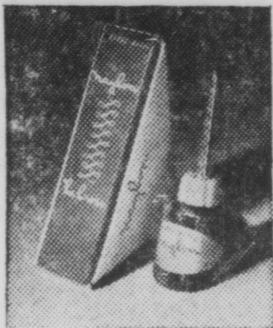


If you want to stretch that food dollar, plan carefully the three meals a day. Plan at least three meals at a time and be sure to include all of the things you need for good nutrition.

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An idea!

And it's the best idea in years! A bottle that won't tilt, a Steady Stroke applicator, a plastic base nail enamel that goes on, stays on and flexes like a fingernail. In the most wonderful colors, you've really no idea! Come see! Naylor enamel, 60¢ Matched lipstick, \$1**

naylor
by La Cross

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Kiddie Matinee to Be At Wakelon Theatre

The Brock Kiddie Matinee, a sensational hie show for tots and teen-agers, will be held at the Wakelon Theatre tomorrow morning at 10:30, Jimmy Wiggs, manager of the theatre, announced today. The show will be full of stunts, games, favors, and screen entertainments for youngsters, he added.

Every child attending will be presented with a free balloon and will be allowed to take part in contests and stunts on the stage. Brock candy bars will be prizes awarded winners.

A box of candy bars will be presented to the youngest child present and another box will be given the mother with the most children in attendance.

On the screen will be comedies, a Popeye cartoon, and a thrilling western, "Hidden Valley Days."

Town Board Meets On Monday Night

Matters ranging from wanton firing of air rifles to painting the water tank took the time of the Zebulon Board of Commissioners at their meeting Monday night in the town office. The meeting, which lasted until nearly 11:00 p. m., was one of the longest regular meetings of the year.

Meeting with the Board and Mayor Bridgers were S. L. Wilson of Raleigh, a League of Municipalities attorney, who advised

the Commissioners as to their powers under the zoning ordinance.

The board voted to hire a secretary for the town office to handle paper work for the town, so that town manager Willie B. Hopkins can have more time outside the office.

Present at the meeting with Mayor R. H. Bridgers were Commissioners R. Vance Brown, Howard Beck, Bob Sawyer, and Barrie Davis.

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construction in North Carolina
for More and Better Telephone Service**

Since V-J Day more than 97,000 new telephones have been added, bringing the total to more than 252,000 Southern Bell telephones now serving the State

The phenomenal growth of telephone service in North Carolina since 1945 is a story of unceasing, all-out effort of telephone folks to meet the increasing needs of this growing state. There are today 62% more telephones in service in North Carolina than in 1945.

But that's only part of the story... the number of telephones doesn't just grow by itself. Look at the associated growth that had to take place in order to add and serve these telephones.

Since V-J Day, 9 new buildings have been constructed and 10 other buildings substantially enlarged, providing nearly 200,000 square feet of additional floor space. And central office equipment has been installed that has made possible a greater expansion of facilities throughout the state. Long distance service has also been expanded and improved by the addition of 661 new circuits, enabling us to handle more long distance calls more quickly.

More Calls Made Every Day

Our North Carolina customers are now making a daily average of nearly 2,000,000 local calls as compared with 1,200,000 in 1945, and long distance calls have increased to 1,400,000 monthly, a 31% increase over 1945.

Yes, North Carolina's telephone service has really grown — not only in size but in value as well, for you can now call many more people and many more can call you. But in spite of the

increase in business, telephone earnings continue to be dangerously low. This is because the amount of money paid out to furnish you service has increased at a faster pace than the amount of money taken in.

Still More Facilities Needed

Southern Bell's greatly increased investment in North Carolina is evidence of our faith in the state and its people. Future expansion and improvement of the service will require many more millions of dollars of new money. This will have to be financed, as in the past, with money furnished by investors who may be expected to provide the necessary capital only so long as they receive a fair return on their money. That's why it's so necessary that telephone rates be sufficient to pay today's increased operating costs and provide a reasonable return to those who have invested their savings in the business.

Telephone rates in North Carolina are not sufficient to meet today's costs and assure the Company's ability to render good service. That is why we are now before the North Carolina Utilities Commission seeking such rates as will enable us to continue to provide you with good and dependable service.

Harvey G. Booth
Carolinas Manager

**SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY
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● Make the Camel 30-day test! When hundreds of men and women recently, from coast to coast, smoked Camels exclusively for 30 days in a similar test, noted throat specialists who examined the throats of these smokers every week—a total of 2470 examinations—reported

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