

Plan Your Giving

Publicity is paving the way for the Wake County Red Cross campaign for funds. Every effort will be made to exceed the quota of \$50,000 set for Wake, and Zebulon will be canvassed right along with every other community. The Red Cross has accomplished a world of good, and not a day goes by but that the newspapers carry stories of worthy deeds performed all over the globe. Truly the Red Cross deserves our help.

Now almost before the Red Cross solicitors have taken our contribution, appeals will be made for us to purchase Easter Seals to help crippled children. It's the logical thing to expect, because we've seen in recent weeks the sale of Christmas Seals followed by a four weeks drive for the March of Dimes followed by the campaign for funds to fight heart disease — and now the Red Cross.

With our churches needing our help, the Federal government taking about 30 per cent of all we make, the State, County and Municipal governments exacting their portion, many folks are inclined to think there are too many organizations holding out hands seeking a share of what little is left. It is becoming easier to say "no" when contributions are asked.

If you believe you have been hit hard and too often by folks asking contributions for charitable purposes, don't turn them down empty-handed. Better, decide now how much you can afford to give during the year and decide how much each agency is to receive. Then when your neighbor who has volunteered his time to help solicit funds for the Red Cross comes around, you will know already how much you can and will give. There will be lots of time saved, and you'll feel good inside because you will know you've done all you can to help.

Clean-Up, Paint-Up

Spring is just around the corner, in spite of what some of these chill March winds would have you believe, and every housewife knows that the time is fast approaching when the annual spring house cleaning must be done. The question rises, why stop with just the inside of the house? Why not, altogether, lift the face of the whole community with a united clean-up, paint-up drive to eliminate the run-down appearance of some of our homes and lots.

Such things have been done in other communities with eye-pleasing results. Seeing a neighbor working around the house is often all the incentive needed to stir up a little action, and with the Chamber of Commerce and Garden Club encouraging the whole thing and helping the campaign along, we could improve the looks of even beautiful Zebulon.

Seven Years Too Long?

While personally favoring universal military training as an economical and practical means of building up our defense forces without completely disrupting our national economy or way of life, we respect the view point of ministerial associations and others who oppose the measure. We can understand their fear that UMT may turn our country into a militaristic stronghold.

Two objections we definitely do not consider valid: 1) that the army or navy will ruin the morals of our youth; and 2) Senator Willis Smith's contention that 7½ years is too long to hold a man in the reserve forces.

We've seen enough kids of high school age who hit the bottle and park with girls until the wee small hours to know that it isn't the army that corrupts; it is something which has or has not been done years earlier. All in all, we think the veterans have turned out several shades better than the lucky guys who never have had a taste of army life and warfare.

As to the second objection, who know of men who involuntarily gave up five full years of their lives for their country. It was an emergency, sure, but with communism running wild all over the world, the situation could be called rather critical now. How come seven years in the National Guard or the Inactive Reserve is so bad, when a guy is training so he'll know enough to stay alive when the chips are down and some joker is aiming to kill him? Mr. Smith, when we're playing a game with our life as the stake, we want to practice all we can before we take the field.

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Seen and Heard

Doesn't pretty weather always seem nicer when it follows a spell of nasty days?

James Webster Mangum came in the office last week and reported that his altercation with Elvis Harris was not over a woman as reported in the Zebulon Record. Actually, according to James, he broke a hoe handle over Harris' head because Harris had called him a foul name.

Rondal Phillips says that at last he's going to have elbow room in his grocery store. He has taken down the partition between his store and the store formerly occupied by the Western Auto Store and made it into one big grocery. Looks good, too.

Watch for Whitley Furniture Company's big treat coming up soon.

News of our Baum automatic folder is getting around. In recent weeks we've completed jobs for printers in Benson and Spring Hope; one was 12,000 booklets and the other 2,500 booklets.

We note that an Oklahoma organization of bald-headed men known as the "Brotherhood of the Burnished Brow" is said to have succeeded in persuading some barber shops to give them haircuts for half price. It might be true, but barbers we've talked to say that it is harder to give a bald-headed man a haircut than one who has plenty of hair. Baldheaded men are more temperamental.

Ever notice how young gals look better from the rear, young ladies look good from both directions, and as the youth disappears, the women look better from the front.

Until a person tries to figure out house plans from scratch, he can never know how complicated a job it is. Judy and I worked over our plans until we had the nicest bedroom with plenty of closets — and then we found there was no way to get in and out except the window!

For the last minute workers who are worrying over their income tax forms, we still have a supply of the treasury booklet, "Your Federal Income Tax," on sale for 25¢ each.

Uncle Ferd's Almanac

R. H. Bridgers, now Home Builders Corporation manager, was making ice in his new plant on Vance Street on March 11, 1935. Previously he had stored ice in Zebulon and made ice in the building at Little River which now houses Dave Privette's mill. Some events of old seem to have happened only yesterday, but it seems like more than 17 years since the local Little River Ice Company plant was ready to make ice.

There used to be a huge shade tree where J. C. Debnam's office is now located, and Mike Richardson and Ted Davis used to melt metal for the Record under it in the summer time. Ted spilled a

ladle of molten lead in his shoe one day, and after that he went barefoot, except in the dead of winter. He still has the scar.

Sixteen years ago today the A. C. Dawsons bought their home across from the Methodist Church from Mrs. Annie Chamblé, and the same day Bobby Horton was honored with an invitation to join the University Club at Carolina. Bobby has made quite a name for himself in the field of sanitary engineering, becoming another local boy who made good. He left a good town — but if Zebulon could only figure out some way to keep its smart sons at home, it would be an even better place to live.

Coal strikes are not confined to

England and America; 175,000 German miners struck for higher pay 40 years ago today. The Yankees took Fayetteville 87 years ago today; they had better luck in 1865 than Klansmen did in 1952.

Twenty years ago today Mrs. C. V. Whitley was hostess to a WMU study course gathering. It must have lasted quite a spell: Mesdames Whitley, John Fowler, John Outlaw, A. N. Jones, R. H. Herring, and Theo. Davis all made talks.

Five years ago today Massey's Hatchery was booked to capacity, and a year ago today Miss Anne Allman sang "O Divine Redeemer" at the Baptist Church — another good reason to stay for preaching.

Behind the Scenes

By Reynolds Knight

Some remarks made by a Boston marketing consultant are particularly timely in these days when consumers seem to be keeping a tight grip on their money at the expense of some manufacturers with embarrassing inventories.

Robert E. Elder, speaking at a conference sponsored by the American Management Association, warned that the time has come when a big advertising and marketing budget cannot bring anything more than temporary success to an inferior product. Products must now perform satisfactorily under normal use and must be made to suit the consumer's needs, he said.

In Elder's opinion, the public will no longer plunge into buying sprees because of stories about probable shortages or price increase. After noting the rise in liquid savings he commented: "Apparently our demand-creation machinery is not turning prospects into customers as fast as before."

SUPER ELECTRONICS — Two new developments of major importance are occupying the attention of the electronics industry. They are Ultra High Frequency (Uhf) television, and a tiny electronic device called a transistor.

UHF television, according to Dr. C. B. Jolliffe, vice president of the Radio Corporation of America, which pioneered the field, "points the way to a truly nationwide television service with nearly 2,000 stations blanketing the nation."

Television right now is still largely a regional service confined to large centers of population. To find room in the radio spectrum for more stations, RCA

scientists explored these hitherto unused Ultra High Frequency air waves.

The other new development, the transistor, is a tiny device about the size of a kernel of corn which can do much of the work of electron tubes. It needs little current to operate, needs no warm-up period, and is extremely rugged. Scientists and engineers say it will find its highest uses in "electronic devices now undreamed of."

THINGS TO COME — A new type coffee can opener avoids fuss with the winding key. The device is punched into the top of the can in much the same manner as a beer can opener and acts as a pouring spout . . . Those who live in small apartments or homes where space is limited will be interested in a newly marketed chest seat which has two spacious storage drawers . . . A colorful rolling pin plaque for the kitchen wall is now available. It features salt and

pepper shakers, a flower or recipe holder and hooks for three pot-holders . . . Ten of the smaller coffee houses have banded together and will soon market a new instant coffee under ten different labels.

BITS O'BUSINESS — Americans will find fowl plentiful this year. Broiling chickens, which constitute half the chicken population, are expected to number 850 million compared with 784 million in 1951. Gobbler growers expect output to increase 11 per cent over last year's record crop of 53 million . . . U. S. output of goods and services rose from \$233 billion in 1950 to \$328 billion in 1951, but about half the rise was due to price increases, not production gains . . . The increase in non-farm housing starts in January — 68,000, which is 10 per cent above December — may be due to builders' efforts to get building started before new curbs are imposed.

Uncle Sam Says

THE FARMER'S PROFIT

It is something which the consumer pays.

It is something about which politicians make speeches.

It is something about which editors and columnists write.

It is something which season greatly affect.

It is something for which the farmer must daily toil.

It is something for which the

farmer must hope and wait.

It is something which the legislators do not give.

It is something which nobody but farmers know.

It is something for which the farmer must look ahead.

It is something which keeps the farmer in the red.

It is something long over due.

It is something which the farmer rarely ever receives.