

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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SUBSCRIPTION RATES:

One Year \$2.50 Four Months \$1.00
Six Months 1.25 Three Months75

NATIONAL ADVERTISING REPRESENTATIVE

AMERICAN PRESS ASSOCIATION

NEW YORK, CHICAGO, DETROIT, PHILADELPHIA

WEDNESDAY, APRIL 27, 1955

SUPPORT OF HIGHER EDUCATION

There is "a growing conviction that support of higher education—particularly medical education—is not philanthropy in the narrow sense but is prudent long range investment in the future." That statement appears in a bulletin published by the National Fund for Medical Education. The fund was established in 1949, as a non-profit voluntary corporation for the benefit of the nation's medical schools; President Eisenhower, then head of Columbia University, was instrumental in setting it up. And in 1954 Congress gave the fund a rare honor and vote of confidence, by conferring a Federal Charter on it.

The medical schools have faced a very real financial problem. In the first place, they have been called upon to provide more services of many kinds. As Chancellor Heald of New York University has said, "Medical education must not only keep abreast of society's needs; it must anticipate them. That is the real challenge faced by the medical schools." Last year these schools (there are now 80, with several more planned) enrolled 28,000 undergraduates, the largest number in their history. They also are providing postgraduate instruction for many thousands of medical people, either at the schools themselves or in community hospitals. On top of that, they carried on \$43,000,000 worth of research, pure and applied, for corporations, government agencies, hospitals and foundations. And they provided free medical care valued at \$100,000,000 for some 2,000,000 people through associated teaching hospitals and clinics.

As a consequence, the medical school budgets for the 1954-55 school year are the highest yet—\$148,000,000. And the schools stretch the money—for example, of their 28,435 faculty members, 21,328 are unpaid volunteers.

There are ways of measuring the value of the work done by the schools—not only in producing the doctors of the future, but in other important contributions to the public health and welfare. Last year, to take one yardstick, the national death rate sank to an all-time low of 9.2 per 1,000 population. And, as the death rate fell, life expectancy rose. These achievements are the result of vast effort, not happy chance, and the schools had much to do with making them possible.

One of the most encouraging aspects of all this is the growing extent to which business and industry are voluntarily accepting responsibility for the protection of America's health and medical resources. In 1954, the number of corporations contributing to the fund rose to 1,129. There were 47 gifts of more than \$10,000, compared to 40 the year before. Altogether, 225 corporations contributed between \$1,000 and \$10,000 during the year, as against 176 in 1953. New fund supporters included such leaders as General Motors, General Electric, International Harvester, Standard Oil of New Jersey, and others. As a consequence, the fund, last July, was able to award more than \$2,000,000 in grants to the 80 medical schools. Its goal is \$10,000,000 a year.

At present, the fund has 57 industry divisions, with 1,548 corporation executives serving as chairman and sponsors. The drive to better support medical education is in high gear.

THE GREAT ADVENTURE

Tenth in a series of guest editorials presented by the Rotary Club of Cherryville in commemoration of the Golden Anniversary of Rotary.

27 April, 1955. "Near where I live was a village of mud huts. Down the middle of the street was an open sewer. There was much sickness, but no hospital, much ignorance, but no school." A lovely girl tells this story in the film, "The Great Adventure," produced for Rotary's Golden Anniversary and now being widely shown in theaters, on television and before private groups. She goes on to relate how her local Rotary Club achieved a complete rehabilitation of that village. The film shows the village before and after the transformation from squalor and despair to health and hope. She also performs a fascinating dance with lyrical hand and arm movements, illustrative of her country's culture.

Leo Rosencrans, the writer, and Jerry Fairbanks, the Hollywood producer of this film, faced a formidable task. How to represent the endless variety of Rotary effort and the spirit that inspires it without producing a hodge-podge of clumsily related incidents. How well they have succeeded in surmounting these difficulties will be judged by the most critical audience imaginable—the men of Rotary 89 different countries whose purposes and actions the film is attempting to describe.

The technique employed is a mixture of story and documentary. The film opens with the grim aspect of a world at war—a bombed landscape, an occupied country, an atmosphere of dread. The interest centers upon a young member of the resistance and the perils of a Rotary Club proscribed by the invader and meeting in secret. The scene changes abruptly from this exciting episode to a party scene in another country. The same young man is there. He is concluding his narration of the episode. It seems that the Rotary Club has sponsored him for a fellowship abroad and now he is one of several Rotary Foundation Fellows being entertained in the home of a Rotarian.

From that point, the young man, who has

aroused so much interest, is no longer the center of attention. It is somewhat of a shock and a disappointment—inevitable perhaps, but doomed to be repeated, as one after another of the other Rotary Foundation Fellows reveals his or her personality and recounts some experience or impression of Rotary in his or her country. Whether from Australia or Scotland, from India or Brazil, each leaves the audience with a feeling of wishing to know more.

A certain coherence is given to the spectacle by the genial behavior of the Rotarian host finely played by Edward Arnold, star of such famous pictures as "Annie Get Your Gun" and "Diamond Jim Brady." His plausible informality is ably seconded by Jim Backus, a favorite among television audiences in the U.S.A., who plays the part of a family friend interested to learn about Rotary. Deeply stirred by the enthusiastic accounts of the Rotary Foundation Fellows, this non-Rotarian discovers a way in which he too can share in "the great adventure."

Certainly, a non-Rotarian viewing this motion picture could hardly fail to learn with surprise the many phases of human helpfulness into which the spirit of service is challenged to endless enterprise. And Rotarians, even though they may regret that this or that was left out, should be stimulated by the reminder of how much fine endeavor is being undertaken by fellow members in distant places. Without brag or boast, the film does demonstrate the miracles that personal acquaintance can perform in advancing international understanding and cooperation. The theme is well expressed in the words of a rousing song that brings down the curtain:

They're one big family
Lending a hand to every heart and soul
Thoughtful, hopeful trying to be helpful
Come join in, let us serve, without reserve
This is The Great Adventure.

KEEPING OUR CARS RUNNING

At the beginning of the year, it was widely forecast that sales of passenger cars would total 5,500,000 in 1955. Now there is reason for believing that this was too modest a figure—that sales may be as much as a million units higher.

There are 58,000,000 cars in the country now. In 1965, qualified experts think, there will be more than 80,000,000.

That speaks well for the vigor and productive ability of the motor industry. It speaks equally well for the vigor and productive ability of another industry without whose work not a single car could operate, much less 80,000,000. That industry is oil—the producer of the incredible quantities of fuels and lubricants that keep our cars running.

To find oil is a very risky proposition—most wells turn out dry and worthless. On top of that, oil wells depreciate—every gallon removed from any well brings nearer the day when it will be exhausted and must be replaced. And that is why oil producers are given the much-discussed, much-misunderstood depletion allowance. This allowance—which applies to production only and to no other phase of the oil industry—is 27 1/2 per cent of the gross income of the property, with the qualification that it must be limited to an amount equal to 50 per cent of the net income. And it is allowed not to give producers any favors, but to help compensate for inevitable depreciation of existing properties, and to encourage the costly search for new ones.

Without the depletion allowance, you might not be driving your car today!

GET YOUR RED HOTS HERE!

Another baseball season is underway. In ball parks all over the country the crowds are turning out for the most typically American of sports. A culinary delicacy which is also typically American goes with baseball—as it goes with other diversions. That's the hot dog. Last year the incredible total of 8,500,000,000 of these edible canines were consumed—which works out to a little more than one per person each week. It's very possible that the number will be larger still this year. And the hot dog's cousin, the frankfurter, is also being eagerly devoured in steadily increasing quantities.

Our devotion to the hot dog is symbolic of the national taste. We are a country of meat eaters. Save for a few small countries, such as Australia and Denmark, we lead the world in per capita meat production. Beef is now the favorite of all meats, having passed pork in 1953, and this year each of us, on the average, will eat close to 77 pounds of it.

That indicates the tremendous challenge that the livestock and meat industry faces. Estimates say that 20 years from now our population will be 215,000,000—almost 50,000,000 more than at present. If our present rate of meat consumption is to be maintained, production will have to be increased as much as 15 per cent over the next 15 years and 30 per cent over the next 20. It's a safe bet that this challenge will be successfully met, so long as we keep our free market and our competitive system.

No nation was ever ruined by trade.—Benjamin Franklin.

Chocolate in the Grand Manner!



When Napoleon called for refreshment, he meant hot chocolate, his favorite brew. And the little general liked it very hot, very smooth, medium sweet, and teasingly spiced with a stick of cinnamon candy! Inspired by Napoleon, the whole of Europe took to hot chocolate in the 18th century, and the chocolate pot was the symbol of gracious entertaining straight down to the turn of the 20th century.

Steaming cups of hot chocolate are still a gracious and luscious refreshment for young and old. And there's no trick nowadays to preparing a chocolate cup suitable for the great Napoleon himself—just right for mid-morning, afternoon, or evening party. Chocolate drink, just as it comes from dairy delivery or the corner store, is ready to be heated at a moment's notice. It's smooth, chocolatey, full-flavored.

For the Napoleon touch—a wonderfully delicious and unusual flavor—serve a small dish of vari-flavored candy sticks with the cups of chocolate, so that each guest may add his favorite flavor to the cup. Cinnamon, peppermint, lemon, orange, saffron, taffy—any assortment of candy sticks lends piquant flavor and delight to this gracious dining custom.

BEHIND THE SCENES IN AMERICAN BUSINESS

By RENOLDS KNIGHT

NEW YORK, April 25—Corporation profits, judging by the reports which have been made public so far this month, rose in the first quarter of 1955 to a level 5 per cent above those of first-quarter 1954. If all corporations do as well as those which have reported, total earnings will be close to \$36.5 billion this year.

The average American is not too much inclined to dance for joy whenever he hears that corporations are flourishing. Most of us don't keep in mind that corporations can do well only when everyone else is doing well too. Treasury is served as well. In fact, the corporation's own national pie; when corporations show wide year-to-year gains, the rest of us are almost sure to show wider ones.

For example, the gain in the corporations' slice this year figures to be \$3 billion. The Council of Economic Advisers has just reported that the whole economy promises to gain \$7 billion. That would mean a gross national product of \$369 billion in 1955.

In the first quarter, construction and consumer buying of durables were the big gainers. The rise came in spite of the fact that government spending was slightly off.

STREAMLINED LIVING—Out at Packaging Exposition, biggest in Chicago last week the National event of its kind, saw the launching of a campaign to promote the packaging of paste-like foods in foil-up metal tubes.

To get the drive rolling the Collapsible Tube Manufacturers Council distributed thousands of one-ounce tubes of jelly to thousands of packaging experts who were on hand to make sure they weren't missing any ways to get their products into the consumer's market basket.

Food in metal tubes—fish and meat pastes, caviar, cheese mayonnaise, even cream cheese, spreads, honey, catsup, mustard, butter and coffee cream—have long been popular in Europe.

"There definitely is a place in the streamlined American way of living for foods in tubes," said Lester B. Platt, executive secretary of the Council. "In this type of packaging the foods would be ideal for making canapes and hors d'oeuvres, for school and work lunch boxes, and for picnics, hiking and camping."

THINGS TO COME—A prefabricated aluminum carport, for protecting the cars of visitors to industrial plants' parking lots, will sustain a load of two tons of snow (if the visitor stays that long). Pills that melt, flavored by a Wisconsin firm. A terry cloth beach bag in a wrought iron frame will appear on New York beaches this summer. A new glass percolator's mechanism lifts out with the grounds and leaves the container to be used for serving.

CONTROL TROUBLE—Sometimes it must seem to the harassed officials charged with keeping crop surpluses under control that everyone is against them.

Right now it's cotton. Using to the full his acreage-curbng power Secretary of Agriculture Benson has slashed total acreage so far that the smallest farms have been cut to tiny cotton patches uneconomic to operate even by mule-and-plow methods. So Cotton Belt senators demand a five-acre minimum which will raise total planting to some millions of acres.

New nature is taking a hand to further boost the yield. The weather is extremely dry, right at the time mama boll weevils are coming out in numbers. If all the weevils die from lack of moisture, the fewer acres will produce more cotton than ever.

BITS O' BUSINESS—Housing starts in the first three months of 1955 were a record 295,000. Allowances to dealers, first sign of the customary spring price cuts, are appearing in some markets for light fuel oils. Futures prices signal that metal dealers expect government stockpiling of metals to continue past the government cut-off date.

Hymn Of The Week
By Rev. Ernest K. Emurian
JESUS CALLS US

Few minister's wives can write a hymn to order for their husbands, even if they are famous poets in their own right. But Carol Frances Alexander did just that for her preacher husband, and, while the sermon that pre-



Hoppy's Favorite
Is
Homogenized Vita-D
MILK
IN THE ORANGE
and RED CARLON

Save the coupon panels for Hoppy outfit. Ask your grocer or routeman for rules and prize list.

TEXACO SERVICE STATION Under New Management

I have taken over the Texaco Service Station, located at 401 East Main and North Pink Streets. We will handle Texaco Gas and Oil. Will also give you good service on washing and greasing your cars.

We will remain open 7 days a week until midnight for the convenience of late travelers, and will be open each morning at 5:30 A. M. for early travelers.

Your patronage will be greatly appreciated.

Wash & Grease Jobs at \$1.00 each

TEXACO SERVICE STATION

HUGH GENE FARMER, Owner and Manager
Cherryville, N. C.

ceded it has long since been forgotten, her poem has found a lasting place in the hearts of the Church universal.

It began long before her marriage to Rev. William Alexander, future Archbishop of Armagh and Primate of all Ireland. Because, when she was still twenty-one years old Cecil Humphreys, she had been so profoundly influenced by Rev. John Keble's book, "The Christian Year" that her first book, "Verses for Holy Seasons" was actually a "Christian Year" for children containing a hymn or poem for each Sunday of the year with additional verses for special occasions.

In one of her Sunday School classes, some of her pupils asked, "Miss Humphreys, what do the words in the Apostles' Creed mean?" She tried to explain to them in their own language the deeper meaning behind each of the phrases of the Creed. Later she decided to reduce her teaching to poetic form and soon her boys and girls were singing about the Creed as well as studying it.

For the first phrase, "I believe in God the Father Almighty," she wrote her hymn "All things bright and beautiful"; for "born of the Virgin Mary," she wrote, "Once in royal David's city"; and to explain the meaning of the death of Jesus who was "crucified dead and buried" she wrote "There is a garden hill far away."

In 1848, the year of her marriage, she published her book, "Hymns for little children," which included the ones inspired by the Creed.

One afternoon during the week of November 25, 1852, her twenty-ninth year, she sat alone in the living room of their parsonage in Tyrone, Ireland, working over a new poem. When her husband came home he found her busily revising her latest work.

"What is the effort of this afternoon about, my dear?" he asked, jokingly. She chided him for his sarcasm, and then replied, "It is a new poem based on your sermon of last Sunday morning."

"He looked surprised," she said, "and I didn't think you were paying attention. But it does help a preacher to know he has at least one sympathetic listener in his congregation, even if it is only his wife." She reminded him that he had preached on "The burial of Moses," which was the subject of her new poem.

When she handed him the papers over which she had been working, he began to read one of the most magnificent poems in the English language:

By Nebo's lonely mountain,
On this side Jordan's wave,
In a vale in the land of Moab,
There lies a lonely grave,
But no man built that sepulchre,
And no man saw it e'er;
For the angels of God upturned
The sod,
And laid the dead man there.

When he finished the last stanza he turned and said seriously, "My dear, I salute you. This is the noblest piece of poetry you have ever written. Who knows but the day may come when I shall enjoy the distinction of being pointed out as the husband of Mrs. Cecil Humphreys Alexander."

Later that evening, as they talked about the sermon and the poem it had inspired, Mr. Alexander said, "Next Sunday is St. Andrew's Day. Since you wrote about the burial of Moses after last Sunday's sermon, I wonder if you could write a poem for next Sunday morning before you hear the sermon." "I'll do what I can, she told him.

He took down the Bible and read the account of the calling of Andrew by Jesus as recorded in Mark 1:16-18. They discussed the coming sermon during supper, and she promised to do her best with that poem he had requested. That night, before retiring, she read the familiar Scripture verses again, and soon wrote down the stanzas which he was to read at the close of his sermon the following Sunday morning. Her first stanza contained these lines:

Jesus calls us, o'er the tumult,
Of our life's wild, restless sea;
Day by day His sweet voice
soundedeth, saying,
"Christian, follow me!"

Before her death in 1895, she had written more than four hun-

Simplified ID Tags Announced by FCDA

ID Tags—The Federal Civil Defense Administration today announced new, simplified specifications for civilian identification tags.

The announcement followed an earlier appeal by FCDA Administrator, Val Peterson, for states and local governments to support an immediate nationwide Civil Defense tagging program to help strengthen defenses against possible Atomic or H-bomb attack with the accompanying threat of radio-active fall-out.

Under the Civil Defense law, tagging is the responsibility of the states and localities, which must finance their programs. FCDA can only recommend. The new specifications are being distributed to the agency's regional offices and to state Civil Defense organizations.

The agency gave as the reason for the change in specifications the fact that the new tag is of lighter construction and adequate for identifying wearers in an emergency. It emphasized that the change does not make obsolete identification tags and bracelets manufactured since September, 1951. Under the new standards, the stainless steel stock on which identification information is stamped or embossed should be at least .016 inch thick. The length and width should be at least 1-7/16 inches by 9/16 inch. FCDA said that the identification matter appearing on the tags should be stamped or embossed to a minimum of .016 inch in depth. The lettering should be of such size as to permit 20 characters to the inch or not more than 25 to the line.

The new tag design provides for five lines of identification, three of which should be devoted to:—

First name, middle initial and last name of the wearer, in that order; First name, middle initial and last name of next of kin or person to be notified in an emergency. And address of next of kin or person to be notified, to include house number, name of street, city and state. FCDA also suggested that the tag indicate the wearer's religion. This should be indicated with a P for Protestant, C for Catholic, J for Jewish and Y for other religions.

The new specifications also provide for both bracelets and the necktie type identification.

In his appeal to state and local governments to support the tagging program, FCDA Administrator Peterson declared:—"In war, the tags could be essential to the national well-being."

Get In Swing With Spring—Springtime is nature's clean-up time. Let's help nature by cleaning up around the farm and in the farm home. Give the farm a new look, and make it a safer and easier place to live and work.

Pick up broken glass, rusty tin cans and loose boards with nails in them.

Get rid of the trash that's accumulated all year and clean up that old lumber piled back of the barn.

Give the farm shop a good housecleaning, too. Put tools in neat order and assign a place for every tool.

Inspect broken and worn steps and stairs and make repairs.

Spread a little paint to brighten up the place. Paint can be used for safety as well as appearance. It can outline or accentuate hard so that they may be avoided. It can help lighten dingy stairs and encourage neatness throughout the year. After you clean up, paint.

Trim the shrubbery and plant some flowers.

A clean, orderly farm produces more at lower cost.

Get in the swing with spring!

INSURANCE

FIRE AND WINDSTORM
INSURANCE ON DWELLINGS
AND BUSINESS PROPERTIES

COMPREHENSIVE and COLLISION
FOR NEW DRIVERS LICENSES.
ON AUTOMOBILES and TRUCKS
AUTOMOBILE AND TRUCK LIABILITY
COVERAGE TO MEET REQUIREMENTS

ONLY STRONG STOCK
COMPANIES REPRESENTED
26 YEARS EXPERIENCE

E. V. MOSS
AARON MOSS

THE MIRACLE OF INCREASE

Most everyone has heard the story of the wise and patient man who planted a single grain of wheat and in due time harvested many grains. The process was repeated again and again until soon he was reaping many bushels that would feed hundreds of people.

Did you know that your dimes and dollars are seeds? Seeds of thrift and if you plant them in a Savings Account in the Cherryville Building & Loan Association, they too will yield a bountiful harvest. A harvest of Dividends that can be planted again and again until your fondest dreams become realities.

This miracle of increase has been performed many times by people who live right next to you since this Association was organized in 1912.

Like all seeds, the seeds of thrift must first be planted and tended. The weeds of extravagance must be overcome. The increase must be harvested and planted again and again.

STATE COLLEGE HINTS

By
RUTH CURRENT
State Home Demonstration Agent

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CHERRYVILLE BUILDING & LOAN ASSOCIATION

Cherryville, N. C.