

60-SECOND SERMONS

BY FRED DODGE



TEXT: "The covetous man is ever in want." — Horace.

The stingiest man we've read about went into a butcher shop and ordered 10¢ worth of beefsteak.

"But," protested the butcher, "you have eleven children. What are you going to do with the tiny scrap of meat I can give you for a dime?"

"This ain't for eatin' purposes," said the stingy one. "I'll just like to have the smell in the house when company comes."

How many of us try to make our fame by fooling folks with a little

piece of steak? We covet fame, but are too selfish to earn it honestly. We are anxious to keep what we have in time, energy and possessions, yet we want to appear generous.

We tell ourselves we want contentment. But what we really want is the good regard of folks and the selfish enjoyment of what we possess. Actually it is that very greed which destroys the contentment we seek, for the covetous man is ever in want. Contented lives are lives that give freely. The road of greed is a certain by-pass

around a contented life.

NEW CAR GIZMOS TAKE SPOTLIGHT

By BILL CROWELL

Hard on the heels of the debut of the new cars come the necessary and gadget boys. With some folks to shifting new back is quite complete without a lot of extra chom?

And the gimmick manufacturers have dreamed up some remarkable accessories for this year's new models. Some, to be charitable, bear just a taste of feasibility, although it's doubtful the average American driver—to say nothing of the Tar Heel—will knock down any pedestrian in his haste to acquire one.

Take, for example, the fancy new steering wheel invented by a Parisian. This ultra-elaborate wheel, he says, just won't let a driver's chest be crushed in a smash up. This mastermind claims his complicated new wheel will, all in the same breath, bend forward under impact, knock out the windshield and, for an extra, disconnect the wiring to prevent fire.

And if that isn't getting your money's worth, take a look at the Pennsylvania who's come up with a gadget to prevent driver fatigue. He delicately calls it a "Carssage." It's a six-round, wedge-shaped pillow that driver slams down his back. When plunged into the cigar lighter it vibrates evenly along at 5,000 to 9,000 rpm's which is supposed to stimulate the driver's muscles and keep him on his toes for traffic hazards.

The message, according to the inventor stimulates the lymph glands, blood circulation, and just about every other part of the body.

Another device, which some would call a little more practical, is a new ignition lock. It's based on permutations—that is you got to punch the right combination on four buttons under the dash before the car will start. The variations, of course, for those not in on the secret are infinite. The car will start only after the right four buttons in the right sequence are punched. And what's worse, punch the wrong buttons and a fire alarm bell goes off.

Then in Germany there's an inventor who has put together what

sounds like a portable Drunkometer. This gadget automatically says "no" to the tipsy driver who starts to crawl under the wheel. First though he must breath into an alcohol meter connected to the instrument panel by a wire. If he's really blotto an indicator jumps to "danger." And at the same time the driver is getting this bad news the gadget prevents the car from being started.

The German inventor thought of everything, too. If the driver's breath test shows he's only had a few the device lets up a little and his car will start. But it will go only 35 miles an hour. No more.

And it's probably a good thing because there are now laws in Germany to punish drunk drivers unless they are involved in an accident.

Then last, but not least, is the inventor will doubtfully sell millions of them, there is the necessary for the necessary. It's a little metal "eyelid" that fits on outside rearview mirror.

George Alfred Jordan Dies At Tyner Home

George Alfred Jordan, 47, died at his home in the Tyner section Thursday morning at 2:45 o'clock.

Surviving are one brother, F. A. Jordan of Tyner, and three sisters, Miss Lizzie Jordan and Miss Annie Jordan, both of Tyner, and Mrs. Ruth Peck of Edenton.

Funeral services were held Friday afternoon at 2 o'clock at the Happy Home Church. The pastor, the Rev. Guilford Chappell, officiated and burial was in the family cemetery.

Softer Pickings

"Girl: "Father is so pleased to hear that you are a poet."
Boy: "Is he? That makes me divinely happy."

Girl: "You see, he tried to throw out my last boy friend and he was a wrestler."

"He's taught already that profits by teaching." — E. Browning

Housewives Demand Leaner Pork Cuts

American housewives demands for leaner pork, coupled with a mounting fat surplus, are pushing swine producers to grow and market more meat-type hogs.

U. S. Department of Agriculture animal husbandrymen are in the midst of a field research program launched this summer by the swine industry to develop methods for identifying superior meat-type breeding stock.

The program's objective is to determine how closely estimates of fatness and conformation of live hogs check with the cutout weights after slaughter and also to what extent these characteristics are passed on to their offspring.

Working with swine breeders, USDA specialists estimate the fatness of each hog in several purebred test herds.

Later, the breeder, and Department livestock specialists check carcass data from some of the hogs which have been marketed against the estimates they had made earlier. Next year, they will do the same work with the offspring of hogs they're working with this year. Thus, breeders will be able to use the data in marketing their breeding stock.

"Mrs. Average Housewife" will be awaiting results, but meanwhile she will also be using her own system to pick the lean from the fat.

Drainage - Irrigation Help Output Increases

Drainage and irrigation are often overlooked as important contributors to the remarkable increase in total United States farm output.

U. S. Department of Agriculture officials say that an expansion of nearly one-third in the total farm product since 1910 has been attributed largely to increased mechanization, more fertilization, better control of insects and plant diseases, and use of improved seeds and better livestock.

Officials point out that drainage and irrigation have also played significant roles in increasing farm production.

Since 1910, about 17 million acres have been drained and eight million acres of farm land have been irrigated.

HEALTH HORIZONS

The Cost of Medicine

The only thing most of us know about medicines is that they seem to cost too much. So you may be surprised as well as enlightened by some facts recently garnered from the magazine, American Professional Pharmacist.

When Pneumonia Cost \$1000.

Do you know, for example, that the price (just in dollars) of having pneumonia twenty-five years ago was about \$1000.—and today it is usually treated successfully with only \$15 to \$30. worth of drugs? In the days before penicillin and other antibiotics, pneumonia meant an average of five weeks in the hospital, plus a long convalescence before you were fit to work. Today the chances are you can be treated at home—no bills for hospital or special nurses—and you will be up and around in a couple of weeks, able to get back on the job.

Penicillin is just one example of the life-saving drugs we wouldn't have today if millions of dollars had not been risked in research. You, pharmacist can fill your prescription of penicillin in a few minutes, but it took several years of research to put that one drug on his shelves. Today every big pharmaceutical manufacturing company supports huge laboratories staffed by many chemists, physiologists, bacteriologists, biochemists, engineers and a dozen other kinds of scientists—and even with all these experts, it may take 1000 false leads to arrive at one useful new drug.

From Test-Tube to You

When, at last, something that looks promising is ready, it's just beginning. A great deal more must be done before the drug is ready to use.

PNEUMONIA COST

25 Years Ago	TODAY ONLY
\$1,000	\$30.00



data required by our drug laws be gathered: information on purity, possible toxicity, correct dosage for various conditions, possible after-effects—and soon, almost ad infinitum. And then there are manufacturing problems, packaging problems (some drugs lose strength rapidly unless properly protected) sometimes requiring newly designed, fabulously expensive equipment.

And yet, unlike almost anything else, the price of some of our most valuable drugs has come down. Ten years ago, penicillin was so rare it cost \$20 a single dose! Now, in some forms, it's a few cents. Spectacular cuts have been made in other drug prices; two famous examples are ASPIRIN and codeine.

But for the most impressive reduction of all, that's the cost of controlled substances—drugs like

GARDEN TIME

ROBERT SCHMIDT
N.C. STATE COLLEGE



Every once in a while some newspaper or magazine will carry a feature article about dwarf fruit trees, giving the impression that something new has been discovered. That is misleading because dwarf fruit trees, especially apples and pears, have been available for many years. There have been some improvements, of course. Dwarf fruit

trees have been very popular in Europe where garden space is at a premium.

Dwarf trees are those that have been grafted upon dwarf or slow growing rootstocks which prevent the full development of the tree. Many varieties of dwarf apples are now offered for sale by nurserymen. Dwarf trees are an advantage for gardeners who want a number of different varieties and do not have sufficient space for

WANTED!

We Are Now In A Position to Handle
Hardwood As Well As Pine
Logs and Lumber.

For Top Prices... See Us Now!

Blades Lumber Company

PHONE 700

EDENTON, N. C.

BARCLAY'S GOLD LABEL Straight Bourbon Whiskey

NOW 5 YEARS OLD

Distilled, aged and bottled under expert quality control

\$3.50 4/5 QT.

\$2.20 PINT

BARCLAY'S

86 PROOF—JAS. BARCLAY & CO. LIMITED, PEORIA, ILLINOIS



Why not own the car



car with Thunderbird Styling

The agile beauty that Ford styling captured in the Thunderbird is now yours in all Ford models for 1955. This advanced Ford styling will stay in style to help make your Ford worth more when you finally trade it in!

Only car with Trigger-Torque Power

Ford's 3 new, mighty engines all bring you Trigger-Torque Performance. There's the new 162-h.p. Y-block V-8 with 272 cu. in. displacement and higher (7.6 to 1) compression ratio... a new 182-h.p. Y-block Special V-8 offered with Fordomatic Drive in Fairlane and Station Wagon models... and the new 120-h.p. I-block Six. All deliver Ford's traditional economy.

Only car with Angle-Poised Ride

Ford's Ball-Joint Front Suspension is further improved for 1955. Now re-engineered so front springs tilt back, this advanced suspension absorbs shock from the front, as well as up-and-down! This reduces annoying "road-joint jar." Riding and handling are much smoother. Take a Test Drive, that's really the best way to see.

And why not own it now for a full '55 of fun

'55 FORD

F.D.A.F.