

THE NEW BERN MIRROR

Published Every Friday at 214 New Street
New Bern, N. C., by the Sole Owner

J. GASKILL McDANIEL Editor and Publisher

SUBSCRIPTION RATES:

One Year \$2.50

Second Class Postage Paid at New Bern, N. C.

For Others Too

Here and now we want to express our gratitude to every New Bernian who goes to the time and trouble to plant a flower garden.

We owe them our thanks, and so do you, for brightening our way as we pass by their door. A world without flowers would be a dreary world indeed, but the posies that beautify this historic city just don't happen. Someone has to toil for countless hours to bring such blooms into blossoming glory.

Admittedly, flower growers not only labor for the pleasure of others, but for their own pleasure as well. Yet, agreeing that pride and a measure of vanity are to some extent the motivating factors, there is no denying that the average amateur florist does get satisfaction of the soul in the awareness that someone else is sharing the splendor of her garden.

People who put forth considerable effort to have lovely surroundings are not necessarily the nicest folks to know, or the kindest. Some of them, we're forced to concede, are crabby and cranky—and quite self-centered.

By the same token, we've known charming individuals who were blissfully content to live out their lives in the midst of unattractiveness. Shanties have been made presentable by folks who did it merely to please themselves, while mansions have been allowed to decay into hovels by mortals who were otherwise appreciative and often generous.

Even so, The Mirror has a warm spot in its heart for those who consider it important to make their yards appealing to a friend or stranger who happens by. It's a pretty good sign that the people who live inside are a credit to the community, and determined to contribute to the happiness of their fellow man.

So many things, in addition to flowers, can be shared without depriving ourselves. The smile we smile not only makes us feel better, it gives hope and encouragement to those we meet. And politeness inevitably makes us a better person, while easing someone else's load. So to you who say "Howdy" with flowers, we say "Thank you!"

Real Estate Transfers

George Von Mohr and wife, Linda S. Von Mohr, to J. Frank Efrid and wife, Margaret M. Efrid. Property in River Bend.

George Arthur Smith and wife, Alice R. Smith; Leroy Smith and wife, Exzena Smith; Etta Lee Smith Moore and husband, Columbus Moore; Willie Smith; Fred S. Smith and wife, Mary Ellen Smith, to Fred S. Smith and wife, Mary Ellen Smith. Property in No. 7 Township.

Paul W. Crayton and wife, Flossie D. Crayton; Lonnie E. Pridgen, Jr., and wife, Shirley T. Pridgen; and T. A. Karam to Tryon Realty Co. Property in Fox Hollow.

Kenneth J. Skaggs and wife,

Patricia G. Skaggs, to F. Murray Phillips and wife, Velma P. Phillips; and C. E. Hancock, Jr., and wife, Grace M. Hancock. Property in Hickory Grove.

Lee and Jones Building Supplies, Incorporated, to Ruth B. Scott. Property in No. 8 Township.

Bogue Construction Co., Inc., to Anthony W. Hesser and wife, Betty M. Hesser. Property in No. 6 Township.

Wesley B. Avery and wife, Janie R. Avery, to Conrad D. Behrendt and wife, Yoshiko Behrendt. Property in Pine Haven.

Larry Darnell Clark and Theresa Clark to Willie Bell

Corbett Clark. Property in No. 8 Township. Stephen H. Fowler, Jr., and wife, Allie D. Fowler, to

Ronald Robbins and Willfe Jane Brimmer. Property in No. 8 Township. Gaither M. Tadlock and wife,

Beverly N. Tadlock, to William M. Richardson and wife, Helen A. Richardson. Property in Tryon Park.

America's Energy Mr. Wizard Tells What About It Right In You

The energy crisis is debated on such a grand scale in this country, you probably feel there is very little you can do. But this just isn't so.

There are a lot of ways you can reduce the amount of electricity you consume without sacrificing either comfort or convenience. And, since the cost of electricity has gone up, you'll feel better knowing your electric bill is as low as possible.

When You Waste Electricity, You're Really Wasting Fuel.

Here in the Carolinas, most electricity supplied by CP&L is produced in generating plants that use coal. So anytime you waste electricity, you waste coal.

For example, when you leave a 100-watt light bulb burning for 12 hours, it costs you about 2½¢. But it also costs a pound of coal. That's right, one pound of coal is consumed to supply the energy for one 100-watt light bulb left burning for 12 hours. And lights use relatively little electric power.



Predictions are that the energy crisis will continue over the next few years, and fuel prices will increase substantially. And naturally, this means the cost of generating electricity will continue to go up.

So you can see that anywhere you can cut down will help conserve our country's natural resources, and save you some money as well.

The Color Of Your Roof And Drapes Can Save Money.

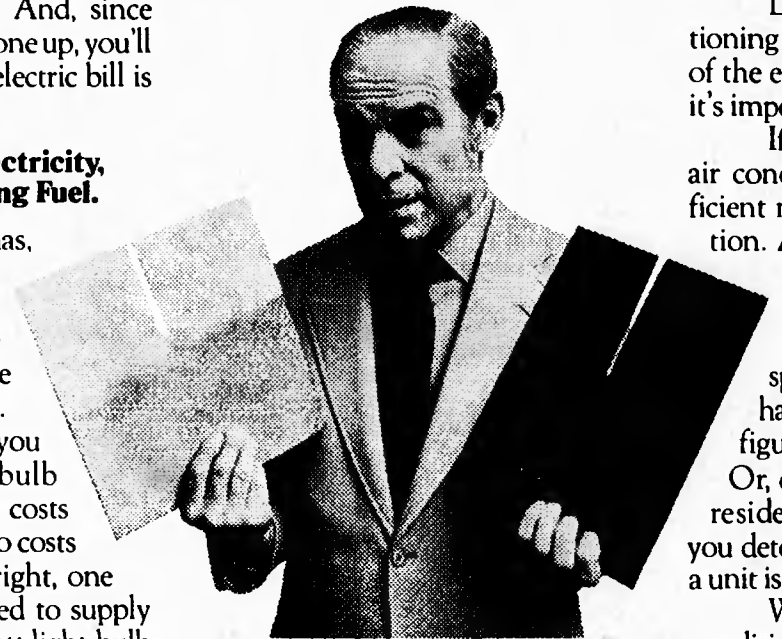
As I've demonstrated on television, light colors reflect the sun's heat, while dark colors absorb it.

A dark-colored surface can get as much as 60 degrees hotter than the air temperature. That same surface, if painted white, would get only about 20 degrees hotter than the air temperature.

Don Herbert, TV's Mr. Wizard, speaks for Carolina Power & Light in our continuing effort to conserve energy and help you save money on your electric bill. Reprints of this ad

If you're planning to build a house, or re-roof the one you have, be sure to select the lightest-colored roofing materials available.

Your shades, blinds or drapery linings should also be light in color.



And by keeping them closed on windows exposed to direct sunlight, you'll reduce the heat coming in through the windows by as much as 50 percent. Window awnings and shade trees can help even more.

Insulation Can Save Up To 40% On Your Heating And Cooling Costs.

Nobody knows just how much of the energy consumed in the United States is wasted. But we do know one thing, a great deal of the waste is due to inadequate insulation.

If your house isn't properly insulated, chances are up to 40 percent of your heating and cooling costs are going right through the walls, ceilings and floors.

In one of my TV demonstrations, I show how insulation protects my hand from the heat of a blowtorch.

Now, if insulation does that, imagine how well it will protect your home from hot air in the summer and cold air in the winter. It's easy to insulate a house when it is under construction. So if you're planning to build, don't skimp on the insulation. If you do, you'll pay for it the rest of your life.

If you're not sure that your present house is adequately insulated, you should have it checked. (Most insulation companies will check it for you at no cost.)

Take it from me, every penny you invest in proper insulation will be returned to you in lower heating and cooling bills. In some areas, it will pay for itself in just three to five years. And after that, you'll pocket the savings.

Naturally, you want your home to be comfortable. And that means turning down on one of the wastes of America.

If You Buy An Be Sure You Buy

During hot weather, conditioning accounts for a large portion of the electricity used in your home. It's important to use the most efficient model for your situation. A unit that is too small for your space will cool can't do the job. So figure out the space you have to keep cool. Or, call CP&L for residential representatives. They will determine just what unit is right for the job.

Whether or not you have air conditioning, a lot of heat is lost in your attic if it's not properly insulated. This heat radiates into your attic and virtually all of the air in your home's attic is lost. A ventilator fan, the kind you can control, is the answer.

This fan will pull the hot air out, make you a lot more comfortable, and take some of the load off your air conditioning. (The fan should not be run continuously.)

Or, call CP&L for residential representatives. They will determine just what unit is right for the job. Whether or not you have air conditioning, a lot of heat is lost in your attic if it's not properly insulated. This heat radiates into your attic and virtually all of the air in your home's attic is lost. A ventilator fan, the kind you can control, is the answer.

This fan will pull the hot air out, make you a lot more comfortable, and take some of the load off your air conditioning. (The fan should not be run continuously.)

Or, call CP&L for residential representatives. They will determine just what unit is right for the job. Whether or not you have air conditioning, a lot of heat is lost in your attic if it's not properly insulated. This heat radiates into your attic and virtually all of the air in your home's attic is lost. A ventilator fan, the kind you can control, is the answer.

This fan will pull the hot air out, make you a lot more comfortable, and take some of the load off your air conditioning. (The fan should not be run continuously.)

Or, call CP&L for residential representatives. They will determine just what unit is right for the job. Whether or not you have air conditioning, a lot of heat is lost in your attic if it's not properly insulated. This heat radiates into your attic and virtually all of the air in your home's attic is lost. A ventilator fan, the kind you can control, is the answer.

This fan will pull the hot air out, make you a lot more comfortable, and take some of the load off your air conditioning. (The fan should not be run continuously.)

Or, call CP&L for residential representatives. They will determine just what unit is right for the job. Whether or not you have air conditioning, a lot of heat is lost in your attic if it's not properly insulated. This heat radiates into your attic and virtually all of the air in your home's attic is lost. A ventilator fan, the kind you can control, is the answer.

This fan will pull the hot air out, make you a lot more comfortable, and take some of the load off your air conditioning. (The fan should not be run continuously.)

Or, call CP&L for residential representatives. They will determine just what unit is right for the job. Whether or not you have air conditioning, a lot of heat is lost in your attic if it's not properly insulated. This heat radiates into your attic and virtually all of the air in your home's attic is lost. A ventilator fan, the kind you can control, is the answer.

This fan will pull the hot air out, make you a lot more comfortable, and take some of the load off your air conditioning. (The fan should not be run continuously.)

CAROLINA OIL & DISTRIBUTING CO.



PRODUCTS
FOR YOUR CAR, TRUCK,
HOME & FARM