

# Editorial

## THE CHARLOTTE LABOR JOURNAL

AND DIXIE FARM NEWS  
Published at Charlotte, North Carolina

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Entered as second-class mail matter September 11, 1931, at the Post Office at Charlotte, N. C., under the Act of Congress of March 3, 1879.

Oldest Bona Fide AFL Newspaper in North Carolina, consistently serving the American Federation of Labor and its members since it was founded, May 12, 1931. Approved by the American Federation of Labor in 1931.

Endorsed by Charlotte Typographical Union, Number 538, An Affiliate of Charlotte Central Labor Union and the North Carolina Federation of Labor.

News Services: American Federation of Labor, U. S. and North Carolina Departments of Labor, and Southern Labor Press Association.

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### WEEKLY BIBLE THOUGHT

"That we henceforth be no more children, tossed to and fro, and carried about with every wind of doctrine, by the sleight of men, and cunning craftiness, whereby they lie in wait to deceive."—Ephesians.

### DAMN THE FACTS AND FULL SPEED AHEAD—BY "LOOK"

Now we know that LOOK Magazine isn't even trying to get honest results in its notorious public opinion polls. In the June 7th issue LOOK comes up with the astonishing announcement that Washington press and radio correspondents almost unanimously named Robert Taft as the Senator "who contributes the most to his country's welfare."

It takes a lot of gall to unblushingly offer such propaganda about the man who authored the Slave-Labor Act, who has consistently opposed sound medical insurance, who attempted to cut out housing aid to subsistence farmers, and who engineered the Dixie-GOP scuttling of civil rights legislation.

LOOK admits it questioned only 100 correspondents . . . probably all carefully hand-picked for the right answers.

It is doubtful that LOOK'S warped opinions will do Taft any good in '50. People are a little sceptical of a poll that only six weeks ago had the crust to announce that "Taft-Hartley Aims still popular with workers" in spite of the fact that only 27 per cent of the workers polled favored the act.

### JUST BETWEEN US GIRLS—BY TAFT

Senator Robert Taft went home May 16th to gloat about his record to a meeting of 1,000 members of Ohio's Republican Women's Organizations in Columbus, Ohio. What is his record? Taft said that he had blocked every phase of the Fair Deal Program except spending: "and we will check that before we get through with this Congress."

He took a crack at Ohio's farmers by sneering at the Brannan Plan to keep farm income high. He endeared himself to the ladies assembled by boasting that the Taft-Hartley Act was still on the books.

The farmers and workers of Ohio will remember this "record" in 1950.

### Predicts Oranges Will Disappear From Grocery Stores In Four Years



QUICK-FROZEN orange juice concentrate is ready for shipment (above) just a few hours after tree-ripened oranges are picked in nearby groves (right).

Know-how gained in 20 years of research is changing the orange-buying habits of the consumer.

In another four years, according to Howard F. Lochrie of Birds Eye frosted foods, few women who want orange juice for drinking purposes will go to the trouble of carrying oranges home from the neighborhood store.

"Every day," explains Mr. Lochrie, "more women are learning the many advantages of the 6-ounce container of orange juice concentrate. They've learned, for example, that the concentrate eliminates the need for space to store a dozen oranges. It also does away with the time-consuming job of cutting and squeezing oranges. Eliminated, too, is the messy job of garbage disposal. In addition, the use of tree-ripened oranges in frozen concentrate assures the best in natural flavor."

Mr. Lochrie put his company's years of know-how to a challenging test recently when a group of leading food writers and com-



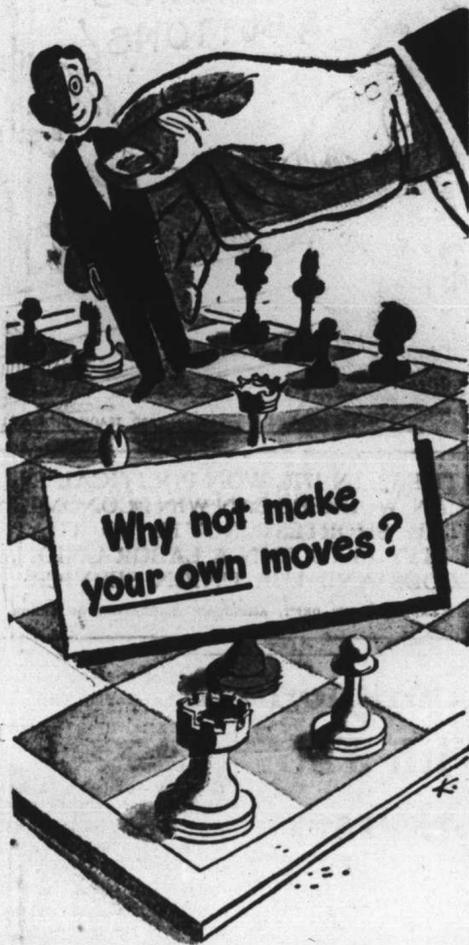
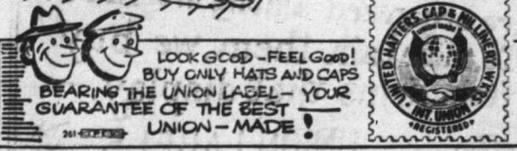
mentators visited the Lake Wales, Florida plant where its quick-frozen concentrate is made. The experts were given a blind-fold test and asked to distinguish between a glass of freshly squeezed orange juice and one of the concentrate. Most of the experts not only couldn't tell the difference but actually preferred the concentrate.

"We have worked for 20 years to capture the elusive flavor and vitamins of fresh oranges in a convenient and easy-to-use form," stated Mr. Lochrie. "The food experts and Mrs. Homemaker now agree that in our 6-ounce container, providing 1 1/2 pints of juice when reconstituted, we have succeeded. It has money-saving advantages, too."

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