

# THE EAGLE

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THURSDAY, NOVEMBER 15, 1945

### LOST—350,000 AUTOMOBILES

So far, strikes affecting the automobile business have cost the public 350,000 automobiles which would otherwise have been delivered in 1945.

That estimate, made by the Automobile Manufacturers association, was released before any of the big general strikes threatened by the automobile unions had taken place. If major strikes do tie up the industry during the last eight weeks of this year, the loss will of course be much greater.

In addition to causing delay in getting new automobiles to market, it is also estimated that the strikers, and those out of work because of strikes, already have lost half a billion dollars in income—more than they could make up in a full year if the 30 per cent raise they are seeking materialized.

Strikes are expensive for all of us—the public, the worker and the manufacturer. Yet we seem to be getting nowhere in arriving at a way to end strikes. In a case like this, where everybody loses, there should certainly be some solution.

We don't believe in turning to government for the solution of every problem.

### FAMILY DINNER

Ever since the days of the Pilgrims, our celebrations of Thanksgiving and Christmas have centered around a family dinner, and the high point of that dinner has been the serving of a large, golden-brown, luscious roasted turkey.

We put up with poor facsimiles of a turkey dinner during the war years. We substituted chicken pork and other every-day varieties of meat. Sometimes the "trimmings" were substitutes too. But this year it will be different. This year the old-fashioned turkey holiday dinner will be back in full force, for the turkey flock is reported to be the largest in history.

The American eagle may be the official symbol of our country, but the turkey, too, is symbolic of the things Americans hold dear.

### BONDS FOR ROOSEVELT

In the Victory Loan, now underway, bond buyers have an opportunity to honor the late President Roosevelt in a distinctive way by buying a Roosevelt bond. It is particularly fitting that a bond should be dedicated to him in this Victory Loan, since it was largely through his efforts and planning that this nation achieved victory at a date earlier than many predicted.

Looking at it in this light, every bond purchaser in the Victory Loan honors Mr. Roosevelt, for it is an expression of gratitude for victory and an investment in peace, for which he worked and died. And more than that it is an investment in our government, "a government of the people, for the people and by the people." In his own characteristic way, could the late President see the way in which the Victory Loan has started off, we believe he would say, "It's simply grand."

What better way can we honor this grand American today than to buy Victory Bonds?

### REALITY INSTEAD OF PIOUS HOPE

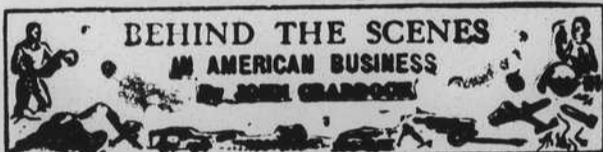
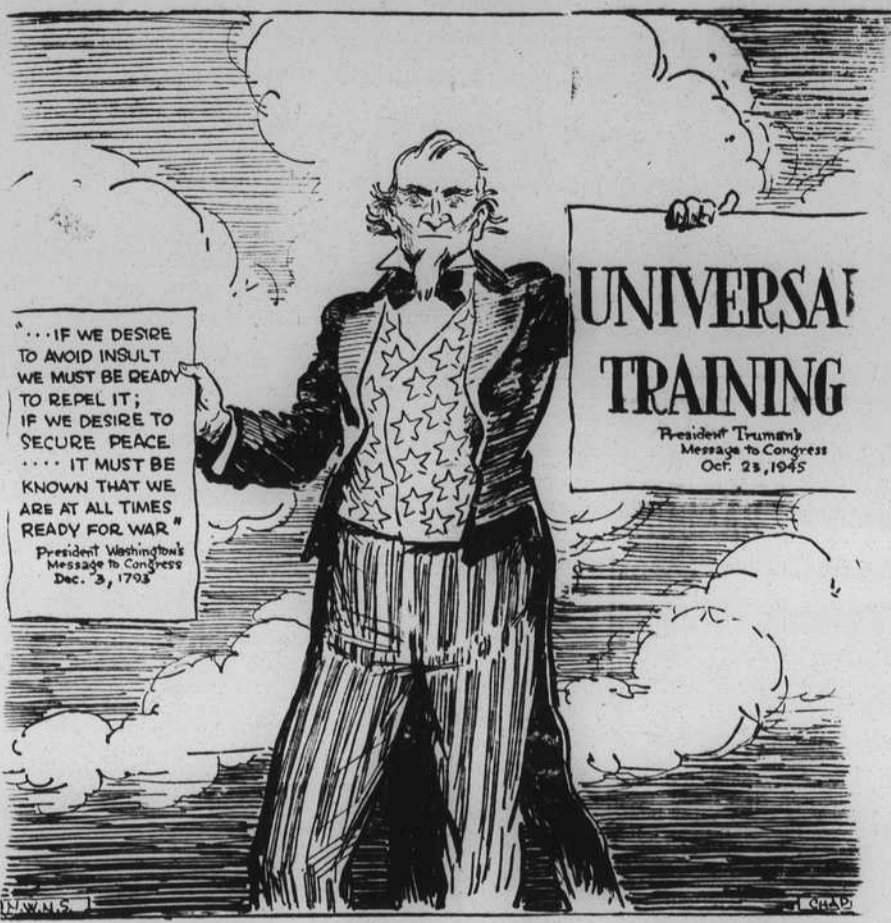
The Pacific Northwest, with miles of timbered forest land stretching in every direction, is faced with a fuel famine. Strikes have disrupted the lumber industry. Wood and sawdust are nearly non-existent in larger cities. The warning has gone out to home owners to switch to coal. How often the coal industry has heard those words in recent years! And in some manner enough coal to keep people from freezing is gotten out of the ground.

Of course heating homes is but a part of the task of coal. It runs trains and furnishes most of the power and light in the country as well. The production records set by the coal industry throughout the war, in spite of strikes, manpower and equipment shortage, are something for the history books.

One of the reasons why the coal industry has succeeded in meeting the most exacting emergencies is found in the nature of the industry itself. Coal mining is a competitive enterprise. Competition has pushed the individual companies ahead over an admittedly rocky road at times. But the result has been beneficial to coal and to the nation. The industry is extensively mechanized. American miners work in greater safety and comfort and at higher wages than any other miners in the world. Production efficiency has soared to heights that would have been unbelievable a few years ago.

In fact, our coal industry has actually accomplished the objectives of enlightened operation which government controlled or owned industries of other nations merely talk about in an atmosphere of pious hope.

## The Answer?



New York, Nov. 12 - There will be plenty of turkey and fowl for Thanksgiving and Christmas and in some instances at least the price will be below ceilings. That is the story which A. & P. Food Stores gets from its 140 field buying offices, and it offers a sharp contrast to conditions which have prevailed for the past three years. For those who like statistics, the reports indicate that some 44,150,000 turkeys will be produced this year, which is 22 per cent more than were available last year and 44 per cent more than the 10-year average. With every possibility of an oversupply, a tail price of the big toms are falling below ceiling prices for the first time since price control was instituted and trade sources believe that the price may drop even more if large numbers of birds are offered on a market that now has all it can absorb. As for fowl, the second largest white potato crop on record is forecast, as well as a more than average amount of cranberries and nut meats, plenty of onions, squash, citrus fruits, sweet potatoes, celery and pumpkins.

**HOW BIG IS JUMBO?** - Several years ago, Billy Rose, the theatrical producer, brought into New York a production so expensive it could be housed only in the spacious old Hippodrome. With a fine sense for nomenclature, Mr. Rose called his show "Jumbo." Webster defines jumbo as "huge" and nobody questioned the physical size of the show, nor the appropriateness of Mr. Rose's title. However, after reading over a report of the California olive crop this year, it appears that Messrs. Rose and Webster were guilty of overstatements. Jumbo, as far as olives are concerned, means medium to small size. For instance, a Jumbo olive is smaller than a colossal, which in turn is a peanut compared with a supercolossal. The latter is the top size, running 32 to a pound and bringing \$600 a ton from canners.

**THINGS TO COME** - Chicago's first postwar apartment house, now under construction will have 80 electrical home freezer units in the basement for the use of tenants. Kraft Cheese will build a factory of stainless steel, inside and out, and additional ones, if they like it. London to New York in nine hours, or coast to coast in six hours. That's the time Pan American Airways expects to make with its new fleet of clippers. Long distance phone calls to be made by dialing rather than talking to an operator. That is the ultimate aim of American Telephone. Moving pictures with less flicker and clear outlines. It involves duplicate films with shutters timed differently with the result that the screen is lighted continuously, even between boxes. Adhesives for postage stamps, envelope flaps and photomounts may be made from peanuts. A new plastic which prevents it from becoming sticky in damp weather and prevent it from curling the paper.

**MASS PRODUCTION** - American ingenuity and production methods, which contributed immeasurably to our recent military victory, are going into peacetime efforts to raise our standard of living, to add new conveniences and to improve health conditions. Perhaps the story of expansion in production of the new wonder drug penicillin might serve as an example, for it

is almost as exciting as the discovery. Penicillin is a drug which requires painstaking production care. It must be nurtured in a germ-free atmosphere. Even human breath may affect it. Commercial Solvents Corporation solved the production problem by building a special plant which is in effect a fortress against bacteria. All the walls and ceilings of the 13 production are surfaced with vitrolite, an opaque structural glass developed by Libbey-Owens-Ford Glass Company. All work surface tops are covered with one-inch thick tuf-flex, a glass that will withstand hard usage and severe impact. These smooth surfaces are easily cleaned with a germicidal solution. Filtered air passes under germ killing lamps. Attendants wear special footwear, clothing, eye and face shades, all sterilized. No safety measure was forgotten, and today the plant is turning out 40 billion units of the drug, nearly twice the amount made in the entire country less than two years ago.

**BITS O' BUSINESS** - Freight car shortages are almost as bad as last winter's. Wheat, corn and soybeans are moving slower than desired to markets. This grain car shortage exists while total carloadings are dropping from week to week. West coast lumber supplies are at their lowest, but outlook is good. It is largely a labor problem with C. I. O. and L. P. of L. demands differing. Agriculture officials believe cotton prices have about reached their peak and the Commodity Credit Corp., it is expected, will begin to sell stocks when the price goes to 25 points above parity. New York's ex-mayor (as of January) is getting radio offers with a rate of \$3,000 a week under discussion.

### BUY BONDS

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Always fresh—at your grocer's

# Dale Carnegie

LETTER COLLECTED PAST DUE BILL

Here's a letter that served to collect \$2,200 from a customer who had been owing money for a year and a half. He had become angry; he'd sent in counter-claims; he'd sworn he'd never have anything to do with the company; but this single letter made him reach for his check-book; not only that but he remained a customer. The letter:

"Dear Mr. Blank: "Almost everyone has felt the pain of a toothache. It starts out with a slight fault, sometimes repaired, but gradually growing worse until finally the only solution to the problem is to have it pulled with one Herculean effort. This frequently leaves a bad after effect. Many have had the experience of an injured jaw and know that it takes a long time to recuperate.

"Your account can be looked at in a similar manner. All along we tried to co-operate with you by lets and calls to reduce the account, but no amount of dentistry is going to save us the task of ultimate extraction now. The promised checks have not been received and because of this we are going to have to make a date to turn this account over for collection. That date is November 20.

"This can be avoided by your mailing to us today a check for immediate deposit of \$732.23 on your account and three additional post-date checks of not more than 15 days apart of \$500 each, taking care of the balance.

"The file on this account is being prepared at once and is being forwarded to our 'extractor' for presentation on the 20th, unless by that date we have received from you the checks as outlined.

"Naturally we are interested in the sales volume of your account and should we have to resort to other means for collection, it is going to be some time before you, and likewise ourselves, get over an incident of this type, and again be on terms where we would be mutually interested in your carton requirements. It isn't easy to forget a painful trip to the dentist.

"We regret that decisions such as this have to be made, and hope you won't find it necessary that that appointment with our dentist of collection be made."

## Successful Parenthood

CHILDREN'S BOOK WEEK—NOV. 11-18

This is Children's Book Week and it reminds us again how important it is to see that our children have plenty of good books to read. Every year at this time the counters are stacked with gay, attractive books for children of all ages. Among all these it is really hard for parents to know just which books to choose for that important little boy or girl.

A few simple suggestions might help to guide you in selecting. For instance, if you are choosing a book for the primary colors with only a nursery age you will want one with many simple pictures in very little story—preferably about animals or about little boys or girls just like themselves.

As they grow older—say at six or seven, children will want longer stories with more action. At this age, too, they love funny stories they can laugh at. They still want stories about children, but now they are ready to read about boys and girls who are different from themselves or who live in far away places.

The theme chosen for Children's Book Week this year is UNITED THROUGH BOOKS. We all hope that through books children of many lands may get to know one another better. For instance, reading such stories as "Reunion in Poland," our boys and girls will know how the courageous children of Poland fought for freedom under their Nazi oppressors. A beautiful and exciting story called "Katrina" will give them some idea of how the children in the little country of Luxemburg worked for their liberation "Youth Replies I Can" is the title of a new collection of stories about many different countries.

The slogan "United Through Books" applies also to children here at home, in America. Here, too, they must get to know about one another—black and white, Catholic, Jewish and Protestant, children of immigrant parents, and children descended from Mayflower pilgrims, children on farms and in mining towns. All these make up America. They must learn to live, and work together, to understand another's problems. Some of the new books will help them to do this, by giving them warm and human glimpses of how other children live and what their problems are. "North Folk" is a story of Indian children in Arizona today, learning to work and play with their white neighbors. "The Moved Outers" deals with the problem of Japanese-American children in California. A book titled "The Sea Between" presents a small American town where prejudice against Jews grows out of ignorance.

It is through such well-written and thoughtful books as these that our children will be helped to understand the problems and needs of other children, who belong to minority groups in America. They will come to see children of different races and creeds in a new light. They will find that they have much in common with other children—no matter what the color of their skin or their religion or the country of their birth.

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