

THE EAGLE

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THURSDAY, NOVEMBER 9, 1944

GOOD NEWS FOR SANTA CLAUS

Santa Claus is going to find it a little easier to fill his pack this year than he did last Christmas.

Although toy manufacturing is still greatly restricted, and cardboard and wooden toys will predominate, there will be quite a number of much sought after prewar items for children which will again be available in limited quantities.

Around 100,000 doll carriages with metal wheels are now being manufactured. Metal trains will not be available, but replacement metal tracks for trains will be. There will be some toy wagons with metal wheels. A few sleds with metal runners are being made. Metal construction sets will again be on the market. Some zinc toys will reappear, including toy soldiers, miniature automobiles and trucks.

REAFFIRMING THE FAITH

On November 11, 1944, we will again pause in reverence to those who died in the first World War.

If we understand the last World War as only the first part of the present war, Armistice Day need not be a mockery. It is fitting that we consecrate a day to the memory of those who gave their lives in the early battles of this thirty-year world conflict. They completed the first part of this tremendous task. That the Armistice of 1918 was not a lasting one is not their failure.

Now there is a chance to mend the faith with those who died. There is a second opportunity to draw up a new peace which will insure that the heroes of 1918 did not sacrifice their lives in vain. They made their great contribution in the first phase of the World War; we can make our contribution in the final battles and the reconstruction.

Therefore, Armistice Day, 1944, has a new interpretation. It is a day of reaffirmation and rededication. While we reaffirm our faith with those long since gone, we also sincerely dedicate ourselves to those who are still valiantly carrying on, and to the planning of the peace. We shall not break faith again.

RETURN OF THE MARKET BASKET

In response to the government's paper conservation program, more than 175,000 grocery stores, including chain, independent, cooperative and voluntary chain stores, have pledged cooperation. In addition, thousands of variety, drug, department stores and other retailers have joined in the drive. In short, the entire retail distribution industry is taking part.

It should be emphasized, in order to forestall the impatient shopper who assumes that the disappearance of paper bags in stores is an effort to "save money," that the whole idea emanates from the government. Retailers, just as everyone else, have been asked to save paper. They are doing their best to save it and that is all there is to it. Part of their job is to secure the cooperation of consumers. Customers are asked to not waste bags. In self-service stores this means not to take a large bag when a small one will do. It means not to ask for bags for packages that are already wrapped. Whenever possible, used bags should be brought from home. A poster typical of the type appearing in stores throughout the country, carries the admonition: "If you have a market basket, bring it along. You will find it convenient and even fashionable during these war days."

No conservation program can be really effective without public cooperation.

A STITCH IN TIME

Today there are some 3,000 airports in our country, and the Civil Aeronautics Administration is recommending an additional 3,000, with major improvements for 1,600 existing fields. These figures emphasize the general scope of the great aviation development being witnessed in the United States.

In preliminary steps toward coordinated postwar airport development, forty-eight national organizations recently met as the "Joint Airport Users Conference." Speaking before the conference, Harry Meixell, of the Air Transport Association of America, outlining the basic problems to be faced, said: "Full realization and understanding of the respective roles which the Federal government, those of the states and those of the political subdivisions of the states can and must play in the establishment and progressive expansion of a national system of public airports, are essential. In other words, it is of the utmost importance that the specific powers of these three levels of government, with respect to the location, establishment, maintenance, operation and financing of public airports, be clearly enumerated and defined"

"Above all, however, legislative bodies in distributing such authorities and duties, must think and act in an unselfish and statesmanlike manner, contemplating the greatest good for the greatest number of our communities and our citizens. Consideration of 'States' Rights' and 'Municipal Home Rule' on the one hand, must be made to balance with the 'National Security and Welfare' on the other in all Federal and state laws and municipal ordinances dealing with public airports."

Confused legislative actions relating to airport development and control would slow the growth of American aviation. It would also cost lives in unnecessary aircraft accidents. Representatives of the civil aviation industry are working to avoid these twin calamities.

November 11, 1944

O, Speed the coming of Armistice,
 And the end of War;
 May far-seeing wisdom make the next PEACE a lasting one"



BEHIND THE SCENES IN AMERICAN BUSINESS

By JOHN CRADDOCK

NEW YORK, Nov. 6. — With total employment in September reduced by more than 1,000,000 from the wartime peak of November, 1943, appraisals of the potentialities of business for expanding employment after the war are of increasing interest to the individual worker.

The construction industry, because it has been sharply curtailed during the war, is one that would seem to promise better than average job opportunities. From a 1939 level of around 1,750,000 jobs, war restrictions have reduced the number employed in construction to less than 700,000 at present. Post-war demand for new homes, stores and offices, plus necessary public works, conceivably could skyrocket the number of postwar construction jobs to 3,000,000.

Another field of business with good prospects of employing more people in trades and services currently operating with a considerable manpower shortage. Each of the 11,500,000 persons today engaged in trade and service is accounting for an average of \$8,260 worth of business. Ten years ago each trade and service worker produced only \$5,740 worth. Disregarding the factor of increased prices, this comparison serves as a rough indication of the extent of the manpower shortage to be overcome, assuming that postwar consumer expenditures can be maintained at or above the current level of about \$95 billion annually.

TRAVELING LIGHT — With capacity increased seven fold for war, the chief problem concerning the aluminum industry in the United States today is to develop new uses for the light metal, and expand prewar applications, particularly those bringing heavy volume.

The nation's largest producer forecasts that transportation will use nearly three times as much aluminum as the next largest aluminum-consumer among industries. Already the trend is beginning to be evident. Missouri Pacific railroad has ordered 25 aluminum alloy hopper cars, which will have an empty weight of 37,100 pounds each, compared with 50,100 pounds for conventional all-steel 70-ton hopper cars. Designed by American Car & Foundry Company, in cooperation with the railroad and Aluminum Company of America, the new car will carry 6 1-2 tons more than the A.A.R. steel car without imposing any more weight on the axles or requiring any more locomotive effort. Officials of the railroad, mindful of tests conducted at Aluminum Research Laboratories, New Kensington, Pa., since 1932, anticipate that the aluminum cars will require fewer renewals and repairs, because of high resistance to corrosion. Missouri Pacific's order may well prove to be a "front-runner" to the age of light metals in transportation that has been so much discussed during the war.

COMMERCIAL BAKING — Home-baked cakes and pastries are acknowledged casualties of World War II. Housewives who went into war industries during the first world conflict were too busy to bake bread and never did go back to home-baked loaves. However, after the war they did continue to bake their own pastries and cakes — at least three times as was baked commercially. Now, says H. W. Gibb, head of the A & P Food Stores' national bakery division, the margin is reversed. He ascribes the trend to

the achievement by commercial bakers of a home-like quality in their products, an attractive variety of items instead of the old-time "pound" cake, and general knowledge that the commercial product contains highly improved nutritive value, in line with wartime standards of enrichment.

THINGS TO COME — Fashionably designed paper dishes, priced so low that you can afford to throw them away after a meal, to supplant china in restaurants and in homes. Sparkplugs for motor vehicles which will function effectively three to four times longer than pre-war plugs. Watches that will indicate the date of the month as well as the hour of the day.

THREE ON A MATCH — There is now an official explanation of the growing shortage of safety matches which retailers of tobacco products have been hard-pressed to explain to their customers in recent weeks. Military services are asking for 90 per cent of all the per y box matches now being produced, says the W.P.B. Although there's still an ample variety of matches, which strikes anywhere, we'd better stop being superstitious for the duration about lighting three cigarettes with one match.

Because of shortages of material and manpower, the match industry estimates that its 1944 production of matches of all types will fall about 15 per cent short of last year's level. Production will still run to a lot of matches, though—within a billion or two of 350 billion.

BITS O' BUSINESS — Fuel oil consumers who converted to coal may return to the use of oil, if they wish, says the O.P.A. Eugene Kodak Company reports that it takes as much as three years of figuring—exact, in results, to a fraction of a "light wave"—to compute mathematically the curvatures of a new photographic lens. With home building costs up 30 per cent from the 1949 level, according to the Federal Home Loan Bank Administration index, a house built for \$6,000 before the war would now cost around \$7,800.

How women and girls may get wanted relief from functional periodic pain

Cardui is a liquid medicine which many women say has brought relief from the cramp-like agony and nervous strain of functional periodic distress. Here's how it may help:

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