of mornings. The heads of the departments went among the workers imploring them to be more prompt. The results were disappointing. The company then had speakers deliver messages on the subject of punctuality. The speakers dealt in glowing terms. Results still inadequate.

Then one of the bright boys in the advertising department thought up an idea that got action. The company had a pasteboard ruler six inches long made. A ruler was inclosed in each pay envelope. Printed on the back was this:

"Workers in one of our plants lost 172,980 minutes in one month because they were late.

"Poland was conquered in only 37,440 minutes.

"France was conquered in 44,640 minutes after the Maginot line had been broken.

"Make it a rule to be on time."

The vivid dramatization worked wonders—did more than all the lectures and pleading. The workers could see in one glance exactly how serious were the consequences when workers were habitually late. The very next day after these cardboard rulers went into the pay envelopes, there was a decided improvement in punctuality in that plant. The company had reached its employees by dramatizing the thought for them.

Boy Who 'Lacks Interest'

I have a letter from a mother who complains that her son, 16 years old, does not take an interest in anything. She has tried to interest him in many activities, but he soon puts them aside and forgets them. She is afraid her son will be a "drifter".

It may be that ner son has not yet found the thing that interests him—the sort of hing that he is fitted for. And some day, from some quarter where she least expects it, he may find his life work.

A few years ago a boy by the name of Phil Johnson was given a chance in Seattle to work in his father's laundry. His father had a good laundry and had made a success of the business.

But he idled and dawdled and played hooky. His father was hurt that his son neglected his work so and seemed to have no ambition. His father talked to him, the boy promised to do better. But he didn't.

Finally the boy said he wanted to get a job in a machine shop. His father was disappointtd. But the boy put on a pair of overalls and went to work, work twice as hard and dirty as he did in his father's laundry.

But he liked it. He no longer wanted to play hooky. He made progress, said he wanted to enter the University of Washington and study mechanical engineering. While studying, a manufacturing company in Seattle asked the engineering department to send over three promising students. They sent, among the three, the boy who didn't like to work in his father's laundry. That move changed the boy's life. For that was the Boeing Airplane Company.

Young Phil Johnson liked his work and he worked hard. It was not long before he was elected general manager.

In 1939 he was chosen president. And he is now making the famous "Flying Fortress" — this boy who was a worry to his parents and a failure in the first work he undertook.

Almost the same thing happened to a Brooklyn boy. He was such a poor student and was so rebellious that he worried his parents; didn't want to do anything they wished him to do. His older brother studied him, thought he found a clue, built the boy a science laboratory. Immediately there was a change in the boy. He now took intense interest in what he was doing. In fact, he became one of the leading scientists in America, for that boy was Irving Langmuir, who was awarded the Nobel prize in 1932 for his outstanding work in chemistry.

Earth.Tremors



TANKS OF SUNSHINE

Sometimes we wonder if automobiles run on sunshine. For it is apparent, on every bright sunny day, that even the "A" card holders, who always seemed to be running out of gas in the colder months, find some way to get out on the roal.

If it wasn't for that insatiable appetite for driving in nice weather, it seems quite possible that the government might relax gas rationing somewhat this summer. But, realizing the itch to drive which besets most all of us during the warm months, they are probably afraid that if we are given an inch we would take a mile.

We heard of one man who, having no gas, backs his car out of his driveway every nice Sunday afternoon and just sits there. When Americans are that fond of automobiles it is apparent that gasoline rationing cannot be lifted entirely until the supply is practically unlimited.

DIVIDED THEY STAND

As far as we can see, both the officials of Montgomery Ward and the leaders of the CIO union were right in their claims about the extent of the loyalty to the union among the employees of that company.

When the election was held the union won out by a vote of 2,340 for the union as compared with 1,565 against it. But there were 4,737 employees eligible to vote, meaning that 832 did not express their opinion. It is obvious that most of those were not very strong for the union or they would have showed up for the election. Actually, the union therefore did not quite get the support of 50 per cent of the employees.

Of course, in an election of this kind, not much consideration should be given to those who are not interested enough either way to express their opinion. But the vote does serve to indicate a sharp difference among workers in the same plant over the benefits of membership in a union. We sometimes get the habit of thinking of all workers in a large plant as being devout union supporters. This example shows tht there is almost as great a difference of opinion about unions among those in unionized plants as there is among the people as a whole.

WIVES WHO DESERT MAY LOSE ALLOTMENTS

Legislation has been offered in Congress to prevent wives who desert their servicemen husbands or who are convicted of immoral conduct, from continuing to collect their $50 monthly support allotments without court sanction.

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To Hasten Victory

No American wants this war to go one minute beyond the time we can bring it to a victorious end. To hasten that victory—to save possibly the lives of millions of our boys on our far flung fronts—it is imperative that every American do his part in the Second War Loan. There is an investment to fit every purse. The most you can do is little enough compared with the sacrifice offered by our boys in service. They give their lives —you lend your money.

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An International Daily Newspaper

Published by THE CHRISTIAN SCIENCE PUBLISHING SOCIETY One, Norway Street, Boston, Massachusetts

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Then Say It Through The

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For Best Results Let Us Plan a Continuous, Vigorous Advertising Campaign For You.

ANY 2 OF THESE 10 GREAT MAGAZINES

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EXCLUSIVELY FOR OUR READERS

for only $2 and in addition you get this new, historic PICTORIAL REVIEW of WORLD WAR II FREE

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Are you confused by the many strange names and places that are mentioned in the news? Do you find it difficult to keep up with the news that pours in upon you from every corner of the globe? Do you feel lost among the hundreds of vital facts that are necessary to understand this historic turning point in the life of mankind? If so, here is exactly what you need to set you straight about geographic places . . . to keep you up-to-date with the news and your understanding of it . . . to establish order in your mind about the world and the war — The PICTORIAL REVIEW of WORLD WAR TWO! Here at your fingertips are facts about all the outstanding happenings of the war to date . . . a chronology of events . . . a dictionary of war terms . . . famous war documents such as the Declaration of War, the Atlantic Charter and others . . . descriptions of ships of our navy . . . spellings and pronunciation of names in the news . . . and many other sections of information fully illustrated. And in addition: AN ATLAS OF THE WORLD IN FULL COLORS. All this in one book. This is exactly what every intelligent newspaper reader needs to keep him posted on the events of this greatest of all wars — The PICTORIAL REVIEW of WORLD WAR TWO. This marvelous book, a real treasure of facts, figures and pictures, is yours absolutely free with this special good-will offer!

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2 CHRISTIAN HERALD A million people read it every month because it is interesting and worthwhile. International Sunday School lessons, church supper ideas, church building plans, edited by Daniel A. Poling. 6 issues.

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4 PARENTS' MAGAZINE tells you how other conscientious parents have met and solved child rearing problems in addition to many other features. 6 issues.

5 OPEN ROAD FOR BOYS is packed with exciting stories for teen age youth—adventure, Western tales, sea yarns, airplan hunting stories, also sports and many other fine departments. 8 i

6 NATURE MAGAZINE interprets the out of doors as does no oth publication. The foremost Nature writers, artists and photogra phers contribute regularly to make it interesting and accurate. 6 issues.

7 FLOWER GROWER the home gardener's magazine. Published for 26 years. Flower Grower will keep you up to the minute on gardening problems and new ideas. 6 issues.

8 POULTRY TRIBUNE is the only magazine which owns and operates its own experimental farm, where its editors, by daily contact with poultry, gain first hand information about poultry problems. 48 issues

9 DOG WORLD is the only dog magazine that brings you a complete coverage of all breeds. Twenty regular service departments, outstanding breeders who edit the news and the many illustrations. 6 issues.

10 BETTER COOKING a monthly publication chock full of interesting articles and all the new recipes. 6 issues.

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I am a regular reader of this newspaper and wish to accept the Good-Will offer made in this announcement. I enclose $2. Please enter my subscription for the two magazines checked above, and send me a Free copy of Pictorial Review of World War Two.

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