

# THE EAGLE

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## Editorial

### SUGAR SUBSTITUTES

After reading 25 tips on how to get along without sugar, we experienced a terrific ache in the sweet tooth.

The very subject matter started us dreaming about delicious things to eat. As we pictured a thick, heavily frosted chocolate cake, we read about a sugarless cornstarch pudding.

In was our intention to write an editorial passing on to our readers a few of the best-sounding suggestions for making a pound of sugar do double duty. But we came to the conclusion that the only honest answer is to pull out your sweet tooth and store it away until the shortage is over.

We can all get along with less sugar all right. But we think in general it might be easier to just grin and bear it than to experiment with the concoctions which are going to be dreamed up as "happy substitutes."

### PRESIDENTIAL LINE-UP

President Truman's request for a change in the line of ascendancy to the Presidency is one which will be widely debated before any action is taken.

The President's argument is that men elected by the people rather than those appointed by him, should succeed to the Presidency in case of his death. He has suggested that the first in line be the speaker of the house, and the second, the president of the senate.

But although these two men are elected by some of the people—the people of their district or state—on many occasions they might not be considered at all satisfactory to the people as a whole.

If a change is to be made, it seems to us that we should get a man who met with greater public favor if the house was given authority to elect a new President from its own group. In that event the local representative of each of us would have a vote and would each vote for a man who he thought would have the approval of his constituents.

### FARMER ORGANIZATION ESSENTIAL

It was never the original purpose of a true cooperative in this country to operate business and escape taxation. There is a marked difference between non-profit marketing cooperatives which seek to give farmers service through an organization to handle their many problems, and a purely commercial selling cooperative which seeks to cut prices for the benefit of a special group of customers. Farmers are faced with as many problems of buying and processing and selling as the big corporations. Only by joining together in marketing cooperatives can they provide themselves with facilities needed for efficient operation. Only through organization can they meet other organized groups on an equal basis. Only by working together can farmers carry on research and develop new ideas that will benefit all the people—the consumers of food as well as producers. It does not require special tax subsidies or tax exemptions for farmers to cooperate in this manner to stabilize their position and secure fair prices.

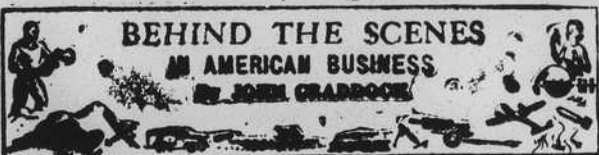
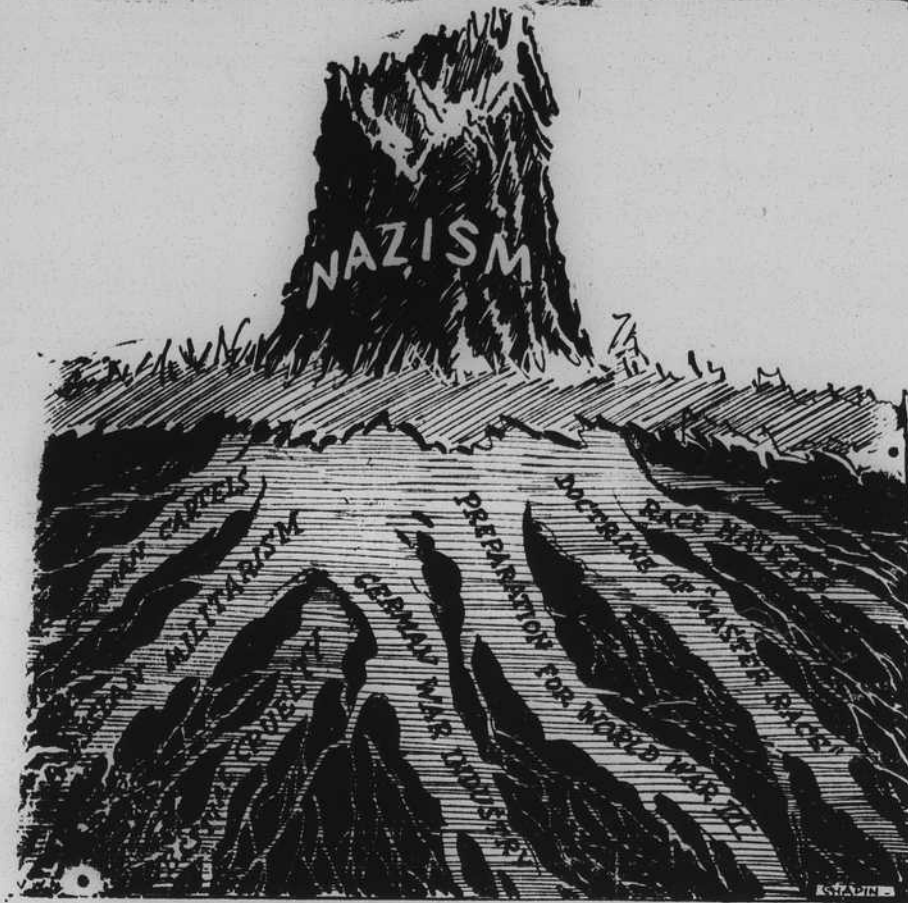
### LIKE THE MOUSE AND THE LION

We have heard so much about rationing, price control, ceilings, reconversion and postwar planning, that we are all pretty much confused. But one fact is standing out more clearly every day: The retailer, who from the beginning of the war has been treated largely as non-essential, is now recognized as the connecting link between the buyer and the producer, upon which the success of any reconversion plan rests. Stripped of manpower, stripped of many essential commodities and food products, the retailer has in some way managed to keep articles on his shelves that enabled consumers to supply their needs.

The keen competition between chain stores and independents, and between chain stores themselves, is a governor that controls attempts by price gougers to cash in on scarcities. The independent and the chain store have a common interest in seeing that goods flow to the consumer in the greatest quantity, at the lowest cost, because they both depend on volume for their existence. It is therefore highly essential that in postwar planning, which involves employment and production, the retailer's position be given greater consideration than ever before. Any artificial hampering of his operations retards the flow of manufactured goods, agricultural products and employment. It is time that both national and state legislative bodies recognized the fact that production and retailing are like the fable of the mouse and the lion.

**BUY MORE WAR BONDS AND STAMPS**

## The Terrific Job of Grubbing Out Roots



NEW YORK, Aug. 6.—Out of the requirements of war has been developed an old and familiar fiber with new and unusual properties. The fiber is cotton and the new qualities which will amaze housewives, create new markets and contribute to the stability of the cotton industry in general have been added by chemists. Cotton today is treated with a chemical compound so that it can be crumpled in the hand and still retain a freshly laundered look. But that is only one treatment; with others chemists can make cotton fireproof, give it a linen, a silk or a glazed finish; make it water repellent or highly absorbent; make it germ and odor resistant; prevent staining and mildew; treat it so that silver which is wrapped in it will not tarnish. Perhaps the fireproofing treatment is the first to be applied to a well known American institution. Ringling Brothers and Barnum & Bailey Circus has applied it to its tent canvas, wood stages, platforms and bleacher seats. The wood sections were treated by American Lumber and Treating Company of Chicago through a pressure impregnation with a chemical known as Minalith fire retardant. The 75,000 square yards of canvas were treated by William E. Hooper & Sons of Baltimore.

NEW AUTO TEAM—Biggest news in the news creating automobile industry is the newly formed Kaiser-Frazer Corporation which plans two post-war automobiles, a low-priced "Kaiser" to be built on the Pacific coast and a medium-priced "Frazer" to be built by Graham-Paige Motors corporation and a long time automobile executive, and Henry J. Kaiser, who performed production miracles in shipbuilding during the war years. Both are small-town boys, Frazer from outside Nashville, Tenn., and Kaiser from Canajoharie, N. Y. Frazer was formerly a vice-president of the Chrysler corporation, later president of Willys-Overland, now top Graham-Paige executive. Kaiser who helped build the Boulder dam heads a number of corporations and his contribution to mass production in the shipping industry has become well known in every section of the country.

THINGS TO COME—Styrene promises a postwar chemical revolution. Chemists say the spicy-smelling liquid made from ethylene gas and of benzene will be turned to plastics, water-emulsion paints, lacquers, coatings for waterproof containers; chunks of foam for insulation and scores of other uses. A new steam boiler a third as large as conventional type, will produce as much or more steam pressure per square inch. A newly developed onion powder is said to be tear-proof. A new processing and sterilizing method to keep processed cream fresh and tasty for a year at ordinary room temperature. Pyrethrum, daisy-like plant, as a source of insecticide 60 times more powerful than the well-heralded DDT. Small gauges made of synthetic sapphire to last 300 times as long as steel gauges, to cost only four to six times as much as steel or tungsten carbide counterparts.

STRAIT AND NARROW—Once again American industrial ingenuity has solved the unsolvable, and because of it Pacific island hopping has become a little less hazardous. The problem developed in

C. N. Falls, Route 1, Gastonia, located in the Chapel Grove community, is turning under a green crop of lespedeza on 5 acres, in preparation for the seeding of alfalfa this fall. He put 2 tons of lime per acre on the land and he plans to keep disking the field to prepare a perfect seed bed before sowing around September 15th. Mr. Falls is following the recommendation for seeding alfalfa as a result of soil samples taken and analyzed, of 2 tons of lime, 30 pounds of borax and 800 pounds of 2-12-12 fertilizer and 30 lbs. of alfalfa seed per acre.

F. T. "Dink" Lellinger, Route 1, Cherryville, located in the Mt. Zion Church community, invited the farmers in his neighborhood to attend a soil conservation meeting at his home last Thursday night, July 26. In spite of the rainy night, his neighbors turned up in the interest of conservation and increasing the fertility and productivity of the land on their farms. A series of slides were shown by representatives of the Soil Conservation Service, on terrace construction, crop rotation, strip cropping, pasture improvement, perennial hay crops and woodland improvement practices. "Dink" is setting a fine example of conservation farming with resulting increased crop

ty programs to go under one big agency, probably called Community Administration. Farm implement makers aim for a complete mechanized outfit for \$1,000, also talk of farm machinery for \$4,000. Material scarcity still keeps furniture makers from making a dent in unfilled orders. Unemployment and manpower shortages may exist simultaneously by the middle of next year as reconversion gets underway. California's prospective home builders find priorities easier to get than materials. Radio manufacturers hopes for early radio production were heightened by a WPB letter asking them to file for permission to make radio sets on "spot authorization," which means that when manpower and materials are available. They now see production before fall rather than by October.

### Soil Conservation

Andy Robinson, Route 3, Gastonia, located in the Robinson School Community, followed the recommendation of disking about 3 acres of kudzu this past spring which, after 5 years planting, was making little progress and scarcely covering the ground, due to heavy competition of weeds and broomstraw. After this heavy disking the kudzu made more growth than the other years put together and has covered the ground this season. He plans to use this crop for hay.

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# Dale Carnegie

## MAKING EMPLOYEES IMPORTANT

The subject of this story is president of a wine and spirits shop in the downtown section of New York City, where price cutting was rampant.

Seven years ago he found he had so much competition that he was about to be pushed into the East river. He tried to think of some way to beat this competition, but a lot of brains was thinking on the other side. Thinking how they could keep money out of his cash drawer.

He decided he would cut the price of liquor still more. Then the idea came to him that maybe a good place to go to work was in his own organization, instead of trying further price cutting.

He decided to show more appreciation for his staff, and to let each one feel important. He started in with his cashier, as an experiment: She had worked for him for years, but he'd hardly ever complimented her on her work.

He complimented her for her patience and began calling her his head cashier. He had only one cashier, so naturally she was the head cashier. But she liked this little attention. When people came into his office he introduced her and called her his head cashier. She liked it and instead of being colorless and inconspicuous, when visitors were about, she talked to them, full of pride in her work.

He had only one salesman, but instead of referring to him over the telephone and in his presence, when others were there, as merely a salesman, he referred to him as "manager in charge of sales." The man liked it. It appealed to his sense of importance.

He had only one shipping clerk. Instead of referring to him as the shipping clerk, he began calling him "our cratic manager." The young man liked it.

Immediately the morale of the organization went up. The staff came earlier and worked with a better will, simple as were the things Mr. Le Petri had done.

Ninety per cent of the retail liquor stores in New York do less than \$50,000 business a year. By increasing his office morale, Mr. Le Petri has raised his sales volume to nearly \$300,000 a year.

Yields by the fact that he has all the above conservation practices and measures already in effect on what actually can be done on his farm, for his neighbors to see land. "Dink" is really practicing what he preaches and doing a fine job in his community.

Terrace lines were staked recently to be built by the county terracing units and by farm tractors, on the following farms: Jackson White and Roy G. Beam, RFD Cherryville; Mrs. R. C. McLean, J. A. Cobb, Charles K. Bryant, Plantation Pipe Line Company, E. S. Fletcher and Isaac Watts, all RFD Gastonia; A. I. Newton, Route 1 Dallas.

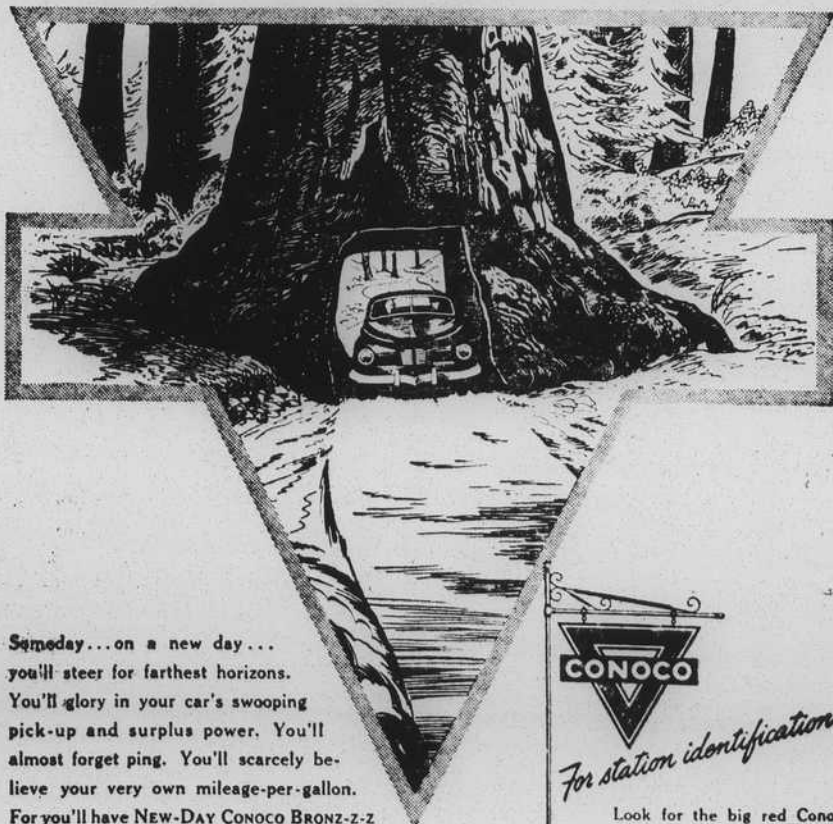
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