

UNCLE FERD'S ALMANAC

Brooklyn Bridge, Crosley Car Sales Are Similar Deals

Twenty years ago today Mrs. Jane Hagwood, age 69, came into the *Record* office to report that she had just cut her third new tooth since she became 62 years old. Mrs. Hagwood said that she hoped to cut a full third set before she reached 75.

Sixty-three years ago today Prince George of Wales was created Duke of York, Earl of Inverness, and Baron Killarney. Personally I would have thought that a prince outranked a duke, an earl, and a baron to start with; but then I used to think that a president had more authority than a secretary of state. That was before Mr. Dulles started bossing Mr. Eisenhower around, of course.

Three years ago tonight the Zebulon entry in the Carolina Softball League won one and tied one. The local team met Raleigh on the Wakelon diamond, and Charlie Harrell pitched a 4-2 victory in the opener. In the nightcap, Zebulon and Raleigh tied after six innings (called on account of rain—it used to rain around here, anyhow) with the score 9-9. Zebulon's leading hitters were Harrell, Harold Denton, Wiggins, and Alford. Billy Crocker, the ex-football player who now makes his living giving tickets for overtime parking in the city of Raleigh, caught for Zebulon. He went hitless, but got six walks.

The Brooklyn Bridge was opened 72 years ago today. It was and is an engineering masterpiece. Said bridge is popularly supposed to have been sold to gullible yokels enough times to equal at least its cost of \$15,000,000. Nobody ever tried to sell the Brooklyn Bridge to me, or even to sell me a gold brick. However, my father once sold me a Crosley automobile, which puts me in the same class as purchasers of bricks and bridges.

Seventeen years ago today several of our young ladies were home from college, etc. Meryl Massey came home from Louisburg College, where she had received a certificate in business administration. Vivian Joyner returned home from a stay at Mary Elizabeth Hospital. Mrs. Wiley Broughton came to Zebulon from Wilson where she had just received her nursing certificate.

The State of Massachusetts passed a minimum wage law for children working in factories 43 years ago today. The good people of that New England state thought that every child ought to get at least 4 cents an hour if he had to work a 72-hour week over a loom or spinning machine. Yessir, they really believe in progress up north, and always have!

Other anniversaries today: This is the 180th anniversary of John Hancock's election as president of the Continental Congress (Mr. Hancock could sign his name instead of making his mark, and he is chiefly remembered for this achievement). Today is the 93rd anniversary of Stonewall Jackson's victory over the Yankees at Winchester, Va., and today is also the second anniversary of my planting a rose garden at the corner of Sycamore and Liberty Streets in the Town of Zebulon. (I set out twelve bushes. Eleven died in 1953, and the other died in 1954. There's nothing like having a green thumb.)

U. S. plant breeders still find many useful plants in other countries. For use in breeding improved cereal crops along, nearly 12,000 plants have been introduced from abroad since 1948.

That Well-Known Telephone Man Has Been Fired from Directory Cover Job

After 16 years, "The Spirit of Communication" will be missing from the front cover of Southern Bell telephone directories in Raleigh, early in July.

Edwin A. Clement, Southern Bell District Manager, said today the final date for making changes in the new directory will be May 25, 1955.

A new cover has been designed picturing all illustration of a young woman using long distance facilities, he added.

The new cover began appearing on all Southern Bell directories early last fall and will appear in the future until it is used on all directories published by the company. In Raleigh the new cover will be used for the first time when the next issue of the directory is published.

The back cover of the directory also will be changed to show an outline map of the United States with the nine states served by Southern Bell prominently displayed, and a young woman using long distance. Both back and front

covers will call attention to the classified section (Yellow Pages) of "Where To Buy It" information. Millions of telephone users are familiar with the "Spirit of Communication" emblem.

This illustration was taken from an actual work of art — a large bronze statue, known as the Genius of Electricity, which portrays the power of electricity and its speed as a messenger. This statue was placed on top of the American Telephone and Telegraph Company's headquarters building in New York City in 1916.

Until 1930 it served only as a landmark on New York's skyline. Then it began to appear on telephone directory covers all over the Bell System. The directory people had given it the nickname, "Spirit of Communication." By the late 1930's, all Bell companies had adopted this emblem as part of their standard directory cover.

But "Elec," as he is sometimes called, has been an emblem of the spirit of the communications industry for just about half the life of the telephone. Why is he giving

up his familiar position on the front of the telephone directory? Southern Bell answers it this way:

It's to make way for telephone service messages that make that service more useful to everyone — by keeping subscribers informed of current conditions. For instance, all during World War II and for a long period thereafter, military communications requirements were unusually heavy in relation to the number of long distance circuits available. And this despite the fact that more and more circuits were being added. This condition restricted civilian usage of long distance. Delays in calls and such legislation as the excise tax law — only recently reduced from 25 to 10 percent on most long distance calls — tended to discourage such usage.

This is no longer the case. The addition of much coaxial cable and radio relay facilities to the long distance network have enabled Southern Bell to provide ample circuits. New dialing equipment, which rapidly is being expanded, enables operators to dial direct to

many points, resulting in faster service and in ability to handle more calls.

Improved operating procedures make the service more efficient. Reduced taxes make the cost lower. The new directory cover design will indicate there is no longer a need to limit long distance calls, will inform the public of their advantages and encourage their use.

Thus "Elec" continues an historic role on his lofty perch atop the New York skyline, while his more familiar spot on telephone directories is used for up-to-date information on the service he exemplifies.

WAKELON THEATRE — ZEBULON

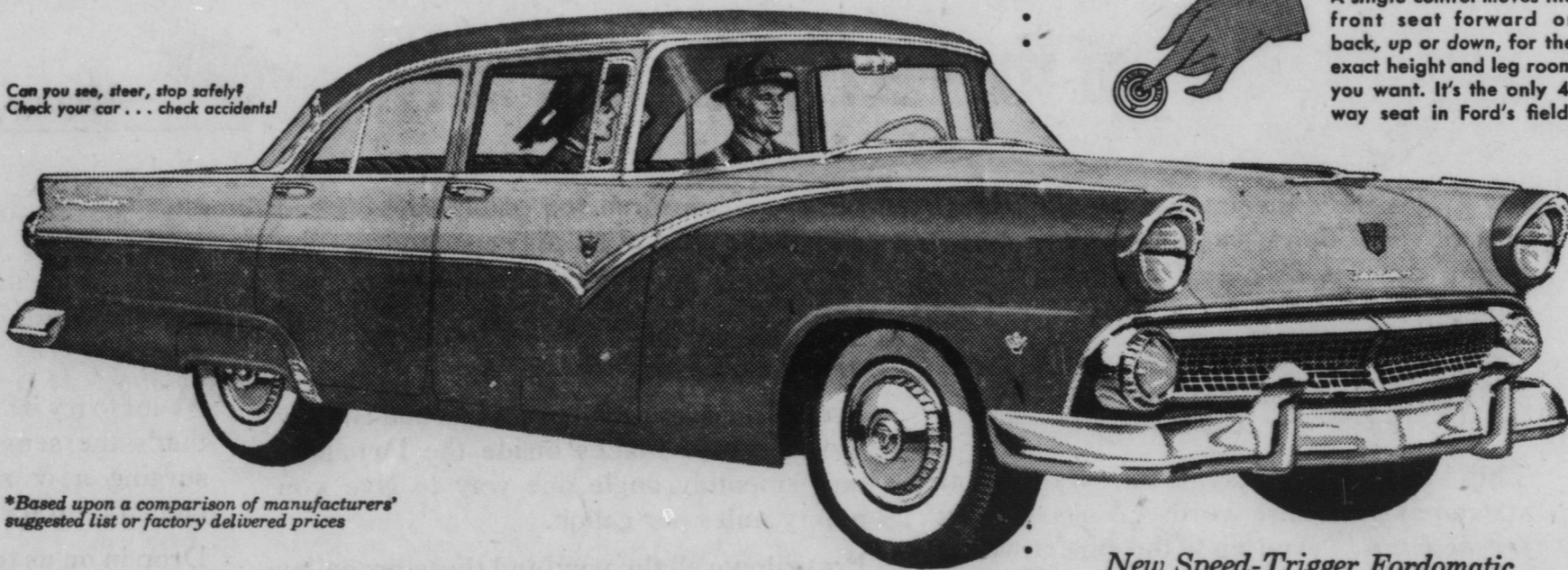
Monday-Friday: 3:30-7:15-9:00

TUESDAY-WEDNESDAY
Victor Mature — Susan Bell
Chief Crazy Horse

THURSDAY-FRIDAY
Marlon Brando — Karl Malden
On The Water Front

Ford's lower price lets you buy "the works"!

Because Ford is priced hundreds of dollars below other fine cars, you can have conveniences like Fordomatic, power steering, power brakes, power windows or a 4-way power front seat with the money you save!*



Can you see, steer, stop safely? Check your car... check accidents!

*Based upon a comparison of manufacturers' suggested list or factory delivered prices

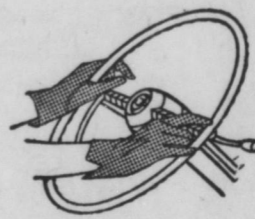
You can profit from the experience of thousands of former medium-priced-car buyers who have made the switch to Ford. For one thing, you can enjoy as they do Ford's many truly fine-car features and, with the money you save, buy the fine-car power conveniences of your choice.

Whichever of Ford's 16 models you prefer, you get the years-ahead styling

of the Thunderbird. Rich Luxury Lounge interiors offer you the last word in interior décor. You'll be far ahead in "go," too, with Ford's reassuring Trigger-Torque power. And wherever you go, on boulevard or back road, Ford's exclusive Angle-Poised ride smooths the way.

Try Ford and you'll agree... you can pay more but you can't buy better!

Master-Guide Power Steering lets you park up to 75% easier



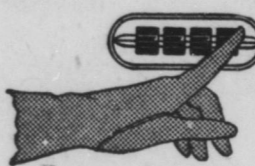
You ease your Ford into or out of tight parking spaces with far less effort. Unlike many power steering systems, Master-Guide leaves you with a natural "feel" of steering... yet assists you the moment you need extra "muscle" for turning or parking.

Swift Sure Power Brakes let you stop up to 1/3 easier



You travel more relaxed... arrive more refreshed. And Ford's suspended brake pedal makes stopping even easier.

Power-Lift Windows let driver regulate all 4 windows



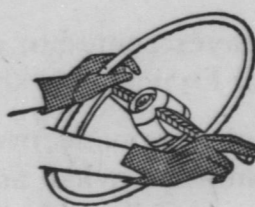
And there's a separate control at each window for individual passenger convenience. From the driver's seat you can set each window just as you want it with a touch on the control.

4-Way Power Seat gives exact seat adjustment



A single control moves the front seat forward or back, up or down, for the exact height and leg room you want. It's the only 4-way seat in Ford's field.

New Speed-Trigger Fordomatic for automatic driving at its best



Now, for extra-fast speed-trigger starts, just press the accelerator to the toeboard and you flash away in "low." Fordomatic automatically shifts you into intermediate gear then to direct—all while the selector lever is set at "Drive."

VACATION IDEA... VISIT FORD ROTUNDAI Showplace of the Auto Industry * Dearborn, Michigan

Ford THE NEW BEST SELLER! SELLS MORE BECAUSE IT'S WORTH MORE!
YOUR LOCAL FORD DEALER
GREAT TV, FORD THEATRE, WNAO TV, THURSDAYS, 7:00 P. M.