

# THE EAGLE

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### 50,000,000 LETTERS A WEEK

Letters from home, it is agreed by leaders of our army and navy, are about the best morale builders there is for American troops overseas. And the fact that 40,000,000 individual pieces of mail are dispatched overseas each week is proof that the homefolks are doing a lot about it.

But even with personal letters there are sales that should be followed.

An analysis shows that a boy overseas is cheered most by letters which tell him that his family is well, which tell him the latest news about his friends and relatives, about events which take place in his home town, about changes in the town, and about the place he used to work.

It has also been found that the letters which upset our soldiers most are those which tell about domestic difficulties which he can't remedy, which harp on the minor inconveniences of wartime civilian life, and which leave him up in the air about the outcome of some family problem.

Letters it is agreed should be short, cheerful—and sent often. And to do this without consuming too much precious space on ships and planes, everyone is urged to make greater use of V-mail.

### DRAFTING FARMERS

The plan to draft a large group of men now needed on farms is apt to be disastrous in many farm areas.

The figures indicate that it can't be helped—to some extent. The army has found that it must have young men to do an efficient job and there are few young men not doing essential work who have not already been taken.

Washington officials say they must come to the farm for young men because no more can be spared from war production factories. But before they cut too deeply into the farm population, and before they totally ignore factory workers, it might be well for them to ponder on this fact: many factory workers are still working 40 or 48 hours a week while farm boys are extremely lucky if they can compete their tasks in 84 hours a week. Couldn't more factory workers be spared if all factories operated on two shifts instead of three?

### UP TO THE PEOPLE

The industries of the United States have just started a job that deserves unrestrained commendation. Thousands of them through the National Industrial Information Committee, have joined in the greatest information campaign to the people ever attempted by private enterprise.

The outstanding feature of this endeavor is the fact that a meeting of thousands of minds in all lines of diversified production and employment, was secured to act as a unit in presenting a program to the public on the job industry must do and will do in meeting what are commonly called postwar problems. As a matter of fact, they are the problems that we all have faced since the world began, of earning our daily bread and butter. But never before has industry, in clear and concise language, tried to show the people where the public interest in helping to maintain conditions conducive to investment, and employment, and production, is greater than the interest of any industry involved.

In a series of advertisements that is running throughout the nation, the National Industrial Information Committee is endeavoring to make clear to the wage earner, the capitalist, the housewife and the employer, that there is no mythical means making jobs either by industry or the government—that it is the people themselves who, by their own acts, create the conditions that make or destroy employment, earnings, savings and government.

While industry must furnish the jobs and will do all in its power to accomplish that end, the people who, in turn, are the workers, the investors and the government, have the solution of industrial problems that create employment, in their own hands.

Industry in the United States represents America—not a few stockholders. The people must realize, and realize soon, that neither industry nor government can be more successful than the people will it to be. Industry is doing a tremendous job in focusing public attention on this issue.

### FOR THE RECORD

The professional guessers now estimate that the war in Europe may drag on for a year or more. Reconversion plans have been postponed and munitions output is being spurred to new heights. This means that government war spending will continue indefinitely at the rate of around \$7,000,000,000 a month. It means the public debt may soar beyond the \$300,000,000,000 mark.

Sometime ago a belated effort was made to raise taxes in an all-out effort to stem the rise in the public debt, thus maintaining a sound financial foundation under the coming peace. The effort was smothered in optimistic predictions that the war would soon be over and that we could therefore escape the immediate impact of its costs. We have tried to overlook the obvious fact that the greater the discrepancy between income and outgo during the war, the greater will be the problem of lowering taxes after the war.

1933—1937—1941—1945

"I DO SOLEMNLY SWEAR THAT I WILL FAITHFULLY EXECUTE THE OFFICE OF PRESIDENT OF THE UNITED STATES, AND WILL, TO THE BEST OF MY ABILITY, PRESERVE, PROTECT AND DEFEND THE CONSTITUTION OF THE UNITED STATES"



### BEHIND THE SCENES IN AMERICAN BUSINESS BY JOHN CRADDOCK

NEW YORK, Jan. 15.—Several hundred members of the National Retail Dry Goods Association, gathered at their annual conference here, demonstrated that America's retailing fraternity is taking seriously the generally accepted proposition that a high postwar economy depends to a large extent on the ability of our selling forces to make more people want more goods.

The greater part of the week-long discussions were devoted to the problem of how to achieve a better sales machinery in retailing than ever before. One trade leader noted the impetus that marketing research gave to the prewar growth of certain manufacturing companies and urged that those engaged in distribution spend enough money and effort after the war to learn the needs and desires of consumers so that marketing decisions can be based on facts.

Another warned that retailers must be prepared to combat the competition of cooperatives and credit unions for the consumer dollar. For retailers to do a more aggressive selling job, one spokesman asserted, they must first re-value the role that store personnel plays in the success of retailing. In this connection it was held that to attract back into retailing the calibre person wanted, employers must do a better job of selling retail businesses as thrilling, profitable places to work.

Still another problem under discussion was the cost of doing business and the control of expenses generally. Retailers were advised to spend part of their working day now in planning for the days to come when the money will not, as one speaker put it, "be pouring in like a leak in Lake Erie."

**MOLDING MILESTONE:** Metal gadgets, faucets, cooking utensils, and hardware are now being made as mathematically precise as the most perfect and appetizing jellied dessert. It's done by a new secret process involving an electronic industrial instrument which permits the making of precise plastic mold metal into castings. The electronic potentiometer, product of the Brown Instrument company, of Philadelphia, makes it possible to control mold dimensions to within thousandths of an inch, thus doing away with the necessity of machine castings. The process has many times multiplied the output of metal castings for war purposes.

**THINGS TO COME**—A new burner for postwar gas ranges that produces a flame when completely enclosed has been developed by the American Gas Association, the Financial World reports. It will mean greater heating speed and more efficient use of gas, as well as more positive control of heats for cooking. New merchandising technique for streamlined kitchen cabinets and cabinet sinks by Crosley Corporation whereby it will be unnecessary for dealers to stock large inventories of the cabinets.

**RECORD FALLS**—Records are made only to be broken in this war, and the latest one to go by the boards is the transportation record set by the Pullman company in 1943. When the company rolled up a total of 26 billion passenger miles that year, it seemed reasonable to believe the mark would stand for some time.

But David A. Crawford, president of the company, has just reported that 1944 operations rose to 28 1-2 billion passenger miles, a gain of about 10 per cent. Cold statistics seldom are impressive, but when one considers that the passenger mileage in 1944 was nearly double that for any peacetime year—14,407,000,000 in 1926—the record takes on real significance.

Military movements figured prominently in the traffic. More than 8,360,000 members of the military services were transported in Pullman cars in special trains and special cars. This does not include the millions of soldiers, sailors and marines who traveled in Pullmans on furlough or special assignment.

Mr. Crawford explains that two factors made it possible for Pullman to achieve this record. First, the intensified use of the well-established Pullman system of operating sleeping cars as a nationwide pool under centralized control; and, second, more efficient work by individual employees, who overcame the handicap of equipment shortages by intensifying their own efforts.

### Be Quick To Treat Bronchitis

Chronic bronchitis may develop if your cough, chest cold, or acute bronchitis is not treated and you cannot afford to take a chance with any medicine less potent than Creomulsion which goes right to the seat of the trouble to help loosen and expel germ laden phlegm and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes.

Creomulsion blends beechwood creosote by special process with other time tested medicines for coughs. It contains no narcotics. No matter how many medicines you have tried, tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough, permitting rest and sleep, or you are to get your money back. (Adv.)

### BUY BONDS

**Charm-Kurl PERMANENT WAVE KIT**  
 Complete with Permanent curl wave solution, curlers, shampoo and wave set—nothing else to buy. Requires no heat, electricity or machines. Safe for every type of hair. Over 6 million sold. Money back guarantee. Get a Charm-Kurl Kit today.  
**59¢**  
**THE BEST LINE OF GREETING CARDS**  
**EAGLE PUB. CO.**  
**ALLEN DRUG CO.**

America Will Remember Best the Products That Serve Her Best! . . .

**MORE CHEVROLET CARS and TRUCKS**  
 serving America than any other make  
 SEE YOUR LOCAL CHEVROLET DEALER

1 OUT OF EVERY 4 CARS IS A CHEVROLET  
 1 OUT OF EVERY 3 TRUCKS IS A CHEVROLET

**"FIRST IN SERVICE"**

- You'll say: proof of Chevrolet quality and endurance.
- You'll say: proof of Chevrolet dealers' skill and dependability—proof that Chevrolet dealers are "first in service."
- See your Chevrolet dealer for service at regular intervals.

BUY MORE WAR BONDS . . . HELP SPEED THE VICTORY

SERVING AGRICULTURE • FOOD DISTRIBUTORS • LOGGING CAMPS  
 MINES • WAR INDUSTRIES • FUEL DISTRIBUTORS  
 MUNITIONS MAKERS • ESSENTIAL CIVILIAN TRADES

**Homesley Chevrolet Co., Inc.**  
 CHERRYVILLE, N. C. DIAL 2521

KEEP ON Backing the Attack WITH WAR BONDS