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WEDNESDAY, JULY 7, 1954

GASOLINE GREW UP

STATESMANSHIP ON THE PRODUCTION LINE

Is the gasoline you buy today about the Is the gasoline you buy today about the same as that of years ago? Is the gas you obtain in Maine the same as that sold in South Carolina? And is the gas you'll put in your car this summer identical with that you'll buy when the cold winds howl next winter?

If you answer yes to any or all of these questions, you're wrong, according to a vivid description of "how gasoline grew up" that appeared recently in a magazine published by one of our leading oil companies*

As far back as 1912, a gasoline shortage was impending, because of the automobile fever that was sweeping the country— more than 2,000 different makes were in production then. The scientists went to work and the scientists went to work and the result was the thermal cracking process which vastly increased the gasoline yield from a barrel of crude.

About the same time, car-drivers were plagued with "pinging" of the engines. Again the laboratories took over. Six years of painstaking research were required before it was learned that a few drops of tetraethyl lead would cure this.

So the progress went, down the years with the quality of gasoline getting better all the time. And that evolution is still going on.

Finally, refiners generally lower the volatility of their gas in warm weather to prevent vapor lock—and increase it in cold weather for the sake of better starting and warm-up. And gasolines are blend-ed differently in different sections of the country.

All the oil companies are competing to produce still higher qualities of gas, along with other products. You, the consumer, are the gainer.

*Standard Oil Co. (New Jerse;)

FATTER PAY CHECK

The "real cost" of living - which is measured by relating commodity prices to wages and purchasing power-is less now than in the allegedly good old days. The authority for that statement is Ewan Clague. Commissioner of Labor Statistics.

Mr. Clague pointed out that the govern-ment's Consumer Price Index has not quite doubled since 1939-while weekly earnings in manufacturing have tripled.

Mr. Claugue also observed that con-sumer prices in general have been stabi-lizedforthe past year or more, and that some prices have declined from the postwar highs.

What this means is that we have returned to a normal market situation. There are no shortages of consumer goods. In some fields there are surplines. Consumers, as any merchant can tell you, have become choosier, with their eve, out for bargains. The result is intense competition on both the manufacturing and retailing levels. And when that is the case, the tendency is for the weekly pay chech to go farther.

A LEADER --- NOT A TYRANT

The head of the world's largest depart-ent store recently observed that the day



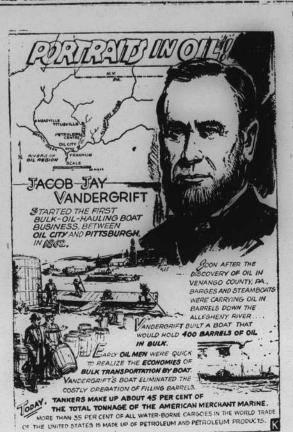
In our country the production workers of a major Toledo. Ohio automobile manufacturer and their UAW-CIO union deserve commendation on the announcement that they have voted themselves a pay cut in order to bring their company's labor costs into a better competitive position with other automobile manufacturers. It is stated that the almost-unanimous vote may cost the workers as much as 10 percent of their present pay, part of which they may recover later if a new bonus pay plan can be worked out.

What was observed in England could well result at this plant. It's a healthy sign when labor takes this kind of an in-terest in management and it is to be hoped that in this case and others like it that all concerned will win.

MORE PEOPLE ARE COMING

reach an annual consumption goal of 175 paints per pesson, which is recommended by the Department of Agriculture, the ex-pansion will have to be around 6,000,000,-000 pounds.

In any event, there can be no doubt that the industry will continue to meet whatever demands we place upon it. It is an abundance and higher living standards



100 1

Mothers and children in Gaston County were getting 28 percent of the \$145,346,00 monthly total in social security insurance bene-hits being paid in the county at the end of 1053, Mr. Joseph P. Walsh, manager of the Gastonia social security office, announced today. Jobs Open At Post Office

<text>

Poor Management Contributes To Fowl Typhoid Losses

water. 5. Keen quarters as cool as pos-sible; paint chicken house roof with aluminum paint. 6. Avoid dusty or wet litter. 7. Wash out water containers, preferably daily. 8. Provide good, clean feed. Keep birds away from decomposed vegetable and animal matter. 9. Don't vaccinate for more than one condition at the same time. 10. Worm birds only if they need it. The only way you deter-mine the need is to cut a few birds open and look.

Record Apple Crop Predicted For State

North Carolina apple growers report prospects of an all-time record apple crop this year. T. T. Hatton, horticulture spec-ialist for the State College Exten-sion Service, says North Carolina apple growers who have thinned their heavily cropped trees are going to reap the benefits this year.



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One such prep-aration is Sun 'n' Surf, a new

two - purpose sunburn cream. sunburn cream. It can help you

overcome over-

exposure to the sun by screening out a high per-centage of the short, trouble-

causing ultraviolet rays while allowing the

long rais to get through

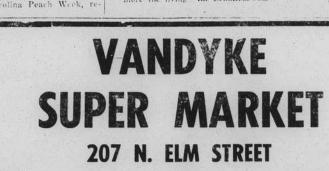
and promote tanning. And if you do forget to ap-ply it will out in the sire, you

Answer to the Burning Question

As any one-time sun-sufferer will tell you, sunburn is certainly evidence of your place in the sun-an extremely painful place. Fir the invisible, but ever-present and piercing ultraviolet rays of the misery on more people than per-haps any other device of nature. The sun's rays, those you can't see, are of different wave lengths.

wave lengths. For example, the rays that de-termine how hot you are when exposed to the sun — infrared rays — are rela-tively long—and harmless. It is the short ultrawhich you cannot see, which do the damage. When these ul-traviolet rays strike your skin. they do not pen-ctrate in depth but they do play havoe with the cells inst under-

reals instantee. The horse of skin. The longer you barn forcan, shown heins and are exposed to plied by Carol Leich, star of more the living - the Beautiful Sea."









the relations relating to mothers. I children indicate, however, architers henchis are an import-interpart of the program too. Other beneficiaries on the rolls in Gaston County are wives and aced dependent husbands of re-tied insured workers, aged widows and dependent widowers "deceased workers, and depend-ent parents who are receiving sur-vivors benefits. The total of all beneficiaries in Gaston County re-ceiving monthly benefit payments is the end of 1953 was 3,987. "While these statistics may seem to be just so many figures in ment of \$145,346,00 monthly to 3,987 persons in this county is of real significance to the economic well heing of the county at large, and in many cases represents the greatest or only source of income to the individual family concern-red." SOCIAL SECURITY

of the dictatorial, table-thumping boss is of Medford, Mass., said: The true execu-tive defines the personality of his business and imbues with it all who have a part in horores that measured by the cost of farm shapng that personality. He is a leader, not a tyrant.

A retailer who tried to run his establishment like a slave-camp today would soon find himself out of help. An dhe'd soon find himself out of customers too—for friendly intelligent training and direction, not brow heating develops the efficient beating, develops the efficient and productive type of employe overy store needs in our competitive commercial world.

SAVINGS BUY TOOLS

Time was when a man could, and did, buy his own tools. But, what locomotive engineer these days could buy his own locomotive, what punch press operator his own press?

The average job in industry today re-quires a \$12,000 investment to buy the tools and machines and supplies and all the other things a workingman needs.

Not many people can afford to invest that kind of money alone. But together they can, and do. Today there are almost 9,000,000 Americans who have saved their money and bought shares of stock in com-panies—shares of the machines, tools and supplies needed for today's high produc-tion and living standards.—Daily Leader-Times, Kittannin Da. than any other.

recently discussed the cost of farm machinery-tractors, combines, and so on. recently

This equipment replaces human labor, and so its cost must be compared with that of labor if an accurate picture is to be gained. Thus, the dollars-and-cents cost of any given piece of machinery is not the big factor in the long run. Its cost in terms of equivalent labor is far more vital.

Dr. Butz prepared a table to illustrate what has happened. During the 1935-39 period, it took the equivalent of 31.2 man-months of hired labor to buy a 2-plow tractor—in 1953 the figure was down to tractor—in 1953 the figure was down 60 14.6 months. In the former period, the value of 23.8 man-months of hired labor would buy a 5-6 foot combine—in 1953 it was down to 10.1 man-months. The situa-tion was similar for other types of farm equipment citec. In each case, the 1953 cost of the machines, measured in this ac-curate fashion, was far lower than in previ-ous times ous times

Even that, Dr. Butz continued, doesn't tell the whole story, for two reasons. To quote him directly, "First, the machines are presently more efficient as a result of design chang is. Second . . . the farmer makes much hore efficient use of machines today then in earlier wave." today than in earlier years.'

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