

# 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.

FRED K. HOUSER Editor and Publisher  
MRS. CREOLA HOUSER Advertising Director  
MRS. CARYE BROWNE Job Printing  
TELEPHONES: Office, 6752 — Residence, 6866  
118 WEST MAIN STREET CHERRYVILLE, N. C.

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

NATIONAL ADVERTISING REPRESENTATIVE  
**AMERICAN PRESS ASSOCIATION**  
NEW YORK, CHICAGO, DETROIT, PHILADELPHIA

WEDNESDAY, DECEMBER 8, 1954

## SHOP EARLY—SHOP IN CHERRYVILLE —KEY TO REAL CHRISTMAS

Key to making the glorious Christmas Holiday the most perfect event of the year—one full of joy, one free from any shadow of disappointment for you and your loved ones—is all wrapped up in just two simple little words: SHOP EARLY.

Here, in our town there is a presentation of wonderful Gifts. It is December now and our stores are devoted almost entirely to displaying Christmas Gifts. This week. Read these ads and visit the stores. Next week and the week after, read the ads and visit the stores. There are exciting and practical gifts for everybody here at home. The month of December brings both the "Get Ready" and the "G" signal for this Christmas season. "Get Ready" by roaming and shopping the stores. You will find them in our advertising columns. In these stores and in the advertisements each week you will find a host of suggestions that will spark really brilliant gift-giving ideas.

Make notes as you go along if it is not convenient to make the purchases now. Better yet, pay a small deposit and use the Lay-Away Plan that is offered by our stores. Get Gift Ideas that are directly associated with people—the people you love—and you'll want to remember the suggestions that our advertisements and local store displays will spark for Sister and Brother and Aunt Jane and Uncle Sid and for Cousin Jack and for the postman, too. "Go" shopping today. Don't delay. The time for gifting is near, and Old St. Nick is here—with scores of deputies in every store in town—to help you choose from fresh, inspiring stocks.

Half the fun of the Christmas season is in choosing the gifts you are going to give. The sooner you start your Christmas shopping, the more fun you are going to have.

Shopping early for gifts means leisurely shopping, time for comparing, for weighing in, for selecting sure fire presents for everyone.

Shopping early frees your time for joy full hours spent in wrapping your gifts to enhance their beauty.

Shopping early can be easier on the budget, just as it can be easier on the nerves. For by shopping early—without undue pressure of time or crowds of last minute shoppers—you can shop more wisely.

Shopping early makes it possible for you to plan your gifting so that no one will be forgotten.

Shopping early means that you can take advantage of the convenient Lay Away plans made available for you by the stores.

Pick the gift you want now. Put a small deposit on it and the store will hold it for you to pick up at a later date before Christmas.

Tuck away a gift a day, in the stores or in a hide away at home—starting today—and your gift shopping will be untrammelled fun.

Shopping early is a positive "must" if there are loved ones in the armed services or so far away from home they won't be able to be present Christmas Morning.

For, in order to mail early—early enough to make certain your gifts are going to arrive on time—you're just going to have to shop early.

So—Take a tip from Santa Claus, and start your shopping without pause!

Lay away a gift a day—then at Yuletide—you'll have time to play!  
Only 15 shopping days before the 25th of December or Christmas Day.

## HUMAN LIFE IS PERSONAL

The growing number of fatal accidents on the streets and highways has engaged the attention of the White House, and soon a serious effort will be made to do something about it. Last year (1953) a total of 38,300 persons young and old lost their lives in traffic accidents, and the economic loss was placed at 4 billion dollars in hospital and medical costs, property damage and other expenses.

The President's Action Committee for Traffic Safety has designated December 15 as Safe-Driving Day. It will be observed on a Nation-wide basis, under the Committee's sponsorship with the cooperation of various other city, State and national organizations.

Most of the fatalities charged to traffic accidents and much of the property damage and other economic losses could have been prevented if drivers and pedestrians alike would realize their personal responsibility for their own safety as pedestrians, and the safety of themselves and others if they are drivers. Traffic actually is a personal responsibility. Pedestrians cannot overlook their re-

sponsibility in reducing the traffic toll. Following the laws and applying the courtesies of the road to themselves and others will bring this about.

Personal responsibility—it's as simple as that.

## CHRISTMAS SAFETY

Don't hang all your safety stockings on the Christmas tree and then ignore danger in the remainder of the house.

That was the advice today from Chief Robert Rhyme, Gastonia Fire Department, and Dr. Jack Ramsaur, Director, Gaston County Health Department.

"People will take the utmost precaution about their Christmas tree and be amazingly careless about other decorations, as well as existing fire hazards that they already have around their house," both said. "Pitch-filled Christmas green—whether a tree or decoration—or a faulty operating stove or heater is a dangerous fire hazard any time."

Cold weather has already ushered in two fire tragedies—one in Gastonia and one in Mt. Holly. Two babies, each nine months old, perished in fires, which, ironically enough, were both caused by faulty oil stoves; both babies were unattended at the time the fires occurred.

Chief Rhyme said that every year such accidents bring a black Christmas to hundreds of families. "These tragedies, due to carelessness, can be prevented," he said.

The Fire Department, as well as the Health Department, suggests that fresh greens are just as important as a fresh tree in reducing fire hazard. People who would never place a candle on a tree will use highly inflammable greens, cotton, or paper decorations near lighted candles on the table, mantel, or in a window.

Chief Rhyme also pointed out that the common sense rules for Christmas safety should be followed. Only electric candles and nonflammable decorations, cotton, or paper which has been treated for fire resistance should be used. The greens should be located so that a chance spark from a cigarette cannot ignite them. In hanging high decorations and trimming the top of the tree, use a step stool or ladder to avoid falls.

Trees can be kept fresh in the house if they are placed in a holder containing water. Make a fresh cut across the base of the tree on a slant to help it absorb water. However, when greens or the tree begin to dry out (when the needles start dropping), they should be removed from the house.

"Any electric Christmas lights should be approved by the Underwriters' Laboratories," Chief Rhyme said, "and if an old set is being used, it should be checked each year for loose connections, faulty sockets, or frayed cords."

For holiday parties Santa's whiskers should be treated for fire resistance, and costumes made of flimsy materials or papers should be avoided unless they have been treated for fire resistance.

"A good motto for adults who expect to attend the usual round of Christmas festivities," Dr. Jack Ramsaur added, "is 'If you drink, don't drive.' It's cheaper and safer to use public transportation than to run the risk of an accident."

## CONSERVATION PAYS OFF

Does conservation of the land pay off for the farmer in dollars and cents?

A survey made in Illinois helps tell the story. Over a ten-year period, careful records were kept of a group of farms where approved conservation practices were used and also of a group of physically comparable non-conservation farms. The facts produced are striking.

At the beginning increases in farm income from good conservation tended to be relatively small. But later on they arose abruptly. At the end of 10 years, the conservation farms returned eight dollars more net income per acre than the non-conservation farms. And, of greater importance, the conservation farms maintained and improved the productivity of their land. Non-conservation farmers, on the other hand, were forced to mine their land to earn a profit—to deplete it, and to progressively reduce its productivity.

The money-making practices which go to make up a complete conservation farm plan are simple. They consist of such things as proper land use; testing and treating the soil; crop rotation; good water management, including contouring, terracing and drainage; and efficient use of legumes, grasses and other livestock feeds.

Not many years ago such a program would have been far from simple. For one thing, little was known about how to conserve land. For another, the farmer's main tools were his own muscles and those of draft animals. Now science has given us the necessary knowledge—and in modern mechanical farm equipment we have the efficient, economical tools that are needed to do the job. We can conserve our irreplaceable croplands—and we must.

## BEHIND THE SCENES IN AMERICAN BUSINESS

—BY RENOLDS KNIGHT—

NEW YORK, Dec. 6.—Belief is growing among economists that 1954 is even a better year than government figures show. They argue principally from the rise in consumer expenditures in the third quarter of the year. Not only did these rise, at the rate of some \$1.5 billion a year, but the increase was concentrated in services and non-durable goods.

This is not the behavior, say the non-government figure sharks, of people who don't know where their next pay check is coming from. Food purchases, which switch to cheaper bulky foods in really hard times, shifted instead to costlier prepared items.

As for where the estimates may have been low, several suggestions are made: Do-it-yourselfers, for all the fun that is poked at them, do add to their incomes by their crafts; hidden price cuts are being made in the form of better goods for the same money; productivity gains are larger than the statisticians realize.

This year, when the figures are in, may prove to have seen more consumer spending than last year.

**PUSHING ISN'T ENOUGH**—Most of us use the concepts "automation" and "push-button" as almost if not exactly the same. An eminent engineer said the other day, when they are really very far apart.

The engineer was Frederic O. Hess, president of Selas Corporation of America, Philadelphia heat development engineers, and he was addressing the Metals Congress in Chicago.

"In actual practice," he said, "push-buttons give on-and-off control, which does not satisfy in automatic heat processing." Gas, declared Mr. Hess, can be controlled to center on an ideal set of conditions, infinitely more flexible than the mere interruption of heat supplied by some other fuel under on-and-off alternations.

He cited a recent gas-fueled steel plant installation which makes possible continuous welding of line pipe and continuous short-cycle normalization at a speed of 100 feet per minute for eight-inch pipe.

**THINGS TO COME**—Sleeping bags, in the form of jungle animals whose heads are pillows, are in the Christmas market, supposed to help reconcile the 2-to-6 year old to napping. . . . Those numbered painting kits now come in a three-dimensional variety in wood bas-relief. . . . A small slide rule has a mechanical pencil built in so the engineer or accountant can write down his calculations as fast as he makes them. . . . A new electric scissors fits the palm of the hand and vibrates 14,400 times a minute.

## SEEK AID FROM "GATT"

The government's Reciprocal Trade Agreements program designed to stimulate two-way traffic between nations, has long been a one-way street for one major American industry. The United States over the years has consistently lowered duties on foreign distilled spirits and wines, and has imposed no trade barriers to restrict importation of foreign liquors. In contrast, U. S. citizens and tourists abroad, as well as millions of citizens of many foreign nations, are prevented from enjoying American whiskies by foreign government trade barriers.

A concerted effort to remedy this situation is currently under way in Geneva, reports Theo. C. Wiehe, president of Schenley International Corporation. At the ninth session of the contracting parties to the General Agreement on Tariffs and Trade—delegates from 50 nations are gathered at a conference heralded as the most important review of world trade barriers in foreign countries," Wiehe said. "The benefits from such a revision would be twofold: First, it would enable consumers in foreign lands to buy types of whiskies distilled only in America and not now available abroad. Second, it would provide a welcome opportunity for an important American industry to expand its business and provide additional employment for U. S. workers."

## CHRISTMAS IS COMING

Stores everywhere mark the day after Thanksgiving as the first day of the Christmas shopping season, although some prudent shoppers began squirreling away gifts last summer. This year the kickoffs had varying success: New York stores showed a rise of 6 per cent from the year-before figure for the week ending November 27; in Los Angeles the week

showed a 7.3 per cent decline.

The picture in New York was clouded by the fact that two-thirds of the increase was credited to the going-out-of-business sale of John Wanamaker's main store, which will close about January 1. The week which has just closed, for which figures won't be available until late this week, will be the first full post-Thanksgiving shopping week, and store operators and their suppliers will await the result eagerly.

**BITS O' BUSINESS**— Wholesale prices fell 2 per cent in the last week reported by the Bureau of Labor Statistics. Farm prices were off 1.1 per cent. . . . Steel production in the week ended December 4 hit 80.5 per cent. . . . The Department of Agriculture forecast a 4 per cent decline in farm income in 1955.

## "Safe Driving Day" Wednesday, Dec. 15

Raleigh—North Carolina's drivers and pedestrians today were asked to join a State-wide effort to remain completely free of traffic accidents on "S-D Day"—"Safe Driving Day"—Wednesday, December 15.

The appeal was made by Col. James R. Smith, commanding the State Highway Patrol. He said: "I am asking every man, woman, and child who uses our streets and highways to make an extraordinary effort to walk and drive safely on S-D Day. We want to

demonstrate that traffic accidents can be reduced materially if every one complies voluntarily with all traffic regulations. We hope that we may go entirely free of such accidents.

"Last year North Carolina lost 1,118 of its citizens in traffic accidents. About 950 occurred on our rural highways. I therefore urge motorists to exercise particular caution on the open road. "Our observance of S-D Day is part of a Nation-wide effort to focus attention on the seriousness of the traffic accident problem. It merits the full support of all of us.

"Our state highway patrolmen are being urged to set a good example on S-D Day. We want to show the people of North Carolina that we not only urge others to drive safely, but we do so ourselves.

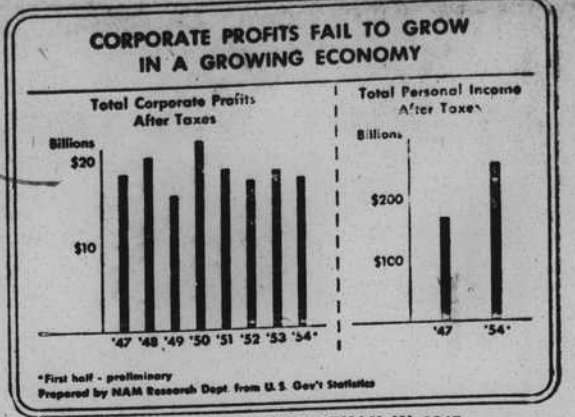
"Remember S-D Day, and then make every day your Safe Driving Day."

## Cherryville Sailor Aboard Cargo Ship

Atlantic Fleet (PHTNC)—Jack K. Pennington, seaman, USN brother of Walford M. Pennington of 501 N. Mulberry st., Cherryville, N. C., aboard the attack cargo ship USS Archer, has participated in the year's largest Atlantic Fleet Training exercise, coded for brevity as "LANTFLEX 1-55."

The fleet exercise extended over much of the Eastern Atlantic, and culminated in an amphibious assault on Onslow Beach, N. C., November 16-20. Some 50,000 Navy and 25,000 Marine personnel and more than 200 surface ships, submarines, Naval and Marine air units took part in the maneuvers.

The exercise was designed to test the readiness of the fleet to carry out its war-time job of controlling the vital Atlantic sea lanes.



The net profits of American corporations have shown no tendency to increase during the period since 1947. Although there have been minor fluctuations up and down during that period, the level of profits after taxes was approximately the same (actually slightly lower) in the first half of 1954 as in 1947.

This lack of growth is in striking contrast to the experience in other major sectors of the economy. Total personal incomes, after taxes, increased by 50 percent between 1947 and 1954. The total value of all the goods and services produced grew by more than 50 percent in the same interval.

Part of the explanation for the failure of profits to grow is the increase in the rate of corporate income taxes since the beginning

## NET PROFITS LOWER THAN IN 1947

of the Korean War. Taxes took 49 percent of profits in 1954, compared with 38 percent in 1947. But even when allowance is made for this factor, profits before taxes increased in proportion to the growth of the economy, only 17 percent between 1947 and 1954. By comparison, total personal income increased by 50 percent and total wages and salaries increased by 59 percent during the same period.

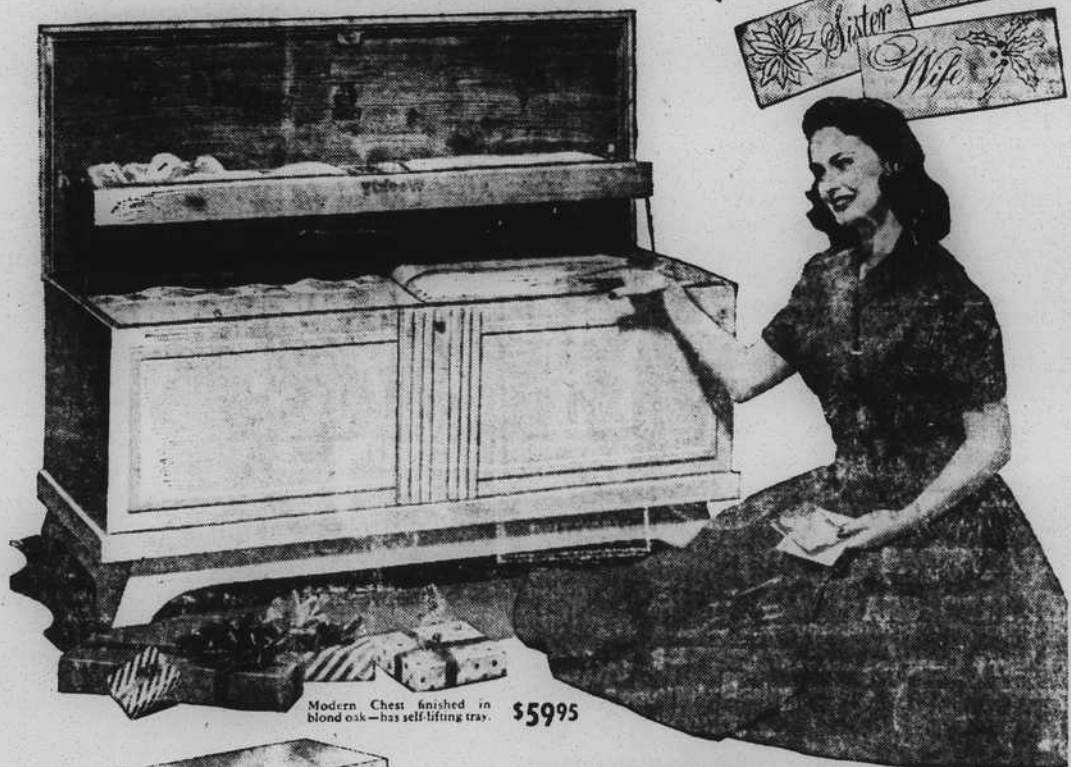
## NOW IRVING BERLIN WROTE TOP TUNE

Song-writer Irving Berlin tells the story behind his most popular song, "White Christmas." Read this exclusive interview with one of the music world's greatest living composers in the December 19th issue of

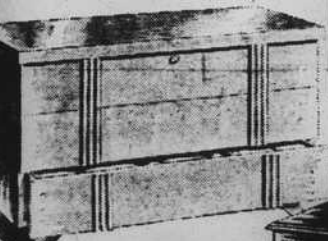
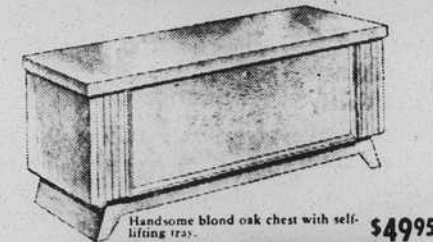
## THE AMERICAN WEEKLY Magazine in colorgrams with the

BALTIMORE  
SUNDAY AMERICAN  
Order From Your  
Local Newsdealer

## Perfect Christmas gift for one you love!



## A LANE CEDAR CHEST

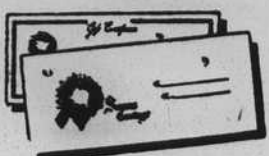


Many Lane Chests  
as low as  
**\$49.95**  
On Easy Terms

AS ADVERTISED IN LIFE

ONE GARMENT SAVED FROM MOTHS CAN PAY FOR A LANE!

## THE EASY WAY



Belk-Matthews

## FULLER FURNITURE COMPANY

PHONE 6686 CHERRYVILLE, N. C. E. MAIN ST.