

Thursday, January 3, 1963

The Missile Gap

Ironical as it sounds, efforts are now being made in Russia to close the "missile gap." If it sounds familiar, it should. For the past two or three years Americans have been seriously concerned about our missile gap.

In the past six months new intelligence estimates have presented a different picture. The word now is that we have two or three times as many ICBM's as the Russians have. The Russians, though, have more intermediate-range missiles.

Kennedy On Television

President John Kennedy, like a famous Democrat before him, Franklin D. Roosevelt, is taking advantage of a new medium to build his political following and is gaining popularity in so doing. It will be recalled that Mr. Roosevelt was the first President to really appreciate the potential of radio. He used it for his "fireside" chats and millions of Americans came to feel that they had an intimate relationship with the President in Washington.

This is good advertising, for there is no doubt that both Pre-

Zip Mail

The Post Office Department, moving faster than had been anticipated, has announced that a new "Zip" mail service would be in operation by July 1st. Its main benefit would seem to apply to large firms sending out a volume of first-class mail, especially those using electronic processing machines.

The Zip stands for zonal improvement plan (there has to be a fine-sounding something that Zip stands for, in government operation lingo). There are to be are to be speeded on their way. This all sounds very fine, be-

The British And Their Wars

In Brunei, and two small neighboring territories, a group of rebels seeking independence have challenged British authority. These areas are in Borneo and the British have been there for centuries.

In the usual sense of their tradition, the British have reacted with a few words and sent troops to the area to restore order and the authority of the Crown. Some of the troops were Gurkhas and others were the Queen's Own Highlanders.

The British, however, have a good record for freeing colonial people when these people are ready and few would deny their colonial policies since World

The Tax Gamble

President John F. Kennedy is embarking on an economic gamble in his program to reduce taxes. In the opinion of political observers there is little in the way of a political gamble involved.

Many of the older and more conventional economic experts, in Congress and in private business, are not yet sold on the presidential approach, which is, in brief, to cut taxes so that business will expand and the economy along with it, so that in the end a greater tax revenue will be realized through an expanding economy.

Some of the conventional economist point out that cutting taxes now will mean another large budget deficit and that continued budget deficits will not only bring the danger of inflation but the danger of a lack of confidence in the dollar's stability on world markets and even in the United States.

But by 1964 the pressure for some tax reduction will be overwhelming and since Senators and Congressmen are human beings, and must be elected by the vote of taxpayers, it will be very difficult to further postpone tax reduction in 1964, if indeed the reduction is not passed in 1963.

Since we have a better long-distance strategic air force than do the Russians, according to almost all sources of intelligence, the United States then was in a good military posture in the recent Cuban crisis.

And this, it should be clear for all time, is what matters to the Kremlin. Moscow has long respected military power and that is all they respect when foreign policy clashes occur. When we are weaker, or the will to fight is not there, we lose ground.

President Kennedy and his wife exhibit good television personalities and an appealing television manner. This means, plain and simple, that the Republican candidate who opposes Mr. Kennedy in 1964 must have a good television personality too. For it is television which has changed the political style and political campaign more than anything else in the last fifty years and candidates from now on must have television appeal. Mr. Kennedy appreciates this face of modern political life.

fore the event, and it may well be that of the hopes and expectations comes to pass. We hope they do. We recall the fanfare with which former Postmaster General Arthur Summerfield announced his vaunted speed-up of mail, a few years back.

It is good that the Post Office Department is interested in improving service and it is almost certain that no one will be opposed to Postmaster General Edward Day's latest announcement. If it means faster mail service we will all be delighted, and it probably will.

War II have been enlightened. For that reason there is no world outcry at the vestiges of British colonialism left in the world for the most part. And the British still maintain their calm and send in the troops to keep order and put down insurrections wherever they occur.

From all this there is a lesson to be learned. First, of course, the British have set an example in bringing backward people toward self-government, and then granting them independence. Secondly, and what may be just as important, the British have been ready to fight to maintain order anywhere around the world for hundreds of years.

which right now seems likely. The President's gamble is an economic one, and it is a gamble that could affect every American vitally. It may not cost him votes in the next few years but if the gamble fails it could cost every American, because the value of the dollar might decline as a result.

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LETTERS TO THE EDITOR

This letter is to clarify some of the misunderstanding presented to you in articles and editorials printed in various newspapers within the state in the past few weeks concerning the name change controversy in the present university system.

The Carlyle Commission, appointed by Governor Terry Sanford, has proposed changes for the improvement of higher education in North Carolina. These recommendations have been misrepresented to the Public. They did not contain a name change proposal as has been suggested.

We are very much in favor of the improvement of higher education in North Carolina but can in no way understand how a name change will contribute to improvement.

The reason for changing North Carolina State College to the University of North Carolina at Raleigh was stated by our Chancellor, "...to give symmetry and unity to the uni-

Turbo-Jets Promise Lift To Helicopter Industry

A slowpoke in the field of aviation, the helicopter may yet become a magic carpet for commoners as well as kings.

Though the improbable machine performs tasks its inventors never dreamed of, it wobbled through infancy and did not come into its own until after World War II, the National Geographic Society says.

Only 10,000 or so helicopters have been built in this country. Regularly scheduled passenger service is available in merely four cities—New York, Chicago, Los Angeles, and San Francisco. Only San Francisco's helicopter line operated without a government subsidy.

The problem is a familiar one—money. Helicopters are complex mechanisms, expensive to run and maintain. An experimental giant designed to lift a 15-ton payload cost its builder four million dollars.

Hopefully, however, the helicopter industry foresees an economic breakthrough, with turbo-jets which are now in production. Less complicated than their piston-engine predecessors, the turbo-jets are expected to cut operational costs

in half. They may revive an abandoned postwar prophecy: "A helicopter in every back yard."

Despite its relatively short span of success, the helicopter has a long history. Leonardo da Vinci dreamed of building one in the 15th century. Many designers owed their lives to the fact that their contraptions never budged from the ground.

Both Alexander Graham Bell and Thomas Edison experimented with rotary-wing flight. It was Igor Sikorsky, however, who had the notion that he could build a craft able to fly straight-up, down, backward, forward, sideways, or hover stock-still. Finally, in 1939, Sikorsky demonstrated the first truly practical helicopter in the United States.

Exclaimed a wide-eyed mechanic: "It's the biggest darn lie I ever saw!"

The first Sikorsky whirlybird destined for useful work rose from Bridgeport, Connecticut, in 1942 for delivery to the Army-Air Corps. Coast Guardsmen carried out the first of innumerable "mercy missions" in

1944. The Navy received its first production-line helicopter in 1946, and the first commercial helicopter license was issued the same year.

Advances in Korean War The Korean War spurred the testing development of helicopters. Marine craft airlifted 60,000 men and 7-1/2 million tons of cargo over rugged terrain. The machine's reliability and versatility wrote a new chapter in military history. American pilots did everything but turn their 'copters upside down and use the blades against enemy ground troops.

Meanwhile, the helicopter was proving a jack-of-all-peace-time-trades. An obvious rescue and search vehicle, it also was pressed into such varied services as monitoring traffic, patrolling forests, dusting crops, rounding up cattle, surveying, laying pipe, and implanting church steeples.

The Air Force provided two helicopters to the National Geographic and Smithsonian Institution in 1949 for an archeological expedition into Panama jungles.

JANUARY FOOD

TAMBOREE

The finest foods at the lowest prices!

HOMINY TIME		FINEST QUALITY MEATS	
VAN CAMP HOMINY No. 2 can	10¢	OUR SPECIAL QUALITY	
HUNTS TOMATO		CUBE STEAK Lb.	99¢
CATSUP 2 14 Oz. Bot.	35¢	LEAN BONELESS STEW	BEEF
MRS. FEARNOWS CHICKEN BRUNSWICK			69¢
STEW 2 20 Oz. cans	89¢	JESSE JONES	FRANKS
LARUTA CORNED		ALL MEAT	12 Oz. Pkg.
BEEF , 12 Oz. can	39¢		39¢
LUTER'S			
PURE LARD 4 Lb. Pkg.	53¢		
SUN VALLEY			
MARGARINE 2 Lbs.	31¢		
QUALITY & VARIETY		KRAFT'S CHEDDER	
		CHEESE Lb.	49¢
JUICY FLORIDA GRAPEFRUIT 5 FOR	29¢	GIANT ECONOMY SIZE OCTAGON	59¢
HAND GRADED SWEET POTATOES		DETERGENT Bot.	59¢
	5 Lbs.	WALDORF TISSUE 4 ROLL PKG.	33¢
PILLSBURY PAN-CAKE FLOUR Lb. Pkg.	19¢	BOOK MATCHES 50 BOOK PKG.	10¢
BORDEN'S BISCUITS , 6 cans	45¢	SHORT CUT TO DELICIOUS MEALS	
CEMON CREME SANDWICH, 1/4 Lb. Pkg.	39¢	FROZEN FOODS	
OREO CREME SANDWICH, Lb. Pkg.	49¢	FARM HOUSE	
SUNSHINE NUT SUNDAE, 10 1/2 Oz. Pkg.	39¢	FRUIT PIES	
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MEMBER SUPER VALUE INDEPENDENT STORES		FREE PARKING & DELIVERY	