

Tel. GY 6-3283

(Ten Cents)

Louisburg, N. C., Thursday, July 22, 1965

(Ten Pages Today)

96th Year—Number 44

Louisburg Growth, Part 2

Local Radio Station Plays Important Part In Growth

Started In 1958; Serving Louisburg And County Area.
Many Out Of County Accounts Add To Local Economy

Advertising and promotion play a big part in the success of any venture. This is particularly true in the retail sales field. There are two acknowledged advertising media in the Louisburg and Franklin County area. These are The Franklin Times newspaper, partially covered in Part I of this series, and Radio Station WYRN.

Louisburg's feat of recording a 112.7 percent increase in retail sales for the past five-year period is the result of the efforts of all merchants in the area, but the growth is an example of what can be done when modern retail methods are used. Modern methods depend heavily on advertising.

The Franklin Broadcasting Company was formed here in 1958 by Joe Lane, of Tabor City, and George Peterson of Rocky Mount. Both men had been friends while employed at the WNAO-TV station in Raleigh.

The station went on the air in September, 1958 and Lane bought out his partner in October of 1959 and has been

sole owner and manager since that time. WYRN (stands for We're Your Radio Neighbor) operates on 500 watts daytime, and is found at 1480 on the AM dial. It is licensed by the Federal Communications Commission to broadcast from 4 a.m. until sundown daily.

According to the latest figures available, the station covers a total population of 562,300 persons in its primary coverage area and up to 854,300 in its secondary coverage. Its broadcast range to the north is to Chase City, Va., and to the south to Angier, N. C. Westward, the local station's out-range is to Mebane and eastward, to Tarboro.

Primarily, however, WYRN serves the Louisburg and Franklin County area. Much of the station's income is from accounts outside this area, although the majority of the business is local. National accounts come from as far away as New York, Richmond, Washington and Atlanta buying air time to reach local audiences.

Joe Lane, as president of the Louisburg Jaycees in 1961, worked with Jack Coss, town manager at that time, to determine whether an association of businessmen was needed or desired in Louisburg. The two men worked over a year, visiting other communities and finally came up with a steering committee from the various civic clubs in town. The committee formed the present Louisburg Business Association.

The station, like the newspaper, has boosted Louisburg and the Franklin County area, with public service announcements and special promotional events designed to increase business in the area. The two advertising media cooperating together have caused local retailers to become public relations minded and have helped the community as a whole to sell its products, its services and its friendliness.

The station is well equipped, having installed expensive automation equipment last year to upgrade its programming. At present, it employs six people on full-time basis, with several other local people participating in its programs. It also has outside agencies representing it in the advertising field. It is a member of the Associated Press and has the only wire service in the county for up-to-the-minute national and regional news.

Freeman Explains Cotton Legislation

On July 17, Agriculture Secretary Orville L. Freeman released the following statement on cotton legislation, of interest to local cotton producers.

This is the response to numerous inquiries on cotton legislation received by the Department of Agriculture as a result of my testimony before the Senate Committee on Agriculture and Forestry last Thursday, and as a result of the approval by the House Agriculture Committee of the Farm Bill, H. R. 9811. It is essential that the public be fully aware of this important bill.

The major provisions of the House bill are:

1. The cotton law would continue the one-price approach that has increased the use of

cotton in the United States this year and give cotton farmers greater freedom of choice.

2. The Feed Grain Program which has added \$3 billion to farm income the past four years would be extended, and improved.
3. An improved wheat program would boost wheat farmers' incomes by \$150 million a year while reducing Government costs and providing more freedom in the marketing system.
4. A new cropland adjustment program would help farmers shift a part of their allotted acreage out of crops into conservation and recreation uses—if they wanted to—and be paid for it.
5. In addition, the wool pro-

See FREEMAN page 6

County Rates Low In Travel Income

Total expenditures of travelers in Franklin County in 1964 has been listed at \$1,329,000.00 in the N. C. Travel Survey released by the N. C. Travel Council this week. Of the total, out-of-state travelers accounted for \$814,000 and in-state travelers accounted for \$515,000.

This amount of income from tourists placed Franklin County in 68th position among the 100 North Carolina counties. Mecklenburg led the state with \$84,320,000.

Sales and receipts of firms engaged in serving travelers in the county during 1964 were listed at \$2,797,000 for Franklin County. Of this, \$805,000 included lodging, eating and recreation. Automobile services accounted for \$1,992,000. Franklin ranked 60th in this category.

Franklin listed 78 firms dealing in travel service, which employ 238 persons.

The county is listed as having 148 miles of rural primary highways and 2.5 miles of 4-lane highways.

Tourism in the State during 1964 reached the billion dollar mark for the first time according to the seventh annual survey of North Carolina's travel industry.

The report, just released, was compiled by Dr. Lewis Cope land of the University of Tennessee. It reveals that total receipts from firms engaged in serving and transporting travelers were \$1.1 billion, up

nine per cent from the \$986 million in 1963.

The report, sponsored by the Travel Council of North Carolina and the state's Travel Information Division, indicated that the State has 1.8 per cent of the nation's \$60 billion travel business. The industry has been growing at an average of 7.7 per cent annually since 1948, well above the 5.5 national average.

The survey also shows that travel, the state's third largest industry, is growing faster than the 5.7 per cent growth of all retail businesses in North Carolina.

Highlights from the report:

- Tourists from out-of-state spent \$315 million, a ten per cent increase over last year.
- All travellers, including Tar Heels, spent \$512 million.
- The \$315 million spent by non-residents came from 29 million persons who travelled more than five billion passenger miles on highways, railroads and airways.
- Out-of-state tourists account for one-fifth of the 25 billion miles of intercity traffic by private and public transport.
- Travellers are served by 19,890 business concerns, which is 17 per cent of the 118,300 active business firms in the state.
- Approximately 90,550 persons in North Carolina earn their living by serving the traveling public, which is one-sixth

See COUNTY page 6



Louisburg - Main Street 1916



Louisburg - Main Street Today

Davis Releases Tobacco Marketing Information

John R. Davis, County Office Manager for ASCS, has released the following information pertaining to marketing for this year, of interest to growers in the county.

GENERAL PROVISIONS - The marketing of tobacco under the new acreage-poundage program will work basically as it has in past years; however, there are certain changes which producers should know about. Program Regulations will permit producers to market up to 110% of the farm's Quota and receive Price Support. All tobacco marketed above the 110% will be subject to a

penalty of 44¢ per lb. and Price Support will not be available on this tobacco. All tobacco sold in excess of 100% of the farm's Quota will be deducted from the 1966 quota and any under-marketing will be added to the farm quota for 1966.

PREPARATION OF MARKETING CARDS - The office will prepare marketing cards to show the farm's quota and 110% of the quota. A cumulative total of marketings will be carried so that farmers will know at all times just how much of the poundage Quota has been sold and how much remains to be sold.

MAILING MARKETING CARDS - Cards will be mailed prior to the opening of the local markets for farms Owned and Operated by the SAME PERSON.

CARDS TO BE HELD IN COUNTY OFFICE - All marketing cards for farms which are owned and operated by different persons will be held in the county office until the owner and operator informs the office as to how the farms are rented, such as cash, 1/2 or 1/4 shares, etc.

CASH RENTED FARMS - Marketing of tobacco for farms that are cash rented in 1965 will be limited to the farm Quota UNLESS the Owner, Operator, and cash tenant file a written agreement with the County Office to permit marketings up to, BUT not to exceed 110% of the Farm's Quota.

ISSUANCE OR MULTIPLE MARKETING CARDS - Operators who wish to obtain more than one marketing card must designate in writing the number of pounds to be shown on each card issued. Before issuing additional cards, all cards previously issued must be returned to the county office so that the poundage can be properly adjusted on all marketing cards issued.

MARKETING CARD LEFT AT WAREHOUSE - Under the new program producers will be required to leave their marketing cards at the Warehouse when the tobacco is weighed in, and the card will be left at the warehouse until the tobacco is sold or removed from the warehouse.

CARE OF MARKETING CARD - Farmers should be especially careful not to lose or misplace their marketing cards this year. Before leaving the warehouse after each sale, it is suggested that producers compare the warehouse bills and pounds entered on the marketing card to see that they agree and are accurate.

If you have any questions about the new procedures, please contact this office.

Speeding Heads List Of Offenses Heard In Recorder's Court Here

The following cases were disposed of in a session of Recorder's Court on Tuesday, July 20th:

Ervin Manson, c/m/44, assault with deadly weapon. Guilty. Judgment suspended on payment of costs within two weeks from date.

Andrew Perry Silver, c/m, speeding. Judgment compiled with.

Gillis Emmanuel Cheek, c/m/67, speeding. Judgment suspended on payment of costs.

Ernestine Thomas, c/m/38, speeding. Pleads guilty under waiver statute. \$10.00 fine and costs.

Willis Percy Alston, c/m/48, speeding. Pleads guilty under waiver statute. \$10.00 fine and costs.

Gene McGregor Robertson, w/m/17, speeding. Pleads guilty under waiver statute. \$10.00 fine and costs.

Robert Thomas, c/m/36, speeding. \$10.00 fine and costs.

George Thomas Fuller, w/m/18, speeding. Judgment suspended on payment of costs.

James Thomas Terrell, c/m/37, speeding. 6 months in jail, assigned to work under supervision of N. C. Prison Dept., suspended on payment of \$50.00 fine and costs.

Robert Lee Booze, c/m, possession of non tax paid whiskey. 6 months in jail, assigned to work under supervision of State Prison Dept., suspended on payment of \$50.00 fine and costs.

Delmar Lynch, c/m/26, non support. 6 months in jail assigned to work under supervision of State Prison Dept. with request that defendant be given psychiatric treatment.

Annie Perry, c/1/22, assault. 6 months in jail assigned to work under Woman's Division of State Prison Dept., suspended on payment of costs.

Jessie Perry, c/m/55, assault on female. 6 months in jail assigned to work under supervision of State Prison Dept., suspended on payment of costs.

signed to work under Woman's Division of State Prison Dept., suspended on payment of costs.

Robert Lee Spivey, c/m/21, no operator's license; improper muffler. Pleads guilty both charges. \$10.00 fine and costs.

Wilson Hedgepeth, c/m, possession of non tax paid whiskey. 6 months in jail, assigned to work under supervision of State Prison Dept., suspended on payment of \$50.00 fine and costs.

Robert Lee Booze, c/m, possession of non tax paid whiskey. 6 months in jail, assigned to work under supervision of State Prison Dept., suspended on payment of \$50.00 fine and costs.

Delmar Lynch, c/m/26, non support. 6 months in jail assigned to work under supervision of State Prison Dept. with request that defendant be given psychiatric treatment.

Annie Perry, c/1/22, assault. 6 months in jail assigned to work under supervision of N. C. Prison Dept., suspended on payment of \$50.00 fine and costs.

Legion Supper

American Legion Jambees Post 105 will hold a supper meeting Friday night, July 23, at George Leonard's cabin, according to George Champion, Post Adjutant. The meeting will begin at 6:30 p.m. and all members of the Jambees Post are invited to attend.

Tree-Climbing

McKeesport, Pa.--When 11-year-old Malcolm Mason failed to come home for dinner, his parents called police and a search was conducted throughout the night. Early the next morning, Malcolm's father looked toward the pine trees in the back yard and saw his son's body hanging over a 12,000-volt power line. He had been electrocuted.

College Announces New Faculty And Staff Members

New faculty and staff for the 1965-1966 academic year at Louisburg College have been announced by President Cecil W. Robbins.

James Edward Aubrey, French. Mr. Aubrey, a native of Norfolk, Va., has the A. B. degree from the College of William and Mary, has had one year of graduate study at the University of North Carolina at Chapel Hill, and holds the M. A. degree from Middlebury College. He has had several years of teaching experience in high school and college, and comes to Louisburg from Elon College.

Jasper Enid Drake, physical education and basketball coach. A native of Castalia, Mr. Drake attended Campbell College for two years, holds the B.S. degree from Wake Forest College in physical education, and the M. Ed. degree from East Carolina College. For the past eleven years he has served as coach and teacher at the Middlesex High School.

Charles Jasper Farmer, religion. A native of West Virginia, Mr. Farmer holds the A. B. degree from Davis and Elkins College, the B. D. degree from Western Theological Seminary, and the M. Ed. from the University of Pittsburgh. He has served as a pastor and during the past served as dean of students at High Point College.

Michael Palmer, English. Mr. Palmer is a native of Lenoir. He holds the A. A. degree from Charlotte College, the A. B. from the University of N. C. at Chapel Hill, the M. A. from Appalachian State Teachers College, and has done additional graduate work at Duke University. He has had four years of teaching experience on the high school and college levels and comes to Louisburg from Northern High School, Durham.

Judith Belche Parrish, assistant librarian. Mrs. Parrish, a native of Castalia, holds the B.S. degree from East Carolina with a major in English and a minor in library science. She is working toward the M.A. degree at East Carolina with a major in library science.

Blair H. Plunkett, Jr., Spanish. An A. B. graduate of the University of Richmond, Mr. Plunkett is a native of Richmond. He holds the M. A. degree from the University of N. C. at Chapel Hill. In addition he has completed his course work for the Ph. D. degree. He served as part-time instructor of Spanish and French at Carolina for several years and comes to Louisburg from Elon College.

Cortland V. Smith, history. A native of Pennsylvania, Mr. Smith, a former pastor and a chaplain for the U. S. Army and Air Force, holds the A. B. degree from Bucknell University, the B. D. degree from Colgate - Rochester Divinity School, the M. A. in history from the University of N. C. at Chapel Hill, and expects to be awarded the Ph. D. degree in history from Carolina in September 1965.

In addition, Grady K. Snyder is returning to Louisburg to teach mathematics after a four-year absence during which time he taught at Methodist College. Mr. Snyder attended Louisburg College and holds the A. B. and M. A. from the University of N. C. at Chapel Hill. He has completed his course work for the Ph. D. at Carolina and is now at work on the dissertation.

Also, Miss Rachael Modlin, on leave of absence this year to complete work on the M. A. degree from the University of N. C. at Greensboro, will return as a full-time member of the business faculty. She holds the A. A. from Louisburg and the B.S. from East Carolina College. She served as registrar at Louisburg from February 1958 to last September when she left for UNC-G.

Two faculty members will do further graduate study next year. Robert Butler will be at the University of N. C. at Chapel Hill and Harold Smith at the University of London, England. Avery Dennis is in his second year in his graduate study program in chemistry at the University of N. C. at Chapel Hill.

Senator Sam Says

Washington -- The Capitol is the workshop of Congress. It is also a national shrine. As such it attracts from five to seven million tourists annually. The galleries of the Senate and House Chambers provide an opportunity for all who come to see government in action. Yet often unnoticed are important rooms which give vitality to the heritage that is so much a part of the place. Two of these are the Old Senate and Supreme Court Chambers. They were last used for law-making in 1859 and 1860. Last week the Senate thought these historic rooms ought to be showplaces for those who come to learn of their country's past and future. In a Legislative appropriations bill, it voted \$700,000 to restore the Chambers for public view, and thus enable visitors to see the site where Thomas Jefferson was twice inaugurated, where Hayne and Webster debated, and where John Marshall rendered fundamental court decisions. The project, which would be completed in 1966, is still subject to Senate-House conference approval. It has much to commend it.

Action on other appropriations by the Senate have brought money bills to a mythical halfway point. In addition to the Legislative appropriation, the Senate recently cleared bills to finance 27 independent agencies, including the Veterans Administration and the National Aeronautics and Space Administration, and the farm program.

Initial House action on money measures has been completed

except on foreign aid and military construction projects. Senate and House conferences, however, usually are required to iron out differences on the thirteen fund measures.

The voting rights bill, which is likely to be recorded as the most controversial bill of the session, now goes to a Senate-House conference to determine its final form. The House bill contains a ban on poll taxes and other provisions unlike the Senate version.

The housing bill illustrates the difficulty of keeping Federal programs in proper perspective. The activities of the Federal Government in the housing field began with the Home Owners Loan Corporation, which was created by an Act of Congress in 1933, and which enabled many hundreds of thousands of American families to save their homes from loss through foreclosure proceedings during the depression. The current extension of the housing program under the Administration request seeks approval of rent subsidies for low and moderate income families. In my judgment, the establishment of the rent subsidy concept would ultimately lessen the incentive of the citizen to own his own home.

Undoubtedly there is need for public housing; but it should be kept within reasonable limits. This is so because such housing puts the government in direct competition with owners of rental property to the detriment of the free enterprise system.

The truth is a great enemy to conversation.