



The NEW BERN MIRROR

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Probably the first important thing every salesman learns is the ancient adage that it doesn't pay to knock your competitor and his product.

Apparently the wizards on New York's Madison Avenue who cook up television commercials don't subscribe to this long-honored truth. And that goes double for the makers who are behaving like spoiled children as they fashion ads for various headache remedies.

We sincerely hope that most New Bernians—or all of them—can see through this hokum. Even if you aren't suffering from a headache, the disparaging remarks made to knock competing pain killers are a pain in the neck.

Not content with proclaiming the effectiveness of their own product, the bankers denounce other remedies by name. And while we're on the subject, we're pretty well fed up with those idiotic demonstrations. That goes not only for the headache routines, but ghastly nose-spray demonstrations and those ridiculous cleaning deals.

Cigarette manufacturers are behaving in like manner, apparently on the assumption that the public is composed of millions of utterly stupid people. Each cigarette has its own remarkable qualities, and it is made quite clear that other brands are tasteless, or harmful.

If we're to believe the television commercials, this or that filter is the only satisfactory one. All

This negative approach, if taken seriously, would scare smokers away from any and all cigarettes.

Especially ironic are the spiels peddled by manufacturers who turn out all three types of fags—the filters, non-filters and the mentholated. They actually knock their own products, not by name of course, while singing the praises of one specific type.

Alternately, you are told that a cigarette doesn't taste like a cigarette if it has a filter; a cigarette without a filter of a certain type is your only salvation; cigarettes, with or without filters, just won't do unless they are cooled with marvelous menthol.

Scare advertising, not only on television but on radio, in magazines and in newspapers, is nothing new. Pink toothbrush, thanks to the omnious warning of an enterprising toothpaste maker, became a national byword years ago. And the reminder that "you rarely ever know it, and your closest friend won't tell you" was enough to reap millions in profits for a mouth-wash manufacturer.

If New Bern televiewers, besieged by commercials that insult their intelligence, are getting the notion that the plugs are increasing in length and number, the assumption is right.

We are told that in 1948 the television networks allowed 15 seconds for station breaks — time for spot announcements on local stations. In 1951 the allowance became 20 seconds, in 1956 it was increased to 30 seconds, and now it is said that two of the major networks plan to expend this commercial gap to 40 and 42 seconds respectively.

In the early days of television, double spotting — or running two or more commercials consecutively — was unthinkable. Now you get a string of commercials, and with station breaks due to lengthen further, there'll be additional monotony.

Television is a great medium for entertainment, education, and timely enlightenment about news as it is occurring at home and around the world. The Mirror heartily agrees it fills a place that neither

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WE SALUTE NEW BERN HIGH SCHOOL'S SENIORS

Charles Raymond Adams
Harry Roffe Albritton
George Washington Allen, Jr.
Margaret Elizabeth Allen
Linda Marie Anderson
Patricia Ann Arant
James Franklin Arthur
Martin Henry Bailey, Jr.
Walter Lee Baldree, Jr.
Benjamin Hunt Baxter, Jr.
Barbara Lynne Beck
William Ray Belangia
Albert Robert Bell, Jr.
Betty Ailean Bell
James Bryan Banks
David Walter Bennett
Michael Andrew Blythe
Sara Alexander Bradbury
Charles McLaine Bratcher
Virginia Diane Bray
Donna Felicia Brent
James Howard Brewer
Lois Ann Brinson
Robert Glenn Brock
Lester Earl Butts
Jack Lane Brown
Charles Robert Brown, Jr.
Sara Ellen Carraway
Charles Kirby Carter
James Albert Cayton
Joyce Ruth Clark
Ronelle Sharon Clark
Donnie Lou Cohn
Pamela Dale Coleman
Ronald Jackson Collins
Vivian Anne Cox
Brenda Faye Cox
Peggy Arlene Crews
Thomas Allen Curtis
Robert Wesley Cuthrell
Susan Elaine Daniels
Percy Alton Dunn
Mildred Frances Emory
Marshall Evans, III
Philip Augustus Fecher, Jr.
Evelyn Elizabeth Ferrell
Helen Neese Flythe

Mary Elizabeth Fox
Daniel Earl Gaskins
John Wayne Gaskins
Linda Faye Gaskins
Susan Frances Gaskins
Florette Lynn Geiter
Muriel Freda Goers
Glenda Carol Gosnell
Betty Ann Grady
Nancy Crawford Graham
Ralph Joseph Graham, Jr.
Judith Dawn Gray
Mitzi Elizabeth Green
Mildred Vienna Gwaltney
Jessie Mary Hall
Guy Linwood Hamilton, III
Charles Frances Hardison, Jr.
Linda Sue Hardman
Nancy Rae Hare
Mattie Faye Hargett
Mary Mercer Harris
Larry Lee Heath
Susan Simmons Henderson
Thomas Morduit Herritage
Melva Earle Holton
Maria Rita Holton
Arnette Marie Hughes
Virginia Lee Humphrey
Alan Merle Johnson
Gail Johnson
Betty Hart Ipock
June Delores Ipock
Sudie Laverne Jones
James Douglas Ipock
Kenneth Daniel Kellum
Linda Faye Lewis
Eleanor Ruth McKeel
Thomas Ray Morris
Robert Glen Jones
Joyce Marie Mason
Sandra Forsythe Kilby
James Gilbert King
Byas Carlton Lamb, Jr.
Herbert Edward Lee, Jr.
Robert Edward Lee, Jr.
Sarah Nesbeth Lewis

Henry John MacDonald, Jr.
Teresa Lynn Mann
Rickey Wynn Markey
Doris Anne McCombs
Janet Nichols Meredith
Judie Iona Messer
Donald Taylor Midyette, Jr.
Clarence Kirven Mills
Hardy Perry Moore
Linda Rice Morris
Della Jean Moser
Jo Ann Mumford
James Francis Murray
Ruth Barker Nelson
Sally Faye Nelson
Judy Sanderson Gardner
Robert Rudolph Northington
Braxton Smith Oliver, II
George Gerald Oliver
Barbara Ann Ophile
Jane Lindsay Osgood
Robert Gale Overbey
Barbara Jean Overman
James Ervin Paul, Jr.
John Francis Pauza
William Cicil Pendleton, III
Amos Warren Phillips, Jr.
Clinton Adam Phillips
James Blair Phillips
Kay Elizabeth Phillips
Richard Ray Phillips
Carolyn Louise Piner
Lena Elizabeth Piner
Sylvia Elizabeth Piner
Lynwood Savon Potter
Ann Gillentine Pugh
Mary Kate Quick
Cynthia Elizabeth Radford
Sandra Hulan Ridoutt
Joyce Marie Riggs
Edward Hamby Robbins
Lyle Frederick Robinson
Shirley Ann Rodgers
Ester Mae Rolison
Helen Kathleen Romanus
Clifton Jackson Rowe
David Donald Sasser

Gilbert William Scales, III
Rebecca Ann Scott
Belva Sue Skarren
Joseph Elvy Slater, Jr.
William Leggett Slaughter
Helen Earle Smith
Lila Tripp
Linda Elizabeth Smith
Nancy Lucile Smith
Virginia Lee Smith
Richard Erwin Smyer
James Lynn Soufas
Mollie Carmer Stallings
Edward Van Stephenson
Ruby Eloise Stiley
Ida Lindsey Stokes
Joan Carol Sutton
Ginger Byrd Taylor
Jackie Lee Thomas
John Ben Thompson, Jr.
James Burwell Tilghman
Ruth Treschan
Janice Faye Tripp
Treacy Louise Turner
Virginia Carol Vereen
Rosalie Marie Vogel
Barbara Ann Waters
Doris Tyndall Waters
Lynwood Earl Waters
Phyllis Ann West
Barbara Sue Wethington
Anna Elizabeth Wetherington
Donna Carol White
Nancy Clifton Whitley
Frankie Wayne Williams
Elwood Eugene Williams
Roland Earl Williams
Shirley Rose Williams
Sylvia Kay Williamson
Mary Idell Wilson
Clarence Howard Wood
Peggy Ann Wood
Ellen Meekins Worthington
Kathryn Clyde Wozelka
Joseph Woodley Wright
Douglas Leigh Young
John Elias Zaytoun, Jr.