

THE EAGLE

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FRED K. HOUSER Editor and Publisher

MRS. CREOLA HOUSER (Local and Society Editor) Telephone Office, 2101 — Residence, 2501

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AWAITING DAY OF INVASION

Will it be nine o'clock, eleven o'clock, six o'clock—when will that flash come thru that the invasion has begun. With that thought on all minds each day, each hour is a little more strained as we all wait the announcement that the opening gun in the final battle for Europe has begun.

Only a small handful of men know the day and the hour. The civilian sweats it out with them. Not in the soldier's way, but in his own fashion. It is a thought uppermost in his mind as he goes about the daily routine, as he sees the seasons advancing and as he pays the taxes, the ration points, or waits for that load of coal. In waiting for news from those who are abroad the civilian at home undergoes an ordeal that is all their own.

MEAT SUPPLY

We were glad to see that the Office of Price Administration was willing to end meat rationing on all meats except beef when it was found that there was an ample supply of other meats to fill the needs of the civilian population.

During this war it is important whether civilians have to cut down slightly on meat consumption or whether they don't. It is such a small thing compared with the war itself that it is hardly worthy of comment.

But this action of the OPA does answer some of the critics who think that government agencies are engaged in manufacturing artificial scarcities for the people in order to make them "feel" the war. If the government was creating shortages or inventing shortages as a means of building up the home front morale, the last thing it would do would be to permit an increase in our supply of meat at this time.

It is amazing that we can ship enormous quantities of food abroad, feed our own armed forces the best food any soldier of sailor has ever had, and in spite of a major manpower shortage be able to supply civilians with all the food they can eat.

The fact that we can do this should give us even greater faith in our potentialities and in the miracles of production which will be accomplished here when peace comes again.

MORE WACS NEEDED

Probably the most disappointing of all enlistment campaigns has been that carried on by the WAC. The army has said it needs hundreds of thousands of additional women for non-combat service and that the number of fathers drafted can be considerably reduced if women join up, but it seems to be very difficult to get any sizeable number of women to enlist.

The reason for this has never been clarified. Polls made among women show that the majority of the fairer sex favor the enlistment of women and a large number even favor the idea of drafting women, but voluntary enlistments still are far below the minimum requirements.

Lowering the age limit to include girls just out of school—18 or over—is now being considered and may be the answer to the problem. Many a girl looking for her first job might be interested in the WAC whereas after she has been working in an office or factory for two years she will be more hesitant to change her way of life.

The chief trouble is that the demand for feminine assistance in offices, factories, restaurants, schools and every other place of employment is so great that a young woman doesn't know which way to turn. And somehow the Rosie the Riveter appeal seems so far to have a greater attraction than the uniform of the United States army.

THE NEW ORDER

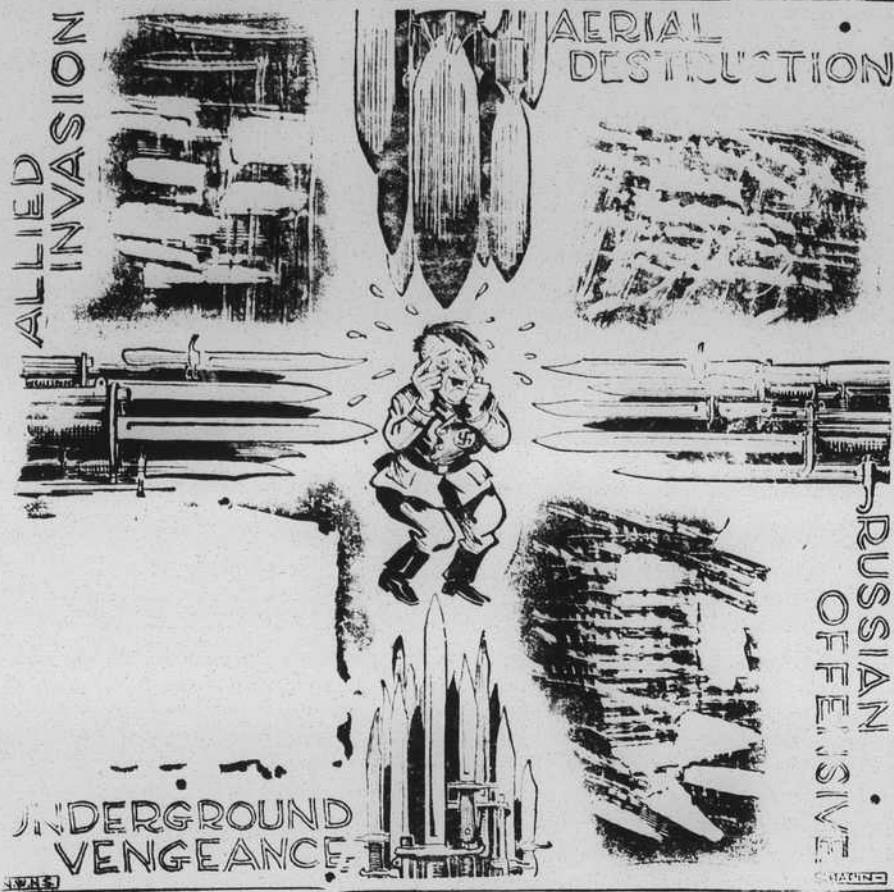
This war, the most costly in history, with its constant threat to stable prices and civilian supplies, should have taught the country the necessity of an efficient retail distribution system. No other nation the size of the United States has a distribution system remotely comparable to ours for efficient, low-cost consumer service.

American retailing has made its greatest advances so far as scientific operation is concerned, within a comparatively few years. Its development would have been far slower but for the pioneers of the business who founded what have come to be known as chain stores. The chain stores deserve most of the credit for establishing the high volume, low-cost technique of today's merchants.

Strange as it may seem, the chains were forced to develop mass distribution in the face of almost continuous political opposition. Even now, after the improved system has demonstrated through more than two years of chaotic war conditions, that it is instrumental in maintaining price stability and an equitable flow of goods to every far-flung corner of the nation, attempts are still being made in legislative halls to handicap it through special taxes against chain stores. A few weeks ago such a bill was submitted before the New York state legislature. Short-sighted politicians are agitating for similar proposals in other states.

There is one certain way that post war unemployment and depression can be assured, and that is by crippling distributors responsible for passing on to the people the things produced in the factories and on the farms. Those who work against efficiency in distribution are working for unemployment and high living costs.

Swastika With a New Meaning



This Week in WASHINGTON

WASHINGTON, D. C. (NWNS) Hitting at what he termed the "smugly optimistic assumption of assured victory" held by civilians, Robert Paterson, undersecretary of war, said that the hardest part of the war is yet to be won and that the growing complacency of the people must end.

His sentiments have been voiced by many other military spokesmen here who see real danger in the growing disinterest in the war among civilians. This disinterest, they point out, is shown by the movement of men away from war jobs, by decreases in enlistments in the armed services (including the problem of getting women to enlist in the WACs and WAVES), by the decrease in the number of Victory gardens planted, by increasing talk about postwar planning almost to the exclusion of the war itself, by the growing political-mindedness of congress, by efforts to put an end to wartime legislation such as the wage stabilization act, and the emergency price control act, by increased spending of money for luxuries, by an increase in the number of war bonds being cashed in, by the growth of black markets, and by a hundred and one other things in which the people take the attitude that the war is "in the bag" and it is time to get back to normal, peacetime living.

To combat such attitudes, army navy and war production leaders are pointing out that the nation faces a manpower crisis greater than any experienced so far during the war, that there is grave danger of inflation unless our national spending spree ends, that the threat of food shortages has in no way been lessened, and that invasion plans may be imperiled unless the people in this country get back the spirit they had after Pearl Harbor.

Urging congress to pass a draft law to assure 1,400,000 replacements for men who must be taken from war jobs for the armed services this year, Secretary of Navy Knox, Secretary of War Stimson and Admiral Land of the maritime commission issued a statement in which they said: "False public interpretations of what are only local victories on the perimeter of the enemies' strongholds may indeed imperil victory when we thrust at the foe's heart. Someone must step up to the bench, the lathe and the desk of every war worker who leaves to fight for his country."

In spite of their pleas for a national service act, it is not considered likely that congress will pass such a measure. This was indicated when the house military committee recently dropped consideration of a bill to draft 4-Fs for war jobs. Although the committee said that such an act seemed unnecessary because the great majority of 4-Fs are in war jobs already, many news analysts here feel that congress, because of political considerations, will try in every way to avoid passing any additional "drafting" legislation because of the possibility that it would be unpopular with the public.

Since most everyone is in agreement that the needs of the armed services must be filled, it seems evident that drafting of fathers over 26 will again have to be speeded up if congress refuses to pass any "draft labor" legislation. The only other possibility is for the War Manpower commission to test its power to draft labor without further legislation.

TODAY and TOMORROW
By DON ROBINSON

MORONS . . . radio

Before television arrives in full force, it seems to me you and I and the some hundred million other adults of the unseen audience ought to explain to the broadcasting people that they are wrong in assuming that we are a nation of morons.

It is the common understanding among the self-styled super-intellects who prepare our radio fare that our average intelligence is that of a 12-year-old child—and practically all programs, particularly the advertising spels, are written with the 12-year-old appeal in mind.

In order that television, which can be a great educational and entertainment vehicle, does not suffer from the same misapprehension, it is time that we admitted that we respond to nubby-pubby radio advertising, not because our minds are only half grown up but because we listen with only half of our minds.

We should let the radio people know that, because the average program is far beneath our average intelligence, most of us have long found it necessary to read books, play cards, converse with friends or engage in some other occupation while listening to the radio. We learned early in radio history that the shows coming over the ether were not solid enough to warrant more than a fraction of our attention.

TELEVISION . . . danger

Those radio people who have now turned to concocting the ideal recipe for television probably are under the impression the added ingredient of eye-appeal is all that is needed to keep us enraptured before our receiving sets day and night.

But it seems to me that television can turn out to be the greatest flop in entertainment history, after the novelty of it has worn off, unless the program producers are convinced ahead of time that we have a smattering of intelligence and will lose interest unless they offer us something more substantial than the ordinary radio program.

This matter of eye appeal can work two ways. It can gain a greater grip on attention if it gives us something worth opening our eyes over, but it can also throw the limelight on the inabilities of radio. Radio can insult our intelligence through the single channel of our auditory nerves but television is equipped for a double-barreled insult.

We can only hope that the television experts will awake to the fact that the willingness of the 12 year old to watch and listen to anything called entertainment won't work for long with the adult population. Most of us have never been satisfied with radio and we're apt to be even more critical of television.

INFLUENCE . . . laziness

LEAVES OF LAUREL
ELVIA GRAHAM MELTON

New York, N. Y. — LOVE AT FIRST FORECAST. This is for the record: I love the new weatherman. I do 't know him, but that doesn't make any difference; he's a man after my own heart.

Now some go for Sinatra—and that's strictly Okay, but this man who gets my rave isn't in the groove for only one mood—he's on the beam for solid, around-the-clock consumption.

Ah! What a man! He's different! He's sensational! He's revolutionary! He's something new under the sun and moon and cumulus clouds. He's a combination of poet and realist. In his veins there runs real human blood instead of ink with which to draw those high-pressure, low-pressure area lines on graphs and charts. And in his mind there dwells the realization that with our weather we want to know whether . . . well, all sorts of things.

This rhapsodizing was sparked off by a weather report which read into life when that man issued an official weather report which read "Moonlight and warmer." Honest, that's what it said!

Gosh! Had the staid, super-cautious, practically enigmatic, 75 year old U. S. Weather bureau gone berserk! Or had some May-merry young apprentice, given too much responsibility, thumbed his nose at tradition and let loose an "unhodox report?"

Nope. Neither of these things. The answer was Donald C. Cameron, aged 39, veteran of 22 years and now chief forecaster for the Southeastern United States.

It seems that Donald Cameron has held the idea, for a long time that weather reports ought to inform us of what weather to expect. Call it—humanizing forecasts. He theorizes (and rightly) that most people don't care much about what degrees of temperature and humidity are about to happen—they want to know what they are going to feel.

Hallelujah! and at last! after 75 years we've got one weatherman (may his ilk grow fast and flourish) who realizes that "fair and warmer" doesn't tell us much. That "increasing cloudiness" does.

I have said that we are not a nation of morons, but I can see that if television as well as radio treats us as such we may eventually reach that status.

For although we may resist mentally against listening to the worst programs, we are often exposed to them, and, like bad company, they leave their influence. Out of sheer boredom we are apt to tune in on the installments of a poor program in the same spirit that many of us, with hardly any perceptible interest, turn each day to the comic strips in the newspapers to see what the pen-and-ink characters are up to.

But if the great forces of radio and television are used primarily to appeal to the lazy part of our minds, the part that doesn't think, there is no question that in time our gray matter will become flabby. Picture magazines, comic books, digests of reading matter and moving pictures all attempt to give us entertainment or education with a minimum of mental effort. Perhaps all we need to relax permanently into a moronic mental state is a couple of long winters of 'teen-age television.

not give me the low-down on whether or not to tote my umbrella along or hopefully (and usually mistakenly) leave it at home. That "clear and colder" can mean anything from a moderate winter day to one where a bitter wind has me jiving grooves in my tooth enamel and wishing for an anti-freeze solution for the marrow in my bones.

WEATHER, WHETHER, AND WHOOPS! Donald Cameron gives us real hope for the future. He's full of possibilities. Of course he's starting reform, or rather—expansion—in a mild way. At this time when he perks up with his "moonlight and warmer" prediction, who knows maybe he has wonderful plans for later when such a bulletin will read: "Moonlight and warmer; too nice to go to the movies or to sleep early. Really splendid. Maximum effectiveness the hours 10 till I. Don't miss them."

Now everyone knows what a little bit of moonlight can do! But mostly it's accidental. Think how marvelous if one could count on it or build strategy around it. Think of loveorn maids, bashful swains, and despairing, spitting spouses.

If this moonlight stuff leaves you cold (and there are those it does, and jeppers I feel sorry for them even if they don't know what they're missing) there are lots of practical advantages too. Like knowing what to wear, when.

Instead of that hackneyed, uninformative "warmer"—Cameron plans to add phrases like "fairly comfortable" or "uncomfortable." See what a help that will be! And I can imagine a time when hep forecasters might say: "Sticky—hot and how! Wear as little as the law will allow."

At present, for week-enders, our new friend will not limit himself to "cloudy and warmer" but will add: "a few light, puffy clouds with probable clear weather ahead."

Sometime soon the advice might go like this: "Swimming, fishing or picnic hours? Go ahead, gamble on short, light showers."

Or like this: "To go—or not to go? If rain will spoil it—save your dough."

Why dogzone! I can foresee the time when we'll all be reading weather reports with delight—for both information and entertainment. People will turn to that portion of their newspaper with all the enthusiasm and anticipation they now exhibit over baseball scores or what comes next with Buck Rogers and Fiat-top.

And as for results: romance will flourish, frayed tempers and disappointments be staved off, new clothes kept unruined, goosepimples abolished—the list is endless!

So now you know why I love the weatherman. I'm convinced he's got something!

WOOL

The value of the wool clip makes up about one-third of the profit from the farm flock and hence it should receive special care, suggests H. M. Stamey, Extension animal husbandry specialist at N. C. State College.

4-H

A new 4-H contest, whose chief objective is to prevent soil wastage and deterioration by practicing approved methods of protection and conservation, will be known as the "National 4-H Soil Conservation Contest."

Conservation

NFWS

By

R. J. SEITZ

H. D. Fronberger, Gastonia, plans to establish a two-acre sericea meadow strip on his farm located near Bessemer City. He has the seed ready and just as soon as the strip is graded by the county unit, he will sow the meadow to complete the water disposal system. This meadow strip will also be used for perennial hay.

Terrace lines were staked this past week on the following farms to be built by available farm equipment and the county terracing units: N. M. Carson, R-1, Gastonia; Walter Oates, R-1, Gastonia; T. R. Oates, R-1, Gastonia; Ernest Pearson, R-1, Gastonia; F. F. Allen, R-2, Bessemer City; W. W. Rutledge, R-1, Dallas; and M. A. Stroupe, Cherryville.

Miss Martha Torrence, R. F. D. Bessemer City, has been realizing some splendid grazing from a two-acre field sowed with a mixture of small grains and ryegrasses for grazing. A notable increase in milk production has resulted and she plans to follow this practice every year.

J. M. Robinson, R-3, Gastonia, turned a fine crop of vetch under and is following with cotton. This is a splendid practice before cotton or corn in increasing crop yields per acre.

L. A. Thornburg, High Shoals, received shipment of 1000 kudzu plants this week and planted approximately two acres of steep of steep land to be used for perennial hay.

W. E. Brewer, R-1, Dallas, recently ordered some borax for 2 acres of alfalfa on his farm. He plans to apply about 25 pounds per acre, to stimulate the growth and increase the quality of hay cut.

NITROGEN

Twenty thousand tons of the May production of ammonium nitrate have not been requested by the fertilizer industry and it is doubtful if June production will be taken, say Washington reports.

CORN

About 2 pounds of nitrogen will give an extra handful of corn. Extra fertilizer for the corn crop is one of the quickest methods of solving the feed shortage, say the experts.

USE EAGLE ADS

AT FIRST SIGN OF A

COLD

USE 666

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