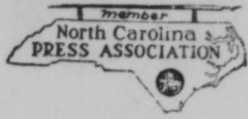


THE ZEBULON RECORD



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THE FUTURE OF THE SMALL NEWSPAPER

In an address made at the celebration of the 90th anniversary of THE ASSOCIATED PRESS, Kent Cooper, general manager since 1925, included some statements worth reading. Of course the AP is concerned primarily with daily papers and big events; but the following may be applied to weeklies.

"The basis of the newspaper's success is the reporting of local news. It has to get back to that. It began by reporting that 'Henry Smith painted his barn red yesterday', but nowadays most papers fill their front pages with national and world news, and local news is crowded out of sight. The radio also can provide a quick report of national and world news, but no radio can compete with a newspaper in reporting its own local news, and that's what the newspaper will have to do better and more thoroughly than ever before.

"National and foreign news will be there, but it will not displace local happenings as has been the tendency sometimes. The AP will continue to supply national, world, and regional news, but the papers will have to cover their own locals and print them prominently.

"Columnists are getting much of the attention that formerly belonged to the editorial page; but many of them are losing ground because they are not local enough. Chain newspapers suffer from the same lack, since no chain newspaper can produce in a central office what will be of special interest to any locality.

"There is a particular need for newspapers presenting a picture of world affairs, with a world-wide perspective. But the average paper can't do that. It has to emphasize local affairs and will do so in the fu-

ture."

That sounds as if it might have been spoken with The Zebulon Record in mind. We had already realized the truth of much that we quote above, and accept the other with appreciation. Last week's Record had only local matters on the front page. The only regular columnist is certainly local; most of the editorials have a local application. And the paper was in the mails before we read of Mr. Cooper's views.

We had decided to try harder than ever to make our paper reflect the life of the community. Reinforced by the opinion of an expert, we go forward with renewed courage and enthusiasm.

Now if our subscribers and other citizens will come forward with the dollars to pay for a year's subscription, we will be able to give them a better newspaper according to the paid circulation to the Zebulon Record.

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OUR FAIR

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One year ago two young men put on a representative local fair. With only a short time in which to prepare for it and farm products available only from what farmers had left over, we feel that the 1937 fair was very creditable, indeed. This year, at this early hour when we have to go to press, we note further progress in making the Five County Fair one of the best small fairs in the state. It has a fine farming section from which to draw produce and people. While Dabney Gill and Wade Privette naturally put these fairs on as a business proposition, they have this year been quite liberal in the amount set apart for prizes, giving cash prizes in most instances.

When one considers the cost of grounds and building, advertising and other necessary expenses, not taking into consideration the loss through a rainy week as this one began, the young men are to be commended for their success under difficulty. This fair is an asset to the town and community. The merchants profit by its coming, for when people come to town for business or pleasure, they naturally are going to spend money.

The social side of the fair is a worthwhile matter. This is the one time of the year when all the people from the surrounding country meet together in a social way. Friends come together and have a big time seeing the sights and taking in the shows and spending their dimes on rides and other novel entertainments.

Hats off to Gill and Privette! And now let's "take the fair in" all the way from the exhibit hall to the black face comedians. Let the promoters have our support in making this fair a success.

would sit in free seats. The circus man angrily said we could go sit with colored people. My brother replied that we could; they were reared among us. We had comfortable seats, but went as near the top as possible that we might not miss seeing everything. Before night the weather had turned frigid and we had to ride for more than three hours in an open buggy. The cold, added to my straining my neck to look at so much, gave me a terrible crick in neck and shoulder. My mother and grandmother spent most of the night applying remedies to me, and I recovered in time to begin teaching at Bunn high school in Wilson county early in December.

MRS. E. V. RICHARDS

national prominence when he directed the capture of John Dillinger, outlaw, is again in the public eye. He was married in Charlotte last week to Mrs. Rosanne Taylor of Florence, S. C. It is understood that they will live in Timmonsville, S. C.

FREAK ACCIDENT

At Miami, Fla., a colored woman, fishing along a causeway, caught a fish which she jerked from the water and slung in front of an approaching car. The surprised driver had a collision with another autoist as a result and the woman was arrested for disorderly

General News

Next month, a week will be given to informing the public of the hazards of one of man's most destructive enemies — uncontrolled fire. Fire Prevention Week has been an annual event since it was proclaimed by President Wilson more than two decades ago, will begin October 1 and run through the 15th.

A few vivid figures show the importance of the Week. Each year fire destroys about \$1,000,000 worth of property — and the indirect loss brought total to the billion-dollar mark. Worse yet, it kills 10,000 people horribly — an average of 27 a day. This is what carelessness, ignorance and incompetence do.

There isn't a hamlet in the country which won't be reached to some extent through Fire Prevention Week activities. And there isn't a citizen in the country who can provide a sound alibi if he fails to absorb some of the facts and information that are needed to prevent and control most fires. Governors of the states and other public officials will take part. Insurance organizations will issue pamphlets, run advertisements in newspapers and periodicals, and prepare window displays. Fire marshals and chiefs will speak. Every media of communication involving the spoken or printed word will be brought to play in a concentrated national effort to make the Week a success.

Believe it or not, fire prevention is fun — even as instruction in prevention is nowadays made dramatic and enterprising. It does not take much in either time or money. It does pay tremendous dividends. Mark down the date of Fire Prevention Week on your calendar — and get into the swing.

GEORGE FOR GEORGE

Senator Walter F. George has been renominated in the election which is held to be held in the

SEEN AND HEARD

WAKELON NOTES PUZZLING

A small boy in the first grade saw the twins, Doris and Dorothy, daughters of the Joe Knotts, and was vastly puzzled. "Mrs. Dawson," he asked, "what's the matter with them? They look exactly alike."

No Wonder Discipline Is Difficult

A youngster in first grade walked across the room and struck a little girl. When asked by the teacher why he had acted that way, he replied with dignity that God told him to do it. For some reason the teacher was skeptical of such direct revelation from above.

Just Return

Two of Zebulon's collegians were in a car on the campus at Wakelon last Tuesday night as patrons and teachers of the school lingered after adjournment of the P. T. A.

"Why are you here?" some one asked. "You are certainly not parents nor do you teach. Are you chauffeurs?"

They explained that since Wakelon instructors had spent eleven years working with them they felt

it only fair to return a portion of the interest manifested in the past. And they were in no wise deterred when it was pointed out that the teachers to whom they felt under obligations are by no means the ones upon whom they were bestowing interest.

Oh, well, one soweth and another reapeth.

Weather Poetry

We read the other day this little verse from somewhere:

"The South wind brings hot weather,

The North wind wet and cold together,

The West wind always brings us rain.

The East wind blows it back again."

Come to think of it, that is just about as it is, according to our best recollection. Anyway, if it is not always just like the poet says, it is sometimes!

Old Times

Did you ever read this one: "He resigned to accept a more lucrative position"? But, you see that was before the depression.

Now You Tell One

A city housekeeper asked a grocer for fresh eggs, inquiring if they were fresh. The grocer replied they were fresh from the farm that very morning. "That's the

trouble with these farmers," she answered. "They're so anxious to get their eggs sold that they take them off the nest too soon."

MEMORIES OF CIRCUS

In early autumn my mind goes back to the first circus I ever attended.

It was Sells Bros., showing Wilson late in November, was sixteen at the time. My mother said she would like to see her children to see one good show with its animals, clowns, etc., so we planned to go. We lived 15 miles from Wilson and arranged to start the day before and spend the night with friends, who joined us on the next day. The roads were in bad condition, due to heavy rain, but we reached Wilson in time to see the parade, which was, glamorous indeed, with brass bands, piano, painted girls, and animals.

We ate the lunch taken home before entering the tent that p.m. When we bought five tickets we did not understand what the seller said, he talked fast. My brother thought reserved seats were five cents extra and handed over a quarter to pay for ours. The man yelled at us that would be a dollar and a twenty-five cents, and my brother said he would take back his money and