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THE CHRISTMAS STORY

FROM THE GOSPEL ACCORDING TO ST. LUKE
And it came to pass in those days, that there went out a degree from Caesar Augustus, that all the world should be taxed. (And this taxing was first made when Cyrus was governor of Syria)

And all went to be taxed, every one unto his own city. And Joseph also went up from Galilee, out of the city of Nazareth into the city of David.

Which is called Bethlehem (because he was of the house and lineage of David).

To be taxed with Mary, his espoused wife, being great with child.

And so it was while they were there, the days were accomplished that she should be delivered.

And she brought forth her first son, and wrapped him in swaddling clothes.

And laid him in a manger; because there was no room for them in the inn.

And there were in the same country shepherds abiding in the field, keeping watch over their flock by night.

And lo, the angel of the Lord came upon them, and the glory of the Lord shown round about them; and they were sore afraid.

And the angel said unto them, Fear not; for behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day in the city of David a Savior, which is Christ the Lord.

And this shall be a sign unto you: Ye shall find the babe wrapped in swaddling clothes lying in a manger.

And suddenly there was with the angel a multitude of the Heavenly host praising God and saying,

GLORY TO GOD IN THE HIGHEST, AND ON EARTH GOD WILL TOWARD MEN.

Luke 11: 1-4

A Christmas Sentiment

By CHARLES ROSS

The greatest miracle of time is radiating influence from a cradle in Bethlehem ever broadening through nineteen centuries.

This Babe began His career from no pedestal of family fame. His parents were humble people, for whom no guest chamber was provided, but were forced to find shelter among the beasts of burden. The circumstances of His birth even cast suspicion upon His legitimacy.

He shared the glamour of no conquering race, for the glory of Solomon had departed, and He shared the fate of a subdued remnant of a subject race, ruled by the vassals of a foreign power. There had already developed a racial prejudice toward the Jew that has dogged the footsteps of that scattered people in their wanderings through every country upon the globe. But worse still, He was misunderstood, reviled, and crucified even by His own people, and His only friends a handful of fisher-folk.

Today the whole world counts time by a calendar that marks His birth, and even unbelievers date affairs by Anno Domini.

His only writing was with His fingers in the sand, but the world's greatest literature is filled with quotations and paraphrases of His sayings, and finds a place of permanence only in proportion as it draws inspiration from His teachings. He left no musical compositions, but the greatest of all musical compositions are those that give expression to the Christian hope and aspirations of men. His only building was in the simple carpentry of the village of Nazareth, but architecture has achieved its greatest triumphs in the temples and cathedrals erected for His worship.

He founded no institutions, but the lengthening shadow of His influence is studded with hospitals and orphanages, where men and women minister in His name.

He organized no public charities, but no Community Chest or Red Cross drive, or other manifestation of the fragrance of man's humanity to man, but in its last analysis rests upon the appeal "Inasmuch as you have done it unto one of the least of these, you have done it unto me."

In the cataclysm of war that envelops the earth today we who fight and pray for the preservation of the democratic conception of government, pin our faith to the eternal verity of His teaching in the brotherhood of man, and confidently look forward to that new order, which Isaiah foresaw twenty-five centuries ago, when "the Government shall be upon His shoulders."

New Who's Best?
LAS CRUCES, N. M. (UP)—Mrs. Wesley Stewart scored a triple victory when she shot a 178-point, 10-point buck, near Cloverdale, New Mexico, recently. It was her first deer, and the biggest of five shot by the hunting party. Her husband's was the smallest.

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These Days



By

Sokolsky

The National Broadcasting Company's brightest star used to be Arturo Toscanini, universally acknowledged as the world's greatest symphonic conductor. Toscanini is not conducting this year. The excuse is that he is not well. The truth is that his program has been shifted to 10 o'clock on Monday nights; that inappropriate facilities have been provided for his orchestra, and that he refuses to play.

At 3 o'clock on Sunday afternoons, for as many years as can be remembered, the New York Philharmonic was carried by the Columbia Broadcasting System. It was carried "live." Now it is a recorded program, carried at 1 P. M., two hours before the actual concert. A recorded symphony is not a live program. If Columbia can carry the program recorded at 1 p. m., it can carry it live at 3 p. m.

The American Broadcasting Company still carries the Metropolitan Opera, which is sponsored by the Texas Company. All hail, Texas oil!

Sundays used to be devoted to fine programs on radio. This year music of quality has been disappearing, except on those stations which make a specialty of recorded music.

Radio is a peculiar business. Its revenue comes not from those who listen but advertisers, euphemistically called sponsors. As the networks and stations do not own the vehicle of transmission, the air waves, they are dependent upon the actual owner, the government of the United States, for their licenses. These may be renewed or withdrawn without any regard to the investment of private enterprises in the business.

To satisfy the owner of the air waves, whose agent is the Federal Commission the networks and the local stations are requested to provide a ratio of programs which are in the public interest. No provision is made as to when such programs are to appear. It is in this category that religious, educational and many musical programs appear.

The radio networks divide their programs into three categories: 1. Sponsored; 2. Co-operative; 3. Sustaining.

The sponsored programs earn the money. They are controlled by advertising agencies. They are given the best time, no matter what the merit of the program may be. Sometimes they are without merit but are vehicles to attract attention to the "commercial."

An American newspaper's best space is the first page. That is never for sale to advertisers. Nor is the editorial page. In radio, it is different. The best time goes to the highest bidder.

The co-operative programs involve a different process. The network offers the program on the assumption that it may be of value, but is currently, for one reason or another, not acceptable to the advertising agencies. Often these programs are in excellent taste. The local stations carry them free of charge, or if they can get a local advertiser, they split the fee three ways, among the local station, the network and the talent.

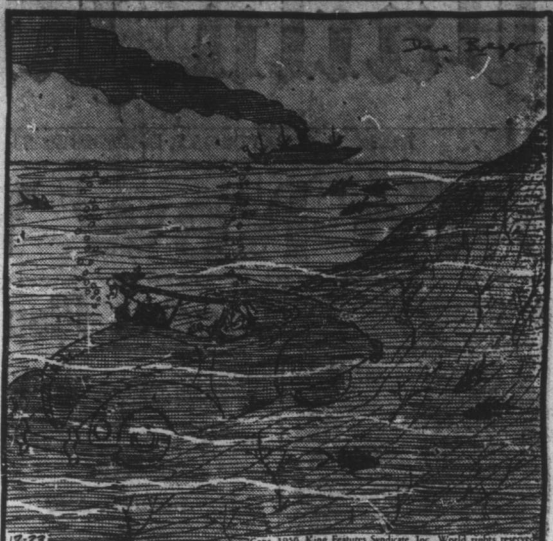
These programs are miserably handled by many local stations, which push them around all over the schedule. A program will be running for a year and building a following. Then a local optician or a loan shark wants the time (which is usually at a low price) and the station sells it to him, possibly with recorded hill-billy songs, thus avoiding both network and talent charges. To continue the fiction of public service, the co-operative programs may be shunted to after midnight, the station expecting no listeners but maintaining a record to show to the FCC when called upon.

The sustaining programs are usually those for which neither network nor stations will accept a fee, such as religious programs, speeches by distinguished citizens and so on.

Television has completely upset the radio business because it costs too much and the companies are in the investment stage. This adds to the confusion because radio has to pay to keep television going. The network, on account of their television losses, are uncomfortable. Television may not survive if this war lasts long, because it may be necessary to reduce its scope in order to build a radar scope around our country. I do not pretend to understand the techniques involved in all this, but this is true: that while the Russians built a radar since about their country, we built a television system.

The system of programming in radio is dominated by advertising agencies, which lack perspective on public service, as they probably have to if they are to earn their way.

Mister Breger



"Good heavens! It's by far the THICKEST fog I've ever experienced!"

Frederick L. OTHMAN

WASHINGTON—Any lady who owns an electric refrigerator with a magnetic door should treat it tenderly; she has a collector's item such as no neighbor can achieve.

This isn't important, maybe but in a small way it is historic. The magnetic refrigerator door is the first item in the civilian economy to disappear in this is-it-or-isn't World War III. Makes kind of an interesting tale, too.

You know about Charles E. Wilson, the industrialist who was appointed the other day by President Truman as Defense Production Chief. He's also head of the General Electric Co. So:

Way back last spring some of his associates were telling me off-the-record and in deepest secrecy that the firm was about to hit the market with a refrigerator that had no latch on the door. Instead, it would contain a small Alnico magnet, which would hold the door shut.

The idea seemed to be that the latch is about the only thing that ever wears out on a modern refrigerator. Furthermore it costs around 65 cents to build and install. The magnet, said they, was permanent and it never would wear out of order. And also it cost around a dime. Fifty-five cents per box, particularly when it made the merchandise better, was no unimportant saving.

Making the change took time. The engineers had to figure out

England is not so cold and rainy as many believe. The average daily duration of bright sunshine in six to seven hours in summer and four to five hours in winter. The difference between the average daily temperatures in the coldest and warmest months is only 25 degrees. The average total rainfall in London is 25 inches a year.

the details; the production men had to get in a stock of magnets and the advertising agents had to figure out the best way to tell the housewives of this improvement.

Well, sir, the first ads appeared in the magazines and the newspapers and the first samples of the magnetic boxes reached the dealers. Then, blooie!

It turned out that the Army needed small permanent magnets in all sorts of devices, including radar sets, loud-speakers and other items much too secret to talk about. Simultaneously it developed that Alnico magnet depend on Cobalt as their principal ingredient and the only sure source of that is a single firm in South Africa.

The government slapped down hard on the use of cobalt in civilian goods and there was Wilson's General Electric Co. badly in need of magnets for war use. It had nearly enough.

Then somebody thought of those thousands upon thousands of refrigerators with magnetic lids in the warehouses and the production lines. All these doors were taken apart and the magnets removed at an expense my man refused to estimate. Then the boilers in the old latch department were fired up again and each door got an old fashioned closer-upper.

Only a few magnetic refrigerators ever did reach the public, no telling when they'll be available again. No telling, either what next will leave the market. After all, Wilson—who first war hit by the war emergency—has got to help make the decisions. He's an able man and his regulations undoubtedly will be the best possible; he's as anxious as anybody else to get this war business over with so he can go back to making magnetic doors.

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HERBERT TAYLOR KITTIE TAYLOR



SELLING FOR THE BLIND—A sale of handiwork made by blind citizens of this area began yesterday morning at Motor Credit Company on West Cumberland Street and will continue through today. Citizens have an opportunity to purchase some outstanding Christmas gifts and to help the visually handi-capped at the same time. In this picture, Mrs. Hattie Faircloth, right, is shown selling William V. Sizemore, head of Motor Credit Company, a Christmas poinsettia. Looking on is Mrs. Cox, a representative of the State Association for the Blind. Dunn Lions sponsor this work here. (Record Staff Photo by T. M. Stewart.)

Little Old NEW YORK

By ED SULLIVAN

Men and Maids, and Stuff

Unless Darryl Zanuck relents, Tyrone Power will be yanked from the London version of "Mr. Roberts" next month. Mr. Z. wants his star for the remake of "Berkeley Square." Mike and Fleur Cowles planned west for the wedding of her sister, Mildred Fenton, to William Goetz (not of movie clan). Mister Whiskers, via U. S. Atty Irving Saypol, expects to wrap up the case against draft-dodger Serge Rubinstein, in February (delay has been in getting a deposition from Manila). Royal Canadian planes which have been flying from Seattle to Japan, will fly straight to Korea for evacuation work, if needed (Canadian destroyers did a magnificent job in protecting the withdrawal of UN personnel from Chinnampo, despite unlighted buoys, shifting mudbanks, shoals and minefields. Three Canadian ships, one U. S. and one Australian destroyed the port facilities, after the evacuation).

Garbo dating George Schlee. Ex-Holy Cross cage star, Bob Cousy, and lovely Marie Ritterbusch honeymooning. Bolivia decorating Gen. Carlos P. Romulo and Heart Fund chairman William Zeckendorf at the Waldorf, Thursday. Barbara Sue Marx of the toy clan, to wed Earl Hubbard. Barbara getting new shoulder patches. War crises cutting short the Leland Hayward European trip. Shipwreck Kelly still on the sick list. Have Leonora Corbett and Baron Van Zuylen lead? Howard Hughes personally supervising the most minute details of Faith Domergue's trip to N.Y. Billy Daniels will open at the Mocambo in ten days. John Gielgud living in Bea Lillie's flat, while she's in London. Don Meade's reinstatement confirmed this column's tip.

Italian Consul General's wife, Signora Mazio, expecting Sir Stork. Joe Curran, NMU prexy, feuding with Norman Thomas as over Curran's anti-Red program. Irene Rich's husband, George H. Clifford at Doctor's Hospital. Marcella Cassidy, daughter of turf's Marshall Cassidy, and Frank Kilroe, asst. handicapper to Jack B. Campbell, will marry this spring. Jerry Geisler, West Coast lawyer, in town. Betty Impellitteri, the Mayor's missus startles committee meetings by jotting down notes in shorthand. The Jack Fries to Nevada. War jitters keeping angels away from new shows. Jarmila Novotna's first Met appearance Jan. 4. Bobby Adler of the Times clan and Bob Hirschberg a twosome. Vogue profiling Margaret Phelan. Despite overwork, Milton Berle doing Christmas show for U. S. Marine Hospital, Ellis Island.

It Says Here

by Bob Hope

Movies Alaskan style. Going to the movies must be exciting in Bethel, Alaska, where theatre owners accept fish and furs as the price of admission. Picture a small boy with a minnow rushing to get to the movies before the prices change. And when a customer gives the girl at the box office a bear skin she says, "Haven't you got anything smaller? I can't make change." Lobby concessions must be interesting, too. They probably sell peanuts, popcorn, and blubber. Salmon heading upstream to spawn have to be cautious. They may end up in a downtown movie. And when the boss asks the girl at the ticket window if they have had a good day, she replies, "Not bad. But you should have seen the ones that got away." Yes, sir, when Alaskan movie owners say they're doing a whale of a business, they mean just that.

FIERY TEMPER
MINNEAPOLIS (UP)—Frang Varquez was arrested after he admitted tossing lighted matches at his wife. One of the matches set fire to a bed and the fire department had to be called to put it out.

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