



EASTLAND TELEGRAM

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It's Worse Than You Think

For some reason the tragedy of the rubber situation has not sunk into the public consciousness.

That is unfortunate. If the United States continues to fiddle for a few more months, we may lose more critical battles as a result. The loss of such battles—on campaigns—may cost thousands of American lives.

It is unfortunate, also, because the essentials which concern the man in the street are not complex or mysterious, and have been repeated in print in speech many times.

President Roosevelt's press conference statement that all civilian tires may have to be seized should be the tip-off, if there had been no other.

Presidents with Mr. Roosevelt's political astuteness do not even hint at such drastic steps until they are driven close to desperation.

This may be repetitious, but it needs to be repeated until it sinks into the public mind or until we lose this war because we have shilly-shallied too long.

When Japan conquered most of the Far East, we lost the source of 97 per cent of our rubber.

We can get only a little from Latin America. Most of the deficit has to be made up out of synthetic buna type-rubber, whether that be made from petroleum or from grain alcohol.

For the Army, Navy, Air Corps, Maritime Commission and the military needs of our allies, Leon Henderson last month estimated minimum requirements of 663,000 tons of rubber this year.

For absolutely essential civilian use, Mr. Henderson estimated we must have 150,000 tons.

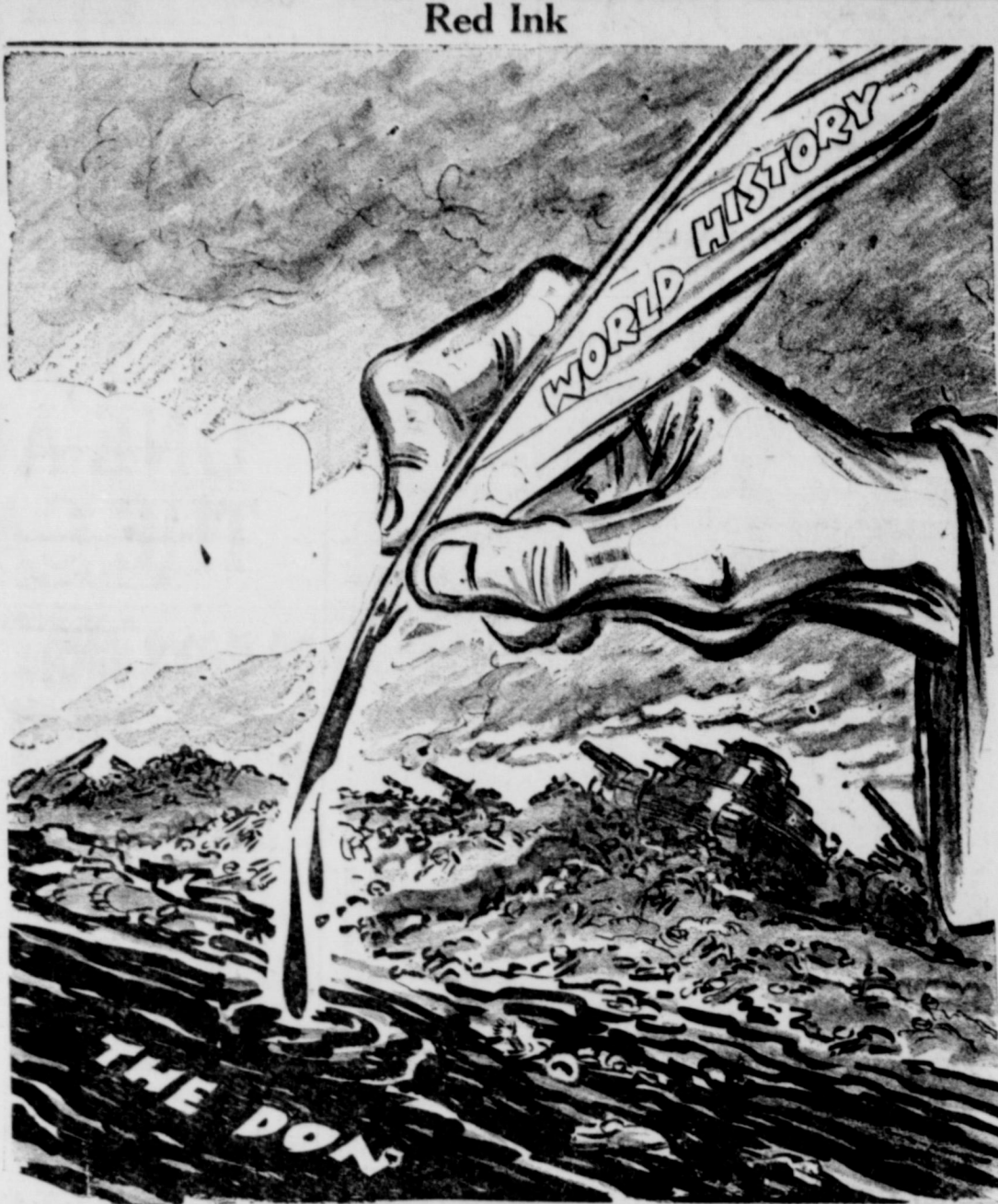
With 72,000 tons produced synthetically here and in Russia, the United Nations would have a 1942 surplus of 428,000 tons. So it looks as though we were going to have a wonderful time. But—

Next year we shall require 746,000 tons for military use, plus 120,000 tons for essential civilian use, a total of 866,000 tons.

And because we shall carry over some 300,000 tons less than the Pearl Harbor stockpile, we are going to end 1943 with a deficit of 5000 tons even if we succeed in making 300,000 tons of synthetic rubber during 1943.

When this problem is broken down in the three-month periods, as the B. F. Goodrich Company has done, the picture is more unpleasant. For if India and Ceylon should be lost or cut off, from July, 1943 to July, 1944 at no time would we possess the absolute minimum of rubber without which our military and essential needs can not be supplied.

Perhaps we won't lose India and Ceylon. Do we golfers, bridge-players, pinickers and swimmers have the right to ask Washington to gamble the freedom of the world on our guess that we can hold those distant rubber sources and keep ships coming from there?



OUT OUR WAY

WILLIAMS



Advertisement for 'SUPERMEN OF THE U.S. ARMY' featuring 'CAPTAIN ARTHUR WERMUTH' and 'ONE-MAN ARMY!' with various military feats listed.

Fire Watchers Are Needed In Eighth Defense Area

Immediate need for expansion and development of the fire watcher's service as an effective first line of defense against fire bombs was urged upon all cities and towns in the Eighth Civilian Defense Region...

She's in the Army Now!



— and happy about the whole thing!

'They also serve who only stand and wait' is cold comfort for the American woman of 1942 whose fighting spirit and love for her country make her look with longing eyes toward the battlefield...

Her chance to help is here! Besides her hours at the Red Cross, her production work at a factory bench, her job as Air Raid Warden or seller of War Bonds, she carries a little white ration book in her purse—badge of an American housewife who is re-arranging her menus to include less sugar, conserving gasoline by walking instead of riding...

For latest war developments on the home and fighting fronts, read the ads and articles in your home newspaper—

THE DAILY TELEGRAM

'BLUE EAGLE' CHIEF

- Horizontal: 1 Pictured late publicist, S., 8 Rail bird, 9 Conspiracy, 11 Farm building, 12 Mouth of a trumpet (pl.), 16 Eelgrass, 18 Sea eagle, 19 Reproves, 21 Sheep's bk.t., 22 Chemical substance, 24 Long, 26 Rat, 27 Perception, 28 Registered Nurse (abbr.), 29 Transpose (abbr.), 30 Hollow receptacle, 34 Type of duck, 38 Stick, 39 Unite, 40 Narrow inlet, 41 Examples, 46 War god. Answer to Previous Puzzle: HAROLD DICKES, LAME URN INIA, FIRED CON TANGO, LEER PIPER MEAL, COLD RUDE D, OPERA LIL LAC, AWE ATE FED RAG, LAIC MAT OMEN, INCIA D, HAROLD DICKES, LEGEE, PROW, ONES, 4 Palm leaf, 5 Spain (abbr.), 6 Aged, 7 Native of Normandy, 8 Flesh (comb. form), 10 Drops of eye fluid, 11 Endure, 12 Strap, 13 Symbol for erbium.



There is a good deal of official worrying in high places of government about the morale of labor. The underlying thought is that workmen must be kept in a perpetual dither of excitement about war production...



Edson

Before Pearl Harbor, there was a lot of worrying about the morale of the Army, too. But the minute real war started, soldier morale practically ceased to be a thing to worry about. The Morale Division of the War Department in Washington practically hasn't been heard of since. Artificial stimulants for the morale of labor, however, are still being concocted in profusion. Army has a big section of officers under Col. A. Robert Ginsburgh, head of public relations in the Services of Supply, which does missionary work to maintain morale. Officers are sent to war production centers to make speeches at lunch hour and shift-change periods. They say it does good, and that production curves shoot right up after these pep meetings. Navy has been more conservative about this morale business, but is overhauling its labor relations organization under Admiral Woodward and a labor reporter from Colonel Knox's Chicago Daily News. Maritime Commission is worrying about the morale of the shipyard workers, with Mark O'Dea, former New York advertising agency executive, in charge. There is some evidence that all this worrying over labor's morale is beginning to annoy labor. There was a genuine improvement in labor morale right after Pearl Harbor, just as there was in Army morale. The Maritime Commission people have found that a "talk" by some gold-striper leaves the workmen cold, but a few stumbling remarks from a seaman who has been on a ship that was built in a given yard, shelled and maybe torpedoed but still brought into port, do wonders. The "Lunch Time Follies," a few minutes of good professional entertainment and relaxation inaugurated at Todd shipyards in Brooklyn, has been an instant hit and morale builder. Labor, in other words, shouldn't have to be coddled at this stage of the war. In the words of a spokesman for the A. F. of L., the high pressure propagandists can confine themselves to something like this: 'Boys, you're doing a swell job. Keep up the good work.' A pat on the back will do more to build morale than all the slogans and codes in the copybook.



