

Observations

By W. F. SHELTON

This Week: SALUTE TO WPTF

On Saturday night Radio Station WPTF in Raleigh placed in operation their new 50,000 watt transmitter thus bringing to a faithful audience a new measure of service and adding thousands of new listeners, thru their greatly expanded power. This new, more powerful voice for the Capitol City will spread the signal strength of WPTF's broadcasts with clarity to most of the states east of the Mississippi and this station may be heard clearly at times to the west coast.



Shelton

On Sunday, we were privileged to inspect this powerful new giant of broadcasting. At the handsome new transmitter building west of Raleigh, the many banks and panels of electrical wizardry that fling the broadcasts into the air are indeed marvelous to behold. Here, around a central control desk, are arranged the modernistically designed, glass windowed cabinets with each an integrated part of the equipment that prepare the thousands of volts and amperes for their journey through space to bring a complete broadcast service into the homes of countless people.

To the rear of the control desk stands the old 5,000 watt transmitter dwarfed by comparison with the ten times more powerful Colossus that stands on three sides of the control man with a glittering array of lights, instrument tubes and switches.

Every minute the station is on the air an experienced engineer sits at the control desk or moves among the countless instruments constantly vigilant that every note of music and every word of speech is placed in the atmosphere with the greatest possible efficiency and tonal quality. Even though this new electrical giant is the latest in design and operation, a constant watch and constant attention must be given to keep performance at the peak. When the station has signed off for the night a new activity starts in the transmitter as the engineers begin their nightly job of cleaning and maintenance. This cleaning and maintenance is necessary as any finely-adjusted electrical apparatus will deteriorate rapidly without periodic and frequent inspection. This is especially true when some of the apparatus is so delicate and still must handle such huge quantities of electricity.

After looking over the ultra-modern transmitting plant we had a very pleasant visit in the up-town studios with the affable Mr. Graham Poyner. Mr. Poyner graciously exhibited the well equipped temporary quarters of WPTF and generously explained some of the complexities of broadcasting. Here in the studios a large staff of writers, musicians and announcers prepare the many hours of programs that are broadcast daily. Here too are the offices for advertising solicitors.

Through commercial and a competitive radio, America has the finest and best balanced programs in the world according to Mr. Poyner. Here also in the studio is equipment for transcribing special events or programs to be heard or reheard at a later hour. If you get a chance visit WPTF in their studios or at their new transmitter and learn for yourself the tremendous amount of energy and ingenuity that it takes to make a first class radio station.

Now with their ten-fold stronger voice, WPTF is sending it's call letters into thousands of ears that probably never heard of North Carolina before—outside of their geography books. Now this station is a vastly enlarged horizon. When Mr. Poyner and the rest of the station staff move into their new studios, a year or so hence then WPTF will be second to none in equipment facilities and housing.

North Carolina is proud of this radio station and it's far-sighted and successful management. More "power" to WPTF and more listeners to this great new voice of Tarheelia. In wishing more listeners to a radio station we are giving voice to their own prime motive, for, as Mr. Poyner so aptly put it, "Without listeners, we are nothing."

Granville County's second milk route has been started thru the southwestern part of the county, says W. B. Jones, assistant farm agent of the N. C. State College Extension Service.

Overheard in a local beauty shop: "It is only a short distance between romance and dish-washing."

To relieve MISERY of COLDS

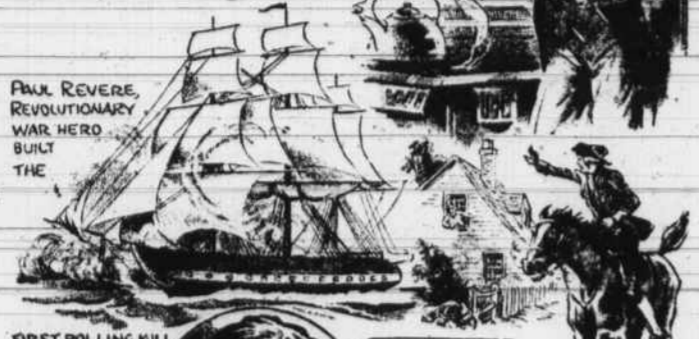
666 Liquid Tablets Salve Nose Drops Cough Drops

Try "Rub-My-Tism"—a Wonderful Linctant

IDEAS IN AMERICA'S DEFENSE

A LUMP OF CAOUTCHOUC AND SULFUR DROPPED ON A HOT KITCHEN STOVE SUGGESTED VULCANIZATION TO CHARLES GOODYEAR IN 1832.

RUBBER IS AN ESSENTIAL MATERIAL OF WAR TODAY.



PAUL REVERE, REVOLUTIONARY WAR HERO, BUILT THE

FIRST ROLLING MILL FOR COPPER IN THIS COUNTRY. COPPER SHEETS FROM THIS MILL WERE USED TO SHEATH THE HULL OF THE U.S. CONSTITUTION.



AN UNDEVELOPED NEGATIVE LEFT BESIDE A SAUCER OF MERCURY GAVE LOUIS DAGUERRE THE IDEA FOR A PRACTICAL PHOTOGRAPHIC METHOD. AERIAL PHOTOGRAPHY PLAYS AN IMPORTANT ROLE IN U.S. DEFENSE PLANS.

TODAY REVERE COPPER AND BRASS INCORPORATED, FOUNDED BY PAUL REVERE, OFFERS \$10,000.00 FOR IDEAS TO SPEED AMERICAN INDUSTRIAL DEFENSE. ALL IDEAS SHOULD BE ADDRESSED—REVERE AWARD COMMITTEE BOX 1805 WASHINGTON, D.C.

YOUNGVILLE P. T. A. APPOINTS COMMITTEES

The Youngville Parent-Teacher Association enjoyed a most successful school year during 1940-41. The last meeting was held on April 7th, at which time the same officers were elected to serve another year, as follows: Mrs. S. E. Tharrington, President; Mrs. J. W. Weathers, Vice-President; Mrs. J. K. Tharrington, Secretary; and Mrs. W. F. Mitchell, Treasurer. On April 28th these officers, composing the Executive Committee, met with Mr. M. K. Carswell, Principal of the Youngville School, and the following committees were appointed for the coming year:

- Building and Equipment Committee for Cafeteria—F. C. Winston, Chairman; F. H. Schofield, Mrs. S. E. Tharrington, Mrs. Cora W. Cheatham.
- Finance Committee—Mrs. W. F. Mitchell, Chairman; Mrs. J. W. Weathers, Mrs. W. T. Moss.
- Decorating Committee—Miss Beatrice Hill, Chairman; Mrs. R. F. Green, Mrs. Arthur Hall.
- Membership Committee—Mrs. J. W. Weathers, Chairman; Mrs. W. R. Evans, Mrs. Jim Williams; Mrs. Jack Green, Mrs. Will Predry.
- Pianist—Miss Effie Tharrington.
- Hospitality Committee—Mrs. Bland Mitchell, Chairman; Mrs. Eagles.

George Barnes, Mrs. J. K. Tharrington, Mrs. E. M. Mitchell, Mrs. W. H. Hight.

Program Committee—Mrs. B. H. Patterson, Chairman; Mrs. Mamie Winston, Mrs. E. M. Carter, W. R. Evans, Mrs. M. K. Carswell.

Publicity Committee—Mrs. F. H. Scofield, Chairman; Miss Clelie Massey, M. K. Carswell.

Cafeteria Committee—Mrs. J. K. Tharrington, Chairman; Mrs. Toby Holden, M. K. Carswell.

CARD OF THANKS

We take this method of thanking each and everyone who rendered service to us during the day on which our baby and sister died, especially those who so faithfully worked until the end trying to save Bertie. May God's richest blessings dwell on the doctor who worked so patiently with us and may he strengthen everyone to be ready to stand when the dark hour comes. We appreciate the sympathy, words and letters from the kind friends of the community. Mr. and Mrs. Ernest Ayscue and family.

The Jamesville 4-H Club in Martin County has resolved to hold regular monthly meetings during the summer so as to stimulate more interest in club work, says Assistant Farm Agent J. I. Bland Mitchell, Chairman, Mrs. Eagles.

Forest Fire Control

Secretary William Lee Beasley, of the N. C. Forestry Association gives out the following letter to Chairman T. W. Boone, of Franklin's Board of Commissioners, urging Franklin's co-operation. He said similar letters had been written each of the other members of the County Board. The letter follows:

Carthage, N. C. May 22, 1941.

Mr. T. W. Boone, Chairman Board of County Commissioners, Louisburg, N. C.

Dear Mr. Boone: Realizing the urgent need for fire control in Franklin and at least seven other counties, our organization is contacting each of the county commissioners in these counties to ascertain their willingness to inaugurate forest fire control on the State-County cooperative basis.

On Friday, May 9, I appeared before the Board of Conservation and Development and secured from that esteemed body a resolution to the Governor requesting that he draw upon the Emergency Fund in a amount sufficient to match county cooperating money on a 50-50 basis to finance fire control in those counties desiring protection for each of the next two fiscal years, beginning July 1, 1941.

The Governor is aware of the resolution and has indicated his desire to cooperate with the request provided the county commissioners are willing to put up their share which in Franklin's case would be \$950.00 annually.

Fifty-eight counties now have cooperative fire control and they are unanimous in acclaiming that money spent for this purpose is the county's best investment. There is no doubt of Franklin's need for fire control—we have

but to recall the fires of this spring to freshen our memory on that point. According to the official estimate for the calendar year 1940, Franklin suffered 39 fires which burned over 6,000 acres doing damage, figured conservatively at two dollars per acre, in excess of \$12,000.00. The least that can be done for that two-thirds of Franklin which is forest land is to give it the benefit of protection from fire.

Please confer with your fellow commissioners and advise me at your earliest convenience of the action which you propose to take in order that a date may be arranged with the Governor for a joint meeting of representatives from the interested counties, the State Forest Service, and this organization.

Very sincerely yours, WILLIAM L. BEASLEY, Secretary-Treasurer N. C. Forestry Association.

The two mattress centers in Northampton County have turned out 2,073 mattresses for low income farm families since the project was started, reports Assistant Farm Agent H. G. Snipes.

Friend (visiting hospital patient)—Do you know, old man, that's a swell looking nurse you've got.

Patient—I hadn't noticed. Friend—Good Lord!! I had no idea you were that sick.

Consumption of all cotton in domestic mills during April set a new all-time high record for any month of 920,142 bales as compared with the previous high of 854,179 bales set in March.

Direct lend-lease aid to Australia and increased purchases of Australian wool are expected shortly as a result of recent conferences held in Washington.

Boone—Why does a red-headed girl always marry a quiet fellow? Garvey—She doesn't. He just gets like that.



In the stress of emergency

LIFE'S GREATEST PROBLEM

the advent of death—finds the vast majority of those who are bereaved unable to assume the burden of supervising the necessary funeral details. Inexperience and sorrow make most people incapable of attending to the arrangements that must be made. Our service will be found invaluable in the stress of such an emergency.

WHITE FUNERAL HOME

K. T. White, Manager

Main Street Louisburg, N. C.

Member New Deal Burial Association.

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Dependable Express Service RICHMOND --- LOUISBURG

Early Next Morning Delivery

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COOL VACATION

frocks for the charming little Miss ---

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ALL THE WANTED STYLES MADE OF SHEER COOL MATERIAL.

INCLUDED IN OUR LARGE SELECTION ARE MARY JANE, MARY BELL, CINDERELLA AND MANY OTHER OUTSTANDING FROCKS.

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Colorful turbans that may be worn many attractive ways — Top Knot, Twist Drape, Top Bow, Loop, and Rosebud Drape.

CASUAL COCOANUT TOPPERS

SNAPBRIM, PORKPIE, CASUAL OR BONNET STYLE! LIGHT AS A BREEZE, WEARABLE WITH EVERYTHING,

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DEPT. STORE INC. "Leggett's Leads in Louisburg"



THERE'S COOL SUMMER COMFORT IN THIS SMART "CRUIS-AIR" CLASSIC as seen in Mademoiselle

It's tailored with that crisp, clean classic line you associate with Lynbrook. The fabric is a refreshingly new novelty woven rayon washes perfectly. The colors are as new as the fabric—dusty pastels, touched with deeper print tones. Final touch—chiffon kerchief to match the patent-leather belt. In larkspur blue, sand beige, rock garden green, larkspur blue on white. Sizes 12 to 20.

\$3.98 to \$7.95

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New 1941 ELECTRIC Hotpoint RANGE

BARGAIN! ONLY \$99.95 F.O.B. CHICAGO



The NEW CENTURY gives you Hotpoint high quality at a real low price!

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THE significant fact about producing one million electric ranges is that Hotpoint is able, because of their rich fund of manufacturing experience and skill, to lower prices and give greater values. To commemorate the One Millionth Hotpoint Electric Range, and to celebrate this memorable event, we offer this big value New Century model at a truly low price. See it today.

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Each new Hi-Speed Calrod Surface Unit provides 5 Measured Heats. Coils are self-cleaning.

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- Three New Hi-Speed Calrod Surface Units, each with 5 Measured Heats.
 - All-Porcelain Enamel Finish.
 - New 6-Quart 5-Heat Thrift Cooker with Flavor-Seal Lid.
 - New Duo-Speed Radiant Broiler Unit.
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"We Sell the Best and Service the Rest" Expert Repairs on All Radios and Jewelry.