

ELECTRIFICATION

Federal funds loaned for rural electrification, or set aside for approved loans, show an all-time total of slightly over 500 million dollars.

PULPWOOD AIDS RED CROSS

Packages made from pulpwood protect Red Cross equipment, medical supplies and food in transit to the battlefronts.

DDT

There is a wonderful new insecticide being tested by the entomologists. It is derived from coal tar, salt, and alcohol. It's called DDT for short. Its real name is dichlorodiphenyltrichloroethane.

TIMBER NEEDS LISTED

National timber requirements for 1944 have been estimated to include 36 billion board feet of lumber and 14 million cords of pulpwood.

AT THE MOVIES IN CHERRYVILLE

Thursday-Friday-Lester-2 Days-NOW



Scene from "A Guy Named Joe"

STARTS LATE SHOW SUN. NITE 12:02 AT LESTER-

"SHINE ON HARVEST MOON"—Ann Sheridan, Dennis Morgan, Jack Carson.



AT STRAND-FRI-SAT-2 DAYS-Smiley Burnette in "BEYOND LAST FRONTIER".



MON.-TUES.-2 Big Shows-"THE MARINES COME THRU" and "WHISPERING FOOTSTEPS".



Successful Parenthood

MRS. CATHERINE CONRAD EDWARDS

Associate Editor, Parents' Magazine



DEVELOP SENSE OF RESPONSIBILITY

Not long ago a friend was showing me some keepsakes of her childhood. One of them was a quaint white silk dress, scarcely more than 18 inches long, yet in the grownup style in which children's clothes were once made—a square yoke, waistline with sash, and kick pleats in the skirt.

"You must have looked like a tiny lady in that," I remarked. "And that's exactly how I felt," my friend answered. "When I came across this dress, not having seen it for 30 years, I suddenly had a vision of myself as I had looked and felt when I wore it. In this flash of understanding I knew that I had felt then as completely a person as I do today—and just as responsible. Not that I was a precocious child—I was no brighter than any other five-year-old, but I knew what was expected of me and that I alone was responsible for my actions. I didn't feel like a partial adult—I was a person."

Psychologists have been telling us for years that a child is a distinct individual at each stage of growth. My friend's experience of reliving her five-year-oldness for a second provided proof from actual experience that a child is capable of accepting responsibility within the bounds of his knowledge of life.

Since this is true, then parents should make the most of it in the character education of their children. Too many parents give a child an "out" every time he fails to live up to their expectations. "Bobby was too tired to put away his tricycle." Mother will explain to an exasperated father who has had to get out of the car and remove the tricycle from the driveway before he could put the car in the garage.

Occasionally, of course, it is true that a child is too fatigued to do an expected chore. In such a case it would be better for Mother to say, "Bobby, I can see that you are very tired. Come have your supper and I'll put your tricycle away. Daddy won't run into it when he drives the car in the garage."

But most of the time when a child fails to do what he knows is his own task, he is aware of his shirking. He doesn't want to do it so he takes a chance on the consequences. If he discovers that his mother will find an excuse for him, part of his innate sense of responsibility is lost. But if he finds out that the penalty for his failure to do what is expected of him is a logically unpleasant one (such as not being allowed to ride his tricycle for several days) the sense of responsibility, which had prompted him to do right and which he had disregarded, is justified in his own eyes and becomes an even stronger part of him.

Children learn much by trial and error. If this sense of responsibility, or conscience, is discredited by repeated experiences of getting away with what they know they shouldn't do, or getting by without doing what they know they should do, they soon cease to put much stock in it.

MORALITY FROM POSITIVE ANGLE

At old-fashioned revival meetings much of the time was taken up with confessions in which the sinner painted his past life as blacker than black. To many youngsters who listened, fascinated by these recitals, the evil goings-on sounded more exciting than the sinner's reformed life. Today we teach morality with a positive rather than a negative approach—we teach the child that happiness is a natural accompaniment of good conduct, faith in God, cheerfulness, putting effort into one's work and being thoughtful of others. We don't talk to him about forbidden things as if they were really more fun than acceptable behavior and then hope he will refrain from investigating them out of fear of the consequences. For we have learned that lives built on fear are unhealthy both mentally and physically.

One proof of the workableness of this positive method is that it has done wonders in building up healthy appetites for nutritious food. Nowadays most children devour heaping plates of vegetables instead of holding out for several ears of sweet corn, the only vegetable other than potatoes children seemed to like a generation or two back.

But can character education, as well, succeed by emphasizing the things to do rather than those to shun? We believe so. Even piety as it is taught today, is based on God's love rather than on His wrath. School attendance is encouraged on the basis of the interests you'll miss if you stay away unnecessarily, rather than on the punishment you'll get if you are absent without leave. And when have children liked to go to school as well as they do today?

Honesty is not only taught as being the best policy, but dishonesty is shown as unworkable and stupid instead of as something wicked that clever people sometimes get away with. Boasting is unmasked as the resort of insecure minds, but emphasis is put on teaching a child to listen to others as well as talk. Too much of the teaching of courtesy used to be based on telling a child that his lack of manners was a

ADS

The catch-line "excellent spot for a swimming pool" in an advertisement of a farm for sale probably attracts the interest of farm-minded urbanites more than any other sales phrase.

I know when the classified advertisements in newspapers or farm journals start me dreaming about a farm of my own, there is nothing which furnishes a better stage-setting for my dreaming than the picture of a nice, cool, shady pool back of the house into which I could plunge after a hot day in the fields.

But such dreaming is rather rudely shattered, so far as the swimming-pool backdrop is concerned, by a book called "Farm For a Living or Visa Versa," written by Ludd Haystead, farm editor of Fortune magazine. For, according to Mr. Haystead, those lines about a swimming pool are an invention of farm sellers for disposing of farms which have lost their productivity and are generally down at the heels. City suckers, it has been found, can be attracted by centering their attention on a lake in the ground instead of on the land itself.

Similar tricks are, of course, used to sell real estate in cities and towns. I remember going through a row of little houses in a development where a real estate man had successfully boosted prices by \$1,000 per house by installing a gadget which proved irresistible to all feminine visitors—an electric hair dryer.

JOBS

Aside from the occasional trickery which may creep into classified ads, I imagine there are many people who find these small-type, personalized notices about things for sale, help wanted and jobs wanted to be among the most interesting features of a newspaper or magazine.

Some read these eagerly in order to find bargains and to find opportunities for themselves. Others read them with a sort of a milk curiosity about other people's lives and problems. They glory in picturing themselves living in the sumptuous estates described in the classified wonder about the tragedies that must have befallen the people who offer to sell all their household belongings, find drama in the ads of people who are making a frantic effort to better their position or find a more favorable niche in life via the "Situations Wanted" columns and enjoy peeping into the private lives of strangers by reading the personal notices like, "Happy. I want you to come home. Every thing all right now. S.E.B."

In many ways the classified ads are the most intimate part of a newspaper—the part which is written largely by the readers instead of the editor and is concerned with everyday financial and personal problems.

During the war classified advertisements under the heads of "Wanted" and "For Sale" have been a great help to many families. In the newspapers in some towns the classified page has become the first page to which readers turn. Through the classifieds they have been able to find that secondhand refrigerator they need to replace the one that broke down, the bicycle they wanted to make it possible to get to work without using gasoline, the pressure cooker necessary to put the Victory garden in jars for the winter, or any of a thousand and one other articles which are unobtainable in the stores.

In the farm and industrial areas where help is at a premium, the classified pages have played an important role in finding the few men and women who are still available for jobs.

But we hope the interest in disgrace to his parents. Now manners are presented as props to self confidence, as the means for making and keeping friends.

Likewise the child who tells tales isn't cured by shaming, but by being encouraged to relate the amusing, likable things about his friends.

One reason why this constructive method has its failures, as well as its successes, is that too often when seeking to inculcate pleasant and admirable traits we use less zeal than when combating the unpleasant and undesirable. Just as the world is faced with the problem of making peace appeal to the imaginations of men as strongly as war has been glamorized by militaristic nations, so parents should work as tirelessly to make kindness, honor, cooperativeness appeal to their children as they would strive to eradicate their opposites, cruelty, dishonesty, selfishness, if these unhappy traits were to appear in a child's character.

34 colored registrants left here this Morning

The 34 colored registrants listed below left this morning for Camp Croft for preinduction physical examination at 7:30 a. m.

James Hedges, Bessemer City; Richard Crawford, R-2, Cherryville; Hasker Meredith, Bessemer City; Plato Gamble, Trenton, N. J.; Howard Stinson, R-1, Dallas; John Lee Brooks, R-2, Cherryville; James Thomas Adams, R-1, Kings Mtn.; Garfield Campbell, R-1, Dallas; Johnnie Mack Lee Abernathy, R-1, Bessemer City; Melvin Mason, R-1, Clover; H. B. Roseboro, R-2, Shelby; Henry D. Bullard, R-1, Crouse; Hazel Lee Johnson, R-2, Cherryville; Tate Stockton, Jr., R-4, Lincoln; James Harmon Wright, R-1, Bessemer City; John Frank Adams R-1, Kings Mountain; James Wesley Starr, R-1, Crouse; Henry D. Abernathy, R-1, Bessemer City; Avery Calvin Coolidge Webber, R-2, Cherryville; James William Lambert, R-2, Cherryville; James Archie Little, R-4, Lincoln; Alton Luare Harbison, R-1, Cherryville; Howard Brooks, R-1, Cherryville; William Clarence Lind-

berth Stinson, R-1, Dallas; Robert Theodore Williams, Jr., Lewis Alexander Feemster, R-1, Bessemer City; William Lewis J. T. White, R-1, Bessemer City; Beaufort Wright, R-1, Bessemer City; Lagree Byrd, R-1, Bessemer City; James Lester Stevenson, R-2, Bessemer City; Richard Mann Cunningham, Bessemer City; Thomas James Ross, Bessemer City.

15 COLORED REGISTRANTS TO LEAVE AUG. 2 AT 3:52

The 15 colored registrants listed below will leave August 2 at 3:52 p. m., for Camp Croft, S. C., for preinduction examination: James Thomas Craft, R-2, Lincoln; Johnnie Graham, R-2, Bessemer City; Clyde Shepherd, R-1, Bessemer City; Lester Blanton, R-1, Bessemer City; Leonard Roy Brown, R-1, Kings Mtn.; James Junior Graham, R-2, Bessemer City; James Cleveland Gamble, R-4, Lincoln; Mat Lee English, Crouse; Elzathion Lomick, R-1, Bessemer City; D. F. Wilson, R-2, Cherryville; Herbert Matthews James, R-1, Bessemer City; George Walter Green, R-2, Cherryville; Moses Hamrick, R-1, Bessemer City; Clarence Eugene Means, R-3, Kings Mountain; Willie James Little, R-2, Cherryville.

One Year Service



REEDIE S. BALLARD

Reddie S. Ballard, shown above has rounded out one year's faithful service as truck driver with the Cherryville Fire Department. This picture was taken while Mr. Ballard was in the army, stationed at Fort Jackson.

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COAL

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A Switch in Time saved Mine...



Now I'm over 33,000 mi.

I used to trade cars around 25,000. But if you'd offer me a new one today — unless it was free — I'd think twice. This '39 model gives me quite some pride, still running as sweet as it does. I know of people trying a dozen different oils and nearly everything else, to make their cars last. Some things worked; plenty didn't. In my case I played the hunch of OIL-PLATING my engine by switching to Conoco Nth motor oil, so as not to let engine acids get an upper hand. That worked! And why not? I knew that deadly corrosive acids are a regular part of

every engine explosion. I had my faith in Conoco Nth oil's modern synthetic that attaches OIL-PLATING to working parts—like a close-fitting shield. There's the stuff that puts up a real battle against corrosive acids. You're giving your car its chance to live, as soon as you change to an OIL-PLATED engine. Get Conoco Nth oil, that's all.

