

"Heavens Tonight" Is Being Presented At Planetarium

Stellar Performance to Continue Through February 1

"The Heavens Tonight" opened this week in The Morehead Planetarium at Chapel Hill. Presentations of this stellar performance will be given every evening at 8:30; on Saturdays at 3:00 and 8:30; and on Sundays at 3:00, 4:00 and 8:30 through February 1st.

The program includes the heavenly objects in our winter skies and, especially, the complete details of the total eclipse of the moon which is to occur on January 18th. A large, animated reproduction of exactly what will occur during the eclipse will be used in the Planetarium. If visibility is good, the eclipse in nature may be first seen in this area about 7:50 P. M., as it enters the umbra. Totality will exist between 9:17 and 9:47 P. M., eastern standard time.

The winter constellations Pegasus, Andromeda, Cassiopeia, Perseus, Pisces, Aries, Auriga, Cetus, Orion, Canis Major, Canis Minor, Gemini, Taurus, and Cancer will be located and discussed in this program. All will be visible, regardless of weather, in the Planetarium skies of January. Learning the constellations is an easy introduction to the Heavens.

WPTF Is Sponsoring March Dimes Contest

A county-against-county contest to raise funds for the March of Dimes will be sponsored by Station WPTF beginning January 15. The winning county will receive a check for \$100 from WPTF for use in that county's fight against Polio.

Bill Jackson, early morning person-



60 - SECOND SERMONS

—By—
FRED DODGE

TEXT: "Sadder than work left unfinished is work that was never begun."—Christina Rossetti.

Some years ago an illiterate, but loyal, party member was appointed Postmaster in a small town. Some time passed, and then the Postmaster General received complaints that no mail was being sent from this Post Office. An inspector was sent to investigate.

He asked the Postmaster why no mail had been sent out. The appointee pointed to a big and nearly empty mailbox hanging on a hook in the corner.

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All contributions collected by WPTF will go back to the county from which they came and the county sending in the largest contribution will receive the \$100 award from WPTF.

Those desiring to contribute to the March of Dimes through the BJ Show should mail their contributions to Bill Jackson, March of Dimes contest, WPTF, Raleigh, N. C. Contest closes January 31.

Who friendship with a knave hath made Is judged a partner in the trade. —Gray.

"I ain't sent it out," he said, "because it ain't nowhere near full yet."

We know newspaper men who "some day" are going to write a book or a story or a series of articles. They are competent, skillful writers. They have experience and ideas. They are simply waiting "until the bag is full" before they start. Newspapermen are not alone in waiting. We are all guilty. No one can guess the total of worlds unconquered—nor how much poorer mankind is, because so many of us decided to wait "until the bag is full" before we sent out the "mail" that we have on hand today.

STORK PARTY

Mrs. Guy Toppin was guest of honor at a stork party held Tuesday night at 7:30 o'clock at the home of her mother, Mrs. Myrtle Tynch. Mrs. Bessie Perry was co-hostess with Mrs. Tynch in entertaining the group of friends who attended.

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Fred Dodge Named Launderers-Cleaners Executive Secretary

Robert E. Kizer, President of the North Carolina Association of Launderers and Cleaners, announced the appointment of Fred Dodge of Raleigh as Executive Secretary of the Association, effective February 1, 1954.

Dodge, active for the past several years in trade association and public relations work in North Carolina, was formerly connected with New York and Philadelphia advertising agencies. He is well-known for a state-wide syndicated column in weekly newspapers entitled "60 Second Sermons". This column also appears in Ohio, South Carolina, Georgia and Florida papers. The North Carolina Association of Launderers and Cleaners was established in 1907 and is devoted to the improvement of laundering and cleaning practices among its membership.

ERROR IN BADHAM'S AD

In advertising "Wonder Values" at Badham Bros. Store last week an important line was inadvertently omitted in the ad. It was stated that "everything in the store is being sold at

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half price." As a matter of fact what merchandise is left will be sold at half price and some even much less than half price.

Badham Bros., after 42 years in business in Edenton, will close shop just as soon as present stock and fixtures are sold.

Five Local Students At 'State College Day'

High School students and their parents from 64 North Carolina counties attended a day-long observance of "North Carolina State College Day" at State College Raleigh, December 5.

This was reported Friday by the committee on arrangements following a study of the registration figures for the event. J. J. Stewart, director of student housing, headed the committee.

The program included tours of the campus, explanations of the functions of various schools comprising State College, a basketball game, and talks by Chancellor Carey H. Bostian and others.

Five persons from Chowan County attended the program including Bobby Whiteman, George Clifford Overman, Sherlon C. Layton, Fred Layton and Bobby Smith.

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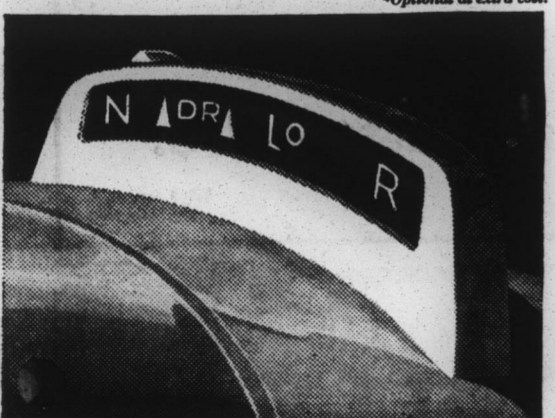
The day is past when you must make a choice between the kind of car you would like to own and the kind your purse allows. Now you can have both luxury and low cost.

You can own a king-sized car of regal beauty with power and performance to match. You can have the very latest advances in power controls. And you can get all this, and more, without leaving Pontiac's low price range.

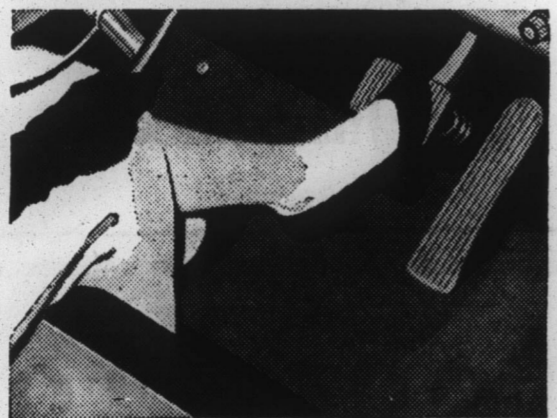
That is the real news behind Pontiac's completely new Star Chief line—and the real reason why it is so important that you see and drive this magnificent car soon. At a cost just above the lowest, you can now acquire the biggest, most powerful Pontiac ever built. And with this exceptional size and performance comes distinction of line and contour and interior richness that make the Star Chief the peer of any car for all-around beauty.

Come in and drive this proud car. Compare it with the very finest. Prove for yourself that Pontiac offers you the most exciting and desirable new car for '54.

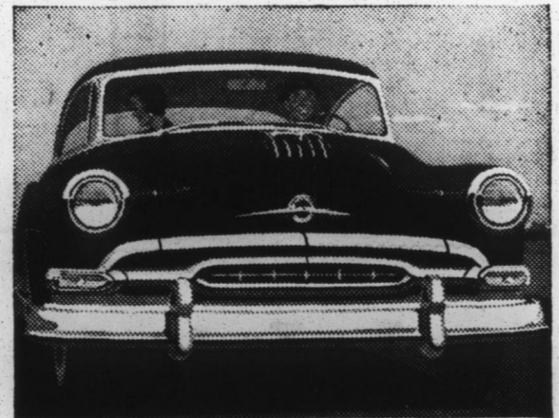
PONTIAC DUAL-RANGE HYDRA-MATIC DRIVE* and more powerful engines set new standards for performance and thrift. Whatever you want—extra-economical cruising or thought-quick response in traffic—is yours at a finger-flick with this exclusive Pontiac combination.



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