

The Eagle

Published Every Wednesday in the interest of Cherryville and surrounding Community

Entered as Second Class Mail matter August 10th, 1906, in the Post Office at Cherryville, N. C., under the Act of Congress, March 3rd, 1879.

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118 WEST MAIN STREET CHERRYVILLE, N. C.

SUBSCRIPTION RATES

One Year	\$2.50	Four Months	1.00
Six Months	1.25	Three Months	.75



WEDNESDAY, JANUARY 6, 1954

FOR 45 CENTS AN HOUR

The modern food store, like all modern retail outlets, is a far cry from its counterpart of a generation ago. To take just one example, all kinds of foods are now available in ready-to-serve form, with little work needed on the part of the housewife. Naturally, these items are more expensive than foods in an unprepared state, involving as they do additional labor and materials. However, the additional cost, according to a study made by the Department of Agriculture, is remarkably modest.

To make the study, identical menus for four people for two days were used. The foods involved were in three stages of preparation—for complete home preparation, partially prepared, and ready to serve. It was found that, at chain store prices, the ready-to-serve foods cost \$67.0 a day for the four people, and it took the housewife 1.6 hours to get the meals ready. The food cost dropped by 90 cents when partially prepared foods were bought, but the housewife had to work 3.1 hours to serve her meals. And the bill went down another 90 cents with foods purchased for complete home preparations, but it took 5.5 hours to do the necessary work.

What this means is that the food has for sale to its customers a difference of about four hours daily in the kitchen at a cost of about \$1.80—or 45 cents an hour. Millions of housewives regard that as a tremendous bargain. And it's another example of how well we are served by those two great forces—mass production and mass distribution.

TAXPAYERS' PATIENCE EXHAUSTED

When any region must depend upon periodic action by Congress for the funds to provide an essential service, it is risking serious trouble. For Congressional policy and thinking, just like Congressional faces, can change very suddenly.

The Tennessee Authority area is very much in point. Congress cut out a requested item of \$61,000,000 from TVA's appropriation which would have gone to build steam electric plants. As the Oregon Voter said, "It appears that Congress really has definitely decided against appropriating any more funds for construction of steam plants by TVA. Reasoning is that the region should turn to other power suppliers such as municipally built plants and private-management utilities."

Representative Dondoro has said that the TVA area should look to other sources of electricity if a serious power shortage is to be averted. Then he made this highly significant statement: "It appears that the patience of the American taxpayers has become exhausted in supplying tax-free, interest-free funds for the special benefit of a select area of the country."

Socialism, with all its "something for nothing" promises, may look rosy in theory, but it can be mighty grim in practice.

A TIME OF TRANSITION

A problem which often confronts industries is a change in markets and the needs of customers. That is, one kind of customer may buy much less from the industry concerned and another may buy much more. And, on occasion, the change may involve very difficult adjustments.

That has been the case with coal. In a recent speech, the head of the National Coal Association dealt with what has been happening. During the 1935-39 period coal's best customers, in order, were general manufacturing, railroads, the retail market, steel, and the electric utilities. Comparing 1952 with that period, it is found that the amount of coal used in steel making has increased 100 per cent and that used by the utilities 173 per cent. But, on the debit side of the ledger, the amount used for manufacturing has shown a slight decline; the amount absorbed by the retail market has gone down 12 per cent, and railroad consumption has dropped 55 per cent.

He then dealt with prospects for the future. By 1975, it is estimated, annual coal use for electric production may reach 350,000,000 tons—and steel may require 150,000,000 tons. And the scientists seem unanimous in agreeing that the potentialities of coal consumption by the swiftly expanding chemicals industry have barely been touched.

Coal is in a period of transition. But that should not obscure the fact that its importance to the national well-being will grow with time. Only a fair price for coal can guarantee adequate production.

A SHARE IN OUR BUSINESS SYSTEM

In one vital respect, the securities market today is a very different sort of institution than it used to be. This great change lies in the aggressive efforts that are being made to acquaint the public at large with how the securities business works and why it exists—and to explain how men and women of modest means can invest part of their savings in securities if they so desire, even though these transactions involve small sums of money.

An excellent example is found in a new, profusely illustrated 50-page booklet, entitled "Understanding The New York Exchange." It was published to meet a widespread public demand for more accurate information about the nation's largest organized securities market, and copies are being distributed to high school, college and university libraries; to companies with securities listed on the exchange; to bank officials; to educators, and to the press. It is written in a clear, down-to-earth style, and it answers hundreds of questions that commonly arise in the minds of potential investors, ranging from "Why is there a stock exchange?" to "Why do share prices change?"

THE DEPRECIATION PROBLEM ON THE FARM

Modern farming is a business, and the farmer must deal with most of the financial problems that are an inescapable part of the operation of any business enterprise.

One of these is depreciation of machinery. Today good mechanical equipment is an absolute "must" if the farmer is to get maximum production at the lowest cost, and to conserve and enrich his land not only for his own future use, but for the use of coming generations. That equipment is ruggedly built and has a long life. Even so, it wears out eventually. And before it wears out, it may be made obsolete by the appearance of new and substantially improved models.

The U. S. Savings Bonds Division of the Treasury Department has proposed a novel idea. It is called the Farm Machinery Replacement Plan. Under it, the farmer invests an amount equal to his annual machinery depreciation costs in the bonds, and thus methodically builds up a fund to take care of replacement.

The principle back of that idea is a sound one, whether the farmer buys these bonds or decides upon some other method of saving to handle his depreciation needs. A piece of farm equipment represents a substantial outgo—and for farmers as well as for all the rest of us, it is a lot easier to prepare for a major purchase over a period of time than to have to dig the money up all at once. Most businesses set aside money for depreciation as a matter of routine. The farmer can profitably do the same thing.

LIKE TAKING DRUGS

It has been said that "accepting government aid is like taking drugs—pleasant at first, habit-forming later, damning at last."

Normally, government aid begins because of some emergency situation. But recipients soon come to regard it as a right. The emergency may pass, but the aid is demanded and given just the same.

Dependence on government, like dependence on drugs, saps the moral and ethical fiber of the people. It makes government the master, not the servant. And, carried far enough, it can bankrupt us, no matter how rich and productive we are.

GRASS ROOTS OPINION

MOULTON, TEXAS, EAGLE: "The cattlemen who marched on Washington were little more representative of the livestock industry of the nation than the 'bonus marchers' of an earlier day typified the American war veteran—nor were they any more successful."

ADDISON, N. Y., ADVERTISER: "When one party dominates any unit of government, and that party is controlled by self-perpetuating bosses . . . good government is pretty sure to go out the window."

"There is nothing like lively competition to keep public officials on their toes."

THE AMERICAN WAY



May His Successor Do Better

BEHIND THE SCENES IN AMERICAN BUSINESS

—BY RENOLDS KNIGHT

NEW YORK, Jan. 4.—Factoring, a highly specialized method of meeting the credit needs of business, has just begun a year in which it hopes to surpass its 1953 volume of \$3 billion.

The factor, once a feature of textile financing almost exclusively, has of late years moved into some 50 lines where the manufacturer or wholesaler needs more cash than he himself commands, to keep his business operating most economically while various sums are tied up in accounts receivable due from his customers at future dates.

The factor agrees to buy the seller's receivables for cash, deducting a small commission, and assigns to himself the customary terms of the trade. The seller then notifies the buyer that he's debt is to the factor and not the supplier. The factor takes full responsibility for credit extension, collections and bookkeeping.

FOUNTAIN PEN TAX — Removal of the manufacturers' excise tax on fountain pens by the writing "equipment" industry's principal hope for 1954. Coupled with expanding markets and improved merchandising techniques, industry leaders say, this could bring a record sales year.

Walter A. Sheaffer II, president of the W. A. Sheaffer Pen Company, noted that that repeal of the tax would reduce selling prices and buyers' inventory costs, and bring enlarged opportunities for aggressive selling at retail.

Expansion of the primary school age group, and increasing use of fountain pens, ballpoints and mechanical pencils in all school grades gives writing equipment makers the strongest potential for sales increases since 1946, he said. He forecast growing popularity for ballpoints as "second pens."

RECORD FOR RUBBER — Production and sales of rubber products this year will be nearly as great as in 1953, one of the rubber industry's greatest years, John L. Collier, president of B. F. Goodrich Company, predicted in a year-end statement.

Consumption of new rubber is expected to be about 3 per cent below 1953's record of approximately 1,340,000 long tons, Mr. Collier said. This would mean use of 1,300,000 long tons of new crude and man-made rubber, with more than half coming from U.

S. facilities. The rubber industry will probably do better than industry in general, Mr. Collier said, because it will benefit from high production of automobiles in the last three years. Many of these will need replacement tires in 1954.

ELECTRONIC COMFORT — Electronic devices, for the first time, entered the American home in sizable numbers in 1953 as features of comfortable accommodations in all parts of the house, the head of the world's largest producer of automatic controls declared in a review of his company's year.

Paul B. Wishart, president of Minneapolis-Honeywell Regulator Company, said that in 1953, 12,000 units of automatic controls in 12,000 homes were automatically varied by controls in response to weather conditions outside.

12,000-PLANE YEAR — The aircraft industry enters 1954 after a year of substantial production, expecting to see output relatively steady during the coming twelve months, according to Mandy L. Peale, president of Republic Aviation Corporation.

Mr. Peale estimated that the aircraft industry in 1953 delivered to the armed forces approximately 12,000 new planes, including several new types of bombers, fighters and fighter-bombers. He forecast that this rate of delivery would continue well into 1954, with variations as new models are developed.

Republic Aviation, in mid-1953, closed out its famous Thunderbolt series with a total of 4,457 of this pioneer jet fighter-bomber, capable of carrying atomic bombs, in the service of 19 nations.

GLASS USES RISE — Glass for construction and for many industrial uses, including automotive glazing, had a record year in 1953 and looks forward to continued good business in 1954. That is the word from George P. MacNichol, president of Libby-Owens-Ford Glass Company.

Libby-Owens-Ford, in the last three years has invested heavily in new facilities, chiefly to make plate glass and to fabricate lami-

nated and insulating glass. These helped bring the company a 25 per cent sales gain in 1953 over 1952.

Housing construction, Mr. MacNichol expects, will decline somewhat in 1954, but building of schools, hospitals and similar service structures will increase. Automotive output may decline, he believes, but this will be largely offset, from the glass industry's viewpoint, by added use of glass in automobiles.

SAILING ROUGH SEA — American shipping men head into 1954 under an economic cloud which threatens rough going for their industry, said Walter E. Maloney, president of the American Merchant Marine Institute, as he reviewed 1953. The shipowners here, he added, that Congressional action can dispel the clouds to some extent.

Chiefly needed, asserted Mr. Maloney, is firm government action, backed by funds, to insure a strong and healthy American merchant marine in peacetime, rather than waiting for war and finally trying to create one from scratch when it becomes essential to national survival.

He reminded the public that World War II's merchant fleet, built at a cost of \$19 billion, would be 80 per cent obsolete within nine years.

News In The World Of Religion

BY W. W. REID

"We are unalterably opposed to communism, but we know that the alternative to communism is not an American brand of fascism," said the Council of Bishops of the Methodist Church in a statement to the 6,000,000 members of the Church, signed by Bishop William C. Martin, of Dallas, Texas, the president. "Our time-honored and self-authenticated procedures for determining guilt and disloyalty can so easily be discarded in fanatical investigations, we must oppose those who in the name of Americanism employ the methods of repression, who speak with the voice of democracy, but whose hands are the hands of tyranny. Victory over communism belongs to the triumph of spiritual idealism which has made our nation and given it any leadership it merits among the nations of the world. . . . In the continuing conflict between freedom and totalitarianism, religion is and has been the bulwark of free men."

The Rev. Dr. Tetsutaro Arima, professor of Christianity on the faculty of Kyoto University, Japan, is now on leave of absence from that post and serving as the Henry W. Luce Professor of World Christianity at Union Theological Seminary, New York City. Dr. Arima is an alumnus of the Union Seminary; he is a holder of the Doctor of Theology degree from his alma mater, and the Doctor of Letters degree from Kyoto University.

Dr. Jesse Myren Bader, director of the department of evangelism of the National Council of Churches, returned on Dec. 31 after 34 years dedicated to the cause of Christian evangelism. He has directed the evangelism program of the National Council since the organization was founded in 1950, and for nineteen years before that he had been director of evangelism for the Federal Council of Churches. Still earlier he directed evangelistic work for his own denomination, the Disciples of Christ. Beginning Jan. 1 he is giving full time service to the World Convention of Churches of Christ, the international organization he initiated for the Disciples.

A national conference of U. S. foreign mission leaders has called on the federal government to restore "Point Four" technical aid to underdeveloped areas of the world on a basis independent of defense maneuvers. Full U. S. support for similar assistance programs of the United Nations also was urged by 200 delegates to the annual assembly of the National Council of Churches' Division of Foreign Missions. Other resolutions adopted by the delegates, representing 87 Protestant mission boards and agencies, urged that the United Nations, backed by the United States, find just and impartial ways to end Arab-Israeli tensions which imperil world peace; that the U. S. continue full cooperation with the United Nations in trying to solve the problem of stateless refugees through-

out the world; and that discrimination on the grounds of race be fully recognized as "inconsistent with the Christian faith."

When the Rev. H. Ellis Plyler, of Akron, Ohio, rural coordinator for Puerto Rico under the National Council of the Churches of Christ in the U.S.A., appeared on the Columbia Broadcasting Company's program known as "Dwight Cook Guest Book," he told of his work in making livestock available to pastors for improving the stock in local communities, of his distribution of garden seeds, and of the loaning of his tractor to farmers. One of his projects is the loaning of goats to poor families for milking and breeding purposes. . . . In a hotel room in Kansas City, Mo., Thurl Metzger, executive of Heifers, Inc., which has furnished livestock for better breeding in European countries, heard the broadcast, and offered 600 pure-bred goats from American farmers for Mr. Plyler's use among the Puerto Rican people. The first 300 goats are now arriving in Puerto Rico by airplane.

Two somewhat contradictory stories concerning the Christian churches behind the iron curtain in Poland have reached the United States press in recent days. One from the Polish Embassy in Washington, D. C., announces that the supreme council of the Evangelical Augsburg Church (the largest Protestant body in Poland) meeting in Warsaw "has strongly condemned efforts abroad to use religious groups within the country for hostile political purposes." The other report, from London, Eng., tells of the meeting in that city of the "first synod of Polish Lutherans ever held outside of Poland." This synod elected the Rev. Wladyslaw Fierla—a former prisoner of the Nazis, a member of the Polish underground, a chaplain in Italy, now in exile in England—as bishop of the Polish Lutheran Church-in-exile, and its resolutions condemned "any violence and any kind of injustice against human beings."

FRESH FRUITS — Wipe off newly-bought fresh fruit with a clean, slightly damp cloth before you put it away. This not only cleans the fruit but helps to check rot that may have been transferred from other fruits.

Oranges and grapefruits are more easily peeled if you put them in boiling water for a few seconds first.

Tar Heel farmers rec'd \$6.79 million from the federal government for soil conservation practices carried out in 1952.

40th Div. Korea—Pvt. Dwight L. Powell, whose wife, Ruth, lives at 205 S. DeKalb st., Shelby, N. C., recently spent a seven-day rest and recuperation leave in Japan from his duties with the 40th Infantry Division.

While in Japan, Powell stayed at one of the country's best resort hotels and enjoyed many luxuries unobtainable in Korea.

Powell, son of Mr. and Mrs. Grover Powell, Route 1, Mooresboro, N. C., is a jeep driver in the 224th Regiment.

STATE COLLEGE HINTS

By Ruth Current
State Home Demonstration Agent

SHEARS AND SCISSORS—Good scissors or shears even though expensive are a better buy than poor quality ones. Look upon them as a life time investment. They should be made of high-grade steel, properly hardened and tempered. When they are chrome plated they will resist rust and stay sharper longer.

When cutting a garment from a pattern use sharp shears. Place material on a flat surface and use long, clean strokes. Shears are suitable for this purpose. They have a certain weight and are made with a bow handle consisting of a large oval and a smaller oval. This type of handle is made for the right hand or for the left hand. Two or three fingers of the cutting hand can be inserted in the large oval, thus making possible greater force and long, clean strokes, even on heavy material.

Pinking Shears have blades with jagged edges and produce a satisfactory finish for closely woven fabrics. They are not planned for cutting out a pattern from fabric and if so used, will produce a very poor result.

Scissors are light and have ring handles, slightly oval and of equal size. Only one finger is used in each handle, since no special effort is required. They have slim blades and sharp points.

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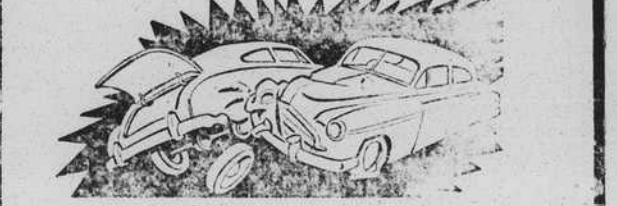
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WARRANTS WILL BE SERVED ON THE OWNERS IF THIS LAW IS NOT ABIDED BY.

ALL STRAY DOGS WILL BE SHOT BY OFFICERS.

W. W. BENNETT
CHIEF-OF-POLICE

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- Resolve to smile instead of frown
- Resolve to praise instead of criticise
- Resolve to pray instead of curse
- Resolve to plan as well as work
- Resolve to save as well as spend.

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