

# The Eagle

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### WATER SUPPLY TROUBLE

Word has come to us that our town officials have run into a peck of trouble about a proposed change of water rates for customers living outside the city limits of Cherryville. It seems there had been an ordinance proposed whereby all water customers living outside would be charged double the rate charged for those inside. However, before the ordinance was finally passed a number of the outsiders appeared before the board and presented such a reasonable plea that final action was deferred by tabling the matter for the time being.

As we understand, the claims of the outsiders had considerable merit in them. For we are required that most, if not all the outsiders were required to buy and furnish the pipe and the town at its expense placed the pipe with town labor and the customers were to get water at the same rate as those inside and have been doing just that for many, many years. The argument being that it never has cost the town any more to furnish water under such circumstances than to furnish it to insiders.

Then again it is our understanding or recollection that the water was furnished to the Houser Pines section and elsewhere in the western part of town by the town furnishing the pipe and the C. C. C. boys doing the labor, digging the ditch, laying the pipe, etc. If we are correct in these statements then it would appear that the town would be justified in furnishing water to all people at the same rate, as has been done in the past, as it cost no more to furnish them than it does citizens inside the city limits.

We also learn the town is in the best financial conditions it has been in, in many years. And we certainly don't want to over charge our outside friends who do all their trading in Cherryville with our live awake merchants and practically all of them use city lights. There are many ways in cutting the expense of the town, if need be. But the water rate in Cherryville is as high as it should be for many years to come.

Let us all strive to make Cherryville and her people far and near feel welcome at all times to come here and trade. Let us also strive to bring new industries and businesses to Cherryville.

The gentlemen who are at the head of our city government, or better known as "City Fathers", at the present time are: Ezra Vernon Moss, Mayor; Commissioners: J. L. (Fuzz) Armstrong, Ward 1; T. Carlyle Summer, Ward 2; Lawrence Webb McGinnis, Ward 3; and William D. Browne, Ward 4. These men were all born and reared in Cherryville, some as far back as 64 years and certainly they will be for the masses of the people. See them and call them up and discuss your viewpoint with these men. They will be glad to discuss your problems with you.

### HOW TO KEEP THE CUSTOMERS

It's no mystery why people keep on patronizing certain stores. They trade with them because they believe they can get lower prices, or some other appealing inducement.

What may not be so well known is why people stop patronizing certain stores and take their business elsewhere.

Kentucky Grocers News recently touched on this. It said that a recent survey showed that of all customers lost by stores, one per cent died, three per cent moved away, five per cent changed because of friendship, 14 per cent had grievances, and nine per cent were not accounted for. That leaves 68 per cent. And this big majority took their trade elsewhere because of indifference on the part of the store. In other words, they had been made to feel that their patronage was not needed.

Nowadays merchants of all kinds and sizes, independents and chains, are concentrating on improving their contacts with customers. The fact that we are in a strong buyers' market has made that inevitable. A rude or inefficient or bored sales person can drive squads of potential customers away, and for keeps. So successful retail stores are seeing to it that customers are warmly and courteously greeted and made to feel wanted and at home.

This is good for the stores. It is good for the buying public too.

### FARMING CAN BE SAFE

This year's formal observance of Farm Safety Week is over—it was held July 25-31. Now it remains to be seen if the work done during the Week will bear fruit, in the form of a real reduction in the farm accident rate.

President Eisenhower picked the Week's slogan—"Farm to Live and Live to Farm." He chose well. For that is a memorable phrase and it clearly expresses the general problem.

Farming is highly mechanized today—and there will be more and more mechanization in the future. Surveys indicate that machines cause a considerable proportion of total farm accidents. It would be more accurate to say that careless or improper use of these machines is the real cause. As an example, power take-off drives on tractors were once a major hazard. The farm equipment industry developed simple and convenient shields for the drive shafts, which are standard on most recent tractors and can be attached to most older models. These shields have solved that particular safety

problem. But the manufacturers can't do anything about farmers who fail to use the shields—or about home-made additions and innovations which often create grave hazards.

Plain common sense is a key factor in the safety movement. A farm authority has cited a newspaper story telling of an 11 year old boy driving a tractor from five in the morning until nine that night. Such practices, obviously, are invitations to injury and death.

It's up to the farmer. If he wills it, he can "Farm to Live and Live to Farm."

### THE RIGHT TO WORK

On July 2, Louisiana became the 17th state to protect its citizens' Right to Work. That day Governor Kennon signed a bill which guarantees that anyone can join or refuse to join a union, as he chooses.

In a letter to the legislature the Governor said: "I have always been a believer in the value of organized labor. . . I believe that too many rights of the individual have been infringed upon by the modern trend toward governmental regimentation and that it is good for our American system of government to have a maximum of individual liberty. The bill which I have approved secures to every man and woman in Louisiana a freedom of choice."

Louisiana is to be congratulated.

### "SLOW DOWN AND LIVE"

It can be said without reservation that no traffic safety program has ever caught public approval like "Slow Down and LIVE!" Likewise, no traffic program has ever won such complete and generous support from state and local officials. You will be interested to know:

1. That "Slow Down and LIVE!" operated successfully in 11 Northeastern states in 1953 and the Safety Coordinators of these States, in November of 1953, voted continuation.

2. That Safety Coordinators of 13 Southern states voted to join the program in 1954. By their action, "Slow Down and LIVE!" was brought into direct contact with:

**HALF THE STATES**  
**56% OF THE NATION'S POPULATION**  
**50% OF THE NATION'S LICENSED DRIVERS**

To this potential must be added the tremendous number of drivers and passengers from the remainder of the United States who constitute vacation and business travelers in the 24 states of the campaign.

There are other significant "firsts" in "Slow Down and LIVE!":

1. The joint Declaration signed by 24 Governors inaugurating the program represent a new "high" in practical, unified action for highway safety by state Chief Executives.

2. The signing of the Joint Declarations at a special breakfast in Washington, D. C., on April 28 brought together 16 Governors—by far more than the number ever attending a session of the President's Highway Safety Conference. (Note: Copies available from Public Relations Office, N. C. Department of Motor Vehicles upon request.—BC)

Promotionally, "Slow Down and LIVE!" has already set new records. For example:

1. The basic promotional leaflet has been purchased in quantities exceeding 12 million copies. Some 8 million of these leaflets have been bought out of state funds — and unprecedented support for a traffic safety project. The balance of the purchases have been from private sources, but 2 million of these leaflets have been given to states for distribution. Private purchasers have included: cities, counties, towns, safety councils, insurance companies, motor clubs, state insurance agent associations, local insurance boards, public utilities, magistrates associations, garages, automobile dealers, and dealer associations and a host of other groups. The distribution of this leaflet marks it as the greatest circulation of any piece of traffic safety literature ever produced.

2. Promotional materials offered are the most extensive ever prepared for a traffic safety campaign. They include: bumper strips, A-frame posters for filling stations, window posters, outdoor advertising posters, stickers, stamps, trunk signs and leaflets.

3. Fact Sheets regarding the program have been placed in the hands of mayors, police chiefs, traffic court judges and justices of the peace throughout the 24 states. The quantity — 35,330 copies.

4. Press, Radio and Television Fact Sheets, radio spot announcements and television slides have been provided for every daily and weekly newspaper, radio and television station in the 24 state area. The quantity — 10,785 items.

5. Weather Report matrices for daily newspaper use have been provided to every daily newspaper in the 24 states.

"Slow Down and LIVE!" will not end in 1954. Governor Theodore McKeldin of Maryland introduced a resolution at the Governor's Conference only July 19 at Lake George, New York, requesting the Safety Coordinators of the 48 states to conduct the program on a nationwide basis from Memorial Day to Labor Day in 1955. Governors Frank Clement of Tennessee and Hugh Gregg of New Hampshire seconded this resolution.

In the summer of 1954 the Watchwords of the Highways from Maine to Texas—or, as someone has said, from "Passamaquoddy to El Paso" are: "Slow Down and LIVE!" This phrase will be a national by-word in 1955.

### BEHIND THE SCENES

New York, Aug. 9—Anyone who has been wondering just how the U. S. economy is doing can sit back with the comforting assurance that its state of health is "as good as can be expected."

After last year's "slump," "dip," "recession" or "readjustment" — whichever you prefer — 1954's first six months did much to brighten the business picture. While no boom is in the offing, the makings of a gradual rise are apparent.

First reports reveal that, while sales of many companies still were heading downward, net profits were up, thanks to the ending of the excess profits tax last December 31 and to operating costs. In many instances, companies that lost ground in the first three months regained it in the second quarter.

Steel production, as reliable a barometer as any of business health, is down to 64.5 per cent of rated capacity, but early model changes in the automobile industry are expected to give this industry a needed stimulant in September. Metals and machinery making are down, too.

Textiles are still weak, and building supplies are spotty despite a near-record housing boom, but aircrafts, chemicals, and foods are doing well. And department stores sales in recent weeks have been topping those of a year ago.

**STATES' RIGHTS WIN** — In the tangle of approaches toward solving the problems of making interstate highway freight pay its share of road construction and maintenance costs, one thing is clear:

Individual states will continue to exercise their right to tax interstate trucking as they see fit, without interference from Washington. This recently became clear from two directions.

In one instance, the House Rules Committee decisively tabled a resolution calling for a House investigation of state taxes imposed on interstate roads. The resolution was sponsored by Ohio Republican William H. Ayres, who charged that Ohio's refusal to exempt out-of-state trucks from its newly enacted axle-mile tax threatened a "breakdown of the voluntary system of (truck) tax reciprocity."

In the other instance, the annual Governors Conference, meeting at Bolton Landing, N. Y., upheld by resolution the right of each state to devise its own tax system to meet its highway finance needs. Support for the right of the states to levy special highway use taxes on interstate trucks was spearheaded by Governors Lausche of Ohio and Dewey of New York.

**THINGS TO COME** — Plastic collars and cuffs for milady that look like linen yet can be cleaned easily by sponging with soan and water. . . Lightweight building blocks of shale aggregate that use adhesive instead of mortar. . . A detergent that dissolves readily in either hot or cold water. . . A harmless repellent to stop birds from roosting on window sills, spouting or roof tops. . . Dyed-in-the-wool fishermen can now get a portable automatic power kit that has gadgets to scale fish in a jiffy, sharpen hooks, polish tackle and clean reels. . . An applicator for painting sash, moulding and tight corners without contacting adjoining surfaces.

**DING, DONG BELL**—Merchandising frontiers are few and far between, but there's one that's just around the corner. It's the school market. It's the merchandise manager of the country's largest pen maker.

Enrollment increases of 1,000,000 this year and 2,000,000 in the next 10 years mean new markets for every Main Street retailer, in the opinion of Jack Asthalter of Sheaffer Pen Company. But he warns, the kiddies will have to be "sold." And that means products designed with school-age appeal and sales techniques geared to the school market.

As for handwriting, Asthalter credits functional improvements in writing tools with enabling children in the early grades to use fountain pens, ballpoints and mechanical pencils. "The result is — and a majority of school principals agree — that students not only write better than those of a generation ago, but they learn handwriting more easily with fountain pens and ballpoints," he says.

**GLUTTED MARKET**—What to do with the oil that will soon be flowing again from wells in far-off Iran is puzzling the industry's market experts. Production now is running well ahead of demand in all of the world's major producing areas and dunking another 650,000 barrels of oil daily into the global supply by 1957 is certain to have price repercussions. But settlement of the long and bitter dispute that began when Iran nationalized its foreign-controlled oil industry has a brighter side. Resumption of production is expected to give the Middle East kingdom the economic stimulation it badly needs and relieve Uncle Sam from doling out millions of dollars in aid. And it should strengthen Iran's hand against Communist encroachment.

**BITS O' BUSINESS**—The first cargo of iron ore from the huge Ungava Bay deposits of the Quebec-Labrador border has been shipped to the U. S. . . Furniture orders for the first half of this year were 13 per cent below 1953's corresponding period. . . Uncle Sam's tax collectors are lowering the boom on taxpayers who claim weddings, honeymoons, society debutante parties and yachts as business expenses. . . Paper and pulp companies will plant more than a billion trees in the next 10 years. . . Instalment buying is returning to normal, says the Federal Reserve System. It went up \$178 million in June to a total of \$21.1 billion.

Articles from bananas to monkeys have been imported through the North Carolina State Port at Wilmington.

### HAYSEED

BY UNCLE SAM

### BOYS AND JUNE BUGS

Mechanized farming has about abolished horses and mules from the farms. That change may not be observed by the younger generation but it is quite noticeable in the eyes of the oldsters.

There is another change which might be noticeable to the older people, and that is the diminishing of June bugs. Maybe that is just another economy of nature. Why should nature produce June bugs when there is no longer a demand for June bugs. Instead of flying June bugs little boys are interested in flying toy air planes. A little older they go all out building model planes.

There was a time when as little boys we watched the garden and

orchard for the coming of the June bugs. If they were numerous enough we not only selected a nice specimen for our first test but we would store away in our pockets a number of reserves. We would beg our mother for sewing thread and with this we would tie our bug and let it fly. Our sport was to let a bug fly over a hen with chicks and keep it just high enough so she could not catch it. If the bug decided to dive bomb while over her it meant catching a new recruit.

It has been a long time since we have seen a boy playing with a June bug. We wonder why the little fellows try to fly a paper plane without a motor when they could find one that has a live, dependable motor in it.

Years ago Wilmington was one of the leading cotton expert centers of the country; now the N. C. State Ports Authority is planning to once again develop the port at Wilmington as the import cotton center of the South.

### Getting Along With Others Is A Skill That You Learn

"Everyone needs friends," says Corinne Justice Grimsley, State College extension family relations specialist. There is a kind of understanding that exists among friends that is different from the understanding you'll get from parents or teachers.

If you're beginning to wonder just what sort of person you really are, check these questions:

What you don't win - in games, debates, or other competitions - do you congratulate your opponents? Do you often offer to help with the dirty work? Can you take criticism without getting angry? When your friends win honors or get invitations that you would like to have gotten yourself, do you like them just as well and own tributes and honors - do you show it? How do you receive your brag about them? Do you make sure everyone knows your good fortune?

Are you always glad to take part in activities even though you know your part is only a minor one? Do you stick at a job until you have finished what you started out to do? Do you enter into what a group wants to do even though you don't particularly want to? When you are disappointed or discouraged because things do not go your way, do you make the best of it anyhow? Are you careful not to take more than your share of credit for things done?

How did you rate? What kind of a person are you - selfish? considerate? understanding? If you are beginning to dislike yourself, Mrs. Grimsley says it's not too late to work on your personality. Getting along with other people is an acquired skill; you must practice it every day.

The first president of Wake Forest College received a salary of \$1,000, in addition to a house and board.

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Shelby Oil Co. — Crown Service  
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Shelby Jewelry Co.  
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