



NCSU Board Approve Licensing Program

RALEIGH, N.C.—North Carolina State University announced it is establishing a licensing program to control the use of its well-known symbols and trademarks and has employed the services of a licensing agency to administer the program.

NCSU Chancellor Bruce R. Poulton said income from the licensing program will be used to establish scholarships at the land grant university.

He said the university's purpose in establishing a licensing program is to protect the university's name and insignias, ensure that these be used only in a manner appropriate for the university's purposes and good name, and enable the institution to share in the benefits from increasing commercial use of its names and symbols.

The licensing agency which will administer the NCSU Licensing Program, Poulton said, is Golden Eagle Enterprises of Selma, Ala.

He stated before starting the program, N.C. State did extensive research and found that many other major universities are operating licensing programs, among them Clemson, Alabama, Texas, Ohio State, Georgia, Florida and Auburn Universities, and that the University of North Carolina at Chapel Hill was establishing one.

Poulton said the NCSU agreement with Golden Eagle, in no way will diminish the university's control of the use of its trademarks.

Assistant Vice Chancellor for Business Lauren Brisky said the NCSU Licensing Program will be directed

toward manufacturers, not retailers.

Brisky said NCSU's agreement with Golden Eagle Enterprises provides that the firm will: identify and solicit manufacturers to enter the licensing arrangement; negotiate with manufacturers a royalty fee (generally at the rate of 6.5 per cent); provide training for an on-campus management group which will have responsibility for product screening and selection; supervise product quality control once a product is in production; and assist in policing the unlawful use of NCSU trademarks.

According to agency and university officials, the licensing program will cover any artwork or logographic work relating to the presentation of: N.C. State, NCSU, Wolfpack, the "strutting wolf," the university seal and any other groups of words, symbols, designs or word that have come to be associated with the university.

Besides providing the university with an alternate source of funding for scholarships, Poulton said the licensing program will provide students, alumni and friends who buy the NCSU products some assurance of quality.

Until now, Poulton said, manufacturers have been able to trade on the university's name and symbols free of charge without authorization and without regard to whether a given use or product met any standards of quality, or were in keeping with the university's educational and public service image.

The NCSU Board of Trustees approved the development of the licensing program at its Sept. 18 meeting.

Poulton said, "We felt it was important for protec-

tion and enhancement of the university's image both in North Carolina and nationally to establish a formal process for approval of many products that are marketed with North Carolina State University symbols. Retailers should benefit from increased attraction of consumers to products that support the university."

Manufacturers interested in obtaining a license may contact Mr. Henry Pitts, Golden Eagle Enterprises, Inc., P.O. Box 1051, Selma, Ala. 36701.

Card Of Thanks

The family of the late Mrs. Naomi Hicks wishes to thank their many friends for expressions of kindness and good deeds rendered during the illness and death of their loved one.

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Cotton Crop Much Improved Over Last Year's

FLORENCE, SC—Backlog of unginned cotton should disappear as cotton pickers stood idle due to inclement weather conditions. Most of the cotton producing sections of North Carolina were engulfed in cold; windy rain over the past weekend, and all outside farming activities came to a halt.

Not quite 50 per cent of the crop has been harvested. The quality of this year's crop is much improved over last year's crop except for grades. In North Carolina this year leaf and trash have caused grades to be lower than normal. Most other rain grown, cotton producing areas in the United States have experienced the same problem.

Sample receipts increased for the fourth week in a row at the USDA's cotton marketing services office in Florence according to Warren E. Deviney, area director. For



HELPING NEEDY — Among beneficial programs is New Eyes For The Needy, Inc., which is celebrating its 50th anniversary. Discarded eyeglasses are turned into products beneficial to those who can't afford new glasses. Items should be sent to 549 Millburn Avenue, Short Hills, N.J. 07078.

the week, 10,800 samples were classed with very little change noted in quality except for fiber strength from the previous week. Grades 41 and 50 accounted for 46 per cent of the samples classed, and grade 51 accounted for 33 per cent. Staple lengths were: 38 per cent, staple 37; 49 per cent, staple 36; and 10 per cent, staple 35. Mike readings showed all but 1 per cent in the 35-49 range. Fiber strength for both North Carolina and South Carolina averaged 26.2 grams per tex, which was much higher than the previous week's 25.2 average.

The demand for cotton improved slightly but was limited to grades 50 and higher. Offerings of grade 41 traded readily at 350-400 points off December futures

and grade 50 at 550-600 points off December futures. A small volume of mixed lots averaging grade 41 sold direct to mills or 61-64 cents. Prices were usually higher at gins located close to mills. Cottonseed prices were unchanged at \$50 to \$60 per ton to farmers.



Miss Emma M. Nutt broke the male monopoly on telephone company jobs when she was hired as an operator for the Telephone Dispatch Company in Boston on September 1, 1978.

Dennison Agreement

Waltham, Mass., — Dennison Manufacturing Company has announced that it had signed an agreement with International Business Machines to distribute IBM's 5260 and 3680 point-of-sale terminals and provide the necessary support services for the retail industry. The IBM terminals are electronic cash registers that can communicate with a computer located in the store or elsewhere.

Dennison has a plant in Edenton.

In 1981, Dennison reported segment sales of more than \$66 million from its products and services for the retail industry.

Dennison is a diversified "Fortune 500" corporation which manufactures and distributes a variety of products and systems for major markets: stationery products and systems, retail systems, identification

systems, packaging systems, fastener products and technical papers. In 1981 Dennison earned approximately \$30,000,000 on total sales of about \$570,000,000.

In addition to distributing the IBM point-of-sale equipment through its nationwide retail marketing operations, Dennison will also provide support services for retailers including installation, customer training, programming and related software packages. Turnkey applications covering polling, data collection and processing for its customers will be available through Dennison's TRG data processing arm.

Commenting on the agreement, Dennison's president Nelson S. Gifford said, "Naturally, we are pleased that Dennison was

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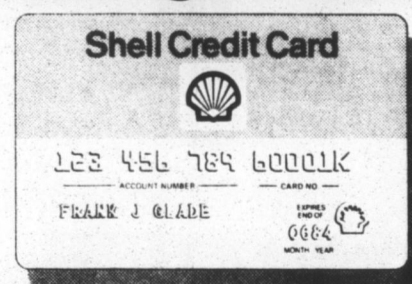
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