

THE EAGLE

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FRED K. HOUSER Editor and Publisher
MRS. CREOLA HOUSER (Local and Society Editor.)
Telephone Office, 2101 Residence, 2401

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HEALTHFUL TOKENS

Ration tokens won't poison you, we were glad to learn from a release sent out by the Office of Price Administration.

Until receiving that release we hadn't given any thought to the possibility that tokens might be dangerous to health. But it seems that the U. S. Public Health Service has been making a series of tests on this subject which have convinced them that the token materials, "which are chemically inert under normal conditions" are non-toxic, non-poisonous and "not detrimental to the public health and welfare."

We could not find out from the release whether it is safe to let the baby chew on them, but we did find that they do not lose color even if soaked in water for long periods of time. So, from the standpoint of what the dyes might do to the human system, there seems to be little danger that they might come off.

The conclusions of OPA make tokens sound so delectable that anyone reading the release might feel that they should be eaten direct rather than used for the purchase of food. The only omission seems to be that there is no mention of their having a vitamin content.

JAPANESE BUDGET

If wars could be won entirely by dollars expended, the Japanese budget for 1944 would be comforting to all Americans. For in spite of the fact that the Japanese budget calls for 80 per cent of the total income of that country to be spent for war, the total is only 60,000,000,000 yen, or approximately \$14,800,000,000.

Although that is a tremendous amount for a country the size of Japan to be spending when we compare it with our own budget of \$100,000,000,000 it doesn't look like much.

It is doubtful, however, if any comparison can accurately be made of what armaments Japan can get with her 13 billion as against our 100 billion. Our costs for labor and materials are undoubtedly many times as great as Japan's. On the other hand, our up-to-date manufacturing equipment may more than offset these differences.

With so many possible things to consider, the dollar figure becomes useless as a measure of production. But the most encouraging factor about the Japanese expenditure is that, if Japan is pouring 80 per cent of its total income into war, that nation cannot afford to continue the war for an indefinite period. Japanese leaders sometimes talk of trying to win the war by making it last as long as possible, but the figures would indicate that Japan would suffer more than we would internally if the war is prolonged.

OBJECTIVE NUMBER ONE

Military requirements will take nearly fifty per cent of the gasoline produced in this country during 1944. Unquestionably, civilian gasoline consumption will be cut drastically under normal needs. It is to the credit of the oil industry that everything possible is being done to ease the civilian petroleum problem while continuing to meet every need of the armed forces. William R. Floyd, Jr., chairman of the Petroleum Industry War Council, recently reviewed some of the accomplishments of the petroleum industry in 1943. They included: (1) The drilling of approximately 18,650 new wells for oil and gas, of which about 15,500 were development wells and about 3,450 were exploration wells which if the discovery rate of the first 10 months continued to the end of the year, probably uncovered something over 500 new sources of oil. (2) The construction and completion of two "Big Inch" pipe lines from Texas to New York and 14 lesser but none the less important pipe-line projects to aid oil transportation. (3) The completion or near completion of 72 new plants for the production of 100 octane and other military gasolines, lubricants, and explosives, and for the production of butadiene for synthetic rubber. In a few months 122 of these vast new plants will be supplying more than 10 times the amount of 100 octane gasoline that was available at the time of Pearl Harbor. (4) The adjustment of industry operations so as to do more and make more with less manpower and fewer materials.

The petroleum industry did these things despite the fact that the price of crude oil was inadequate to achieve maximum exploration for new reserves and maximum recovery from known reserves. The demand of war for maximum oil production require that costs and prices be brought more nearly in line with 1944. This should be the immediate objective of the price regulators.

WILLING TO DIE—FOR WHAT?

A news release from Pearl Harbor telling of the attack on the Marshall Islands, said: "The troops must make landings through machine gun and artillery fire, must secure the beachheads and push forward, often yard by yard. It will be willingness to die which will capture the Marshalls."

A news release from Detroit of approximately the same date reported that: "A sit-down of more than 1,000 workers in support of demands for a 10-cent an hour wage increase threatened production in the Ford Willow Run bomber plant."

A news release from Edgewater Beach, New Jersey, also of the same approximate date, gave an account of how two union men had been expelled from the union for conduct "unbecoming to union men." Their offense was testing 22 to 24 trucks a day instead of the union decreed average of 10 or 12.

Another Major Spring Offensive



"Behind The Scenes In American Business"

—By John Craddock—

NEW YORK, Mar. 6.—Business—big and little—had its eyes on Washington this week. The Baruch plan for demobilization, and the slowly improving prospects for more civilian production, were watched for indications of the magnitude of the problems that both business and government must face.

The Baruch report, which at first glance seemed to be a problem for only big business to worry about, proves upon examination to affect every city, town and village in America, just as far as, for it is a blueprint for the return to peacetime economy. Its major aim, of course, is to get us back to normal production and distribution with the least possible disturbance, but it recognizes that disturbance is inevitable.

In many communities already dead civic and business groups are discussing with the local war contractors and sub-contractors their plans for post-war production. Merchants are concerned because they know their business can be sound only if the people are profitably employed.

The other Washington development of interest to merchants everywhere is the growing realization of the necessity for resumption of more civilian production before the war is over. We have scraped the bottom of the barrel on many kinds of goods, and it now appears that more civilian goods will be added soon to the slim list—furniture, springs, kitchenware, safety razors, light bulbs, baby carriages—that can be produced.

"START 'EM ROLLING"—As airplane tires have got heavier and heavier, the landing shock to their huge tires has become more and more a problem. Practical methods of getting the wheels to roll at approximately the plane's landing speed have been a long sought goal in the aviation industry. In Miami, Fla., the other day first public tests were held on a "self-starting" plane tire developed by B. F. Goodrich engineers that may provide the answer.

This pre-landing rotation requires no motor but is achieved simply by a unique arrangement of vanes, or fins, built into the tire sidewall so that when the landing gear is lowered they can catch the air and set the wheels spinning. The fins are so constructed and placed that on the upper half of each wheel rotation they spring back into position flush with the tire's side, thus avoiding drag.

Tires of this type tested by a commercial airline have made more than twice as many landings as the average delivered by conventional tires, according to James S. Pedlar, manager of the pioneer Akron concern's aeronautical division.

THINGS TO COME—Plastic parts of machine drills, not to save metal but to make them easier to operate. New insecticide and fungicide dusts that will be a big help to this year's Victory gardeners. A penetrating primer undercoat for finishing lacquers on furniture to make them resistant to hard knocks.

ALUMINUM LICENSE plates—Your post-war auto may be equipped with permanent aluminum license plates. Motorists in Connecticut have used them successfully since 1937 and investigational work is now actively under way in several other states. The changeover is under special consideration at present

because of the accumulated surplus of aluminum over and above our country's war needs.

Aluminum license plates are said to offer important advantages. They are non-rusting and weatherproof and will retain their attractive appearance throughout the life of the car. Recent laboratory examinations of Connecticut plates, issued in 1937, showed them to be still in excellent condition.

Although aluminum plates do cost approximately twice as much as conventional plates, this higher cost is absorbed in two years. Additional years of life represent 100 per cent profit. The aluminum plates are considerably lighter in weight, original shipping and mailing costs are reduced and this expense is completely eliminated after the first year.

CARS WILL COST MORE—Those of us who have been wondering when and how we'll replace the family car got some authoritative information this week. We should be prepared to pay at least 25 per cent more for cars than we did before Pearl Harbor. That's the warning voiced by Harry M. Williams, president of the Automobile Merchants Association of New York.

He explained that continuation of high taxes and increased labor and material costs will necessitate a sharp rise in the first models of assembly lines. And the new cars, he said, "will be replicas of the 1942 models with but minor changes, owing to the huge consumer demand which even now would dwarf the industry's peak year of 1929 when more than five million units were sold."

Since prices vary in inverse proportion to volume, the dealer executive pointed out, even the few months it will take manufacturers to reset up assembly lines for the production of these substantially pre-war models will contribute to the cost increase of the first year's output. "As a result of the percentage increase in the expense of all makes," he predicted, "the bulk of post-war sales will be concentrated in low price, economical vehicles, inasmuch as the majority of the public will want a car with greater operating economy to compensate for the extra initial expenditure."

LIKE TO FEEL IMPORTANT?

YOU'LL BE important—to your country, and to your fighting men—if you take over a vital job in the Army.

In the Woman's Army Corps you'll get expert Army training that may pave the way to a post war career. You'll have a chance to improve your skill or learn a new one—to meet new people, see new places, have experiences you'll remember all your life. Get full details about the WAC at any U. S. Recruiting Station. Or write for interesting booklet. Address: The Adjutant General, 4415 Munitions Bldg., Washington 25, D. C. (Women in essential war industry must have release from their employer or the U. S. Employment Service.)

FISH

Boiled fish is more tender and delicious than if not boiled but simmered instead, report home economists.

DERIEUX NEW DEPUTY ADMINISTRATOR

A southerner, James C. Derieux, of Columbia, South Carolina is the new name to OPA Price Administrator Chester Bowles, in Washington. Bowles announced the appointment of Derieux, who served for the past year as OPA Administrator in the southeast, as deputy

administrator for field operations in the national office. His successor will be Alexander Harris, one of the developers of the plans to organize War Price and Rationing Boards in the first month of the war, and, since October 1942 assistant administrator of the Atlanta region. He is a former Knoxville, Tennessee, business executive.

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