



E. G. B. Riley is pictured at his home in Knollwood, examining one of the Rilecoesite television screens that are being placed on the market in this area this week. Above and back of Mr. Riley is a Rilecoe Medical Lamp, an earlier invention of the Sandhills man in the field of light management, which has been used by physicians in the successful treatment of burns and infections. These and other developments have been patented by Mr. Riley in the United States and many foreign nations. (Pilot Staff Photo)

ing permanent eye damage." A practical demonstration of how the Rilecoesite filter eliminates the harmful purple and red light wave lengths at the opposite ends of the color spectrum is given by Mr. Riley when he is discussing how the filter works. He has a little instrument called a spectroscope through which the eye sees light broken down into its various colors, as in a rainbow. When the television screen is placed before this instrument, the darker violet and red colors disappear. Yet, says the inventor, enough of these colors in the "visible spectrum" remain so that there will be no distortion of color when color telecasting becomes general.

Harmful Rays Predominate
"It is a most alarming fact," says Mr. Riley, "that the greatest transmission of wavelengths emitted by television tubes falls in the violet and blue regions of the spectrum, only a very small percentage of which are within the limits of the 'eye sensitivity curve'—that is, the wavelengths that the human eye can distinguish as color."

The unseen wavelengths in the ultra-violet, violet and blue regions of the spectrum and some of the wavelengths in the visible red regions of the spectrum are those that cause the eye strain that Mr. Riley says will eventually bring impairment of vision. These are the wavelengths, he points out, that are eliminated by the dye substances in the Rilecoesite filter—the only television screen, he says, which eliminates all of these harmful wavelengths.

Mr. Riley is particularly interested in the effect of television on children's eyes, noting that they like to sit close to the set where the strain on their eyes is increased. He quotes Dr. Wendell L. Hughes, attending surgeon at the New York Eye and Ear Infirmary, who said in an address at a medical convention, "More and more children are suffering from eye-strain as a result of watching television screens. The resultant headaches, redness of eyes and nerve tensions have become so common, we even call the cases 'television eyes' . . ."

There is a strongly humanitarian trend in Mr. Riley's thinking in relation to all his inventions, it is apparent after discussing them with him. He wants their benefits to be extended as widely as possible and for this reason has not consented to release the Rilecoesite filter to any one television manufacturing company.

A man of wide interests, Mr. Riley pioneered the harbor transportation of petroleum products at New York in 1918, and was active in this business with the firm of Riley and Kendall until 1934.

Before the United States entered World War II and during the war, he wrote and broadcast comments on military and international affairs, stressing the importance of aviation. For many years he devoted efforts to the recognition of General "Billy" Mitchell, military aviation pioneer, and was largely responsible for the posthumous award by Congress of the Congressional Medal of Honor to General Mitchell.

Before the United States entered World War II, he spearheaded an effort to make voluntary military training available to young men in the Civilian Conservation Corps, as a preparedness move.

NORTH CAROLINA SHAD
Topping the menu at century-old Sweet's Restaurant in New York is North Carolina shad when available in its prime. It's the real article, accurately labeled, and very popular with diners at one of the nation's really distinctive eating places. Sweet's is at 2 Fulton Street.

After Years of Research

Television Screen Developed By Knollwood Man Revealed

E. G. B. Riley's New Invention Placed On Sale In This Area

The central North Carolina area was chosen this week by the Rilecoe Filter Process, Inc., for initial marketing of an invention of the corporation's president, E. G. B. Riley of Knollwood—the "Rilecoesite Television Screen."

Now on sale through the 10 stores of Brown's Auto Supply Co., with headquarters at Sanford and including stores at Southern Pines and Aberdeen, the screen is a greenish transparent sheet of cellulose acetate, cut to fit all sizes of television sets and designed to be installed in seconds with small tabs of Scotch tape, or it can be installed between the television tube and the standard glass screen.

The screen may well revolutionize the viewing of television and perhaps eventually the construction of television sets, believes its inventor, as well as others who have privately tested the screen or who have had a part in its development.

Primary purpose of the device is, says Mr. Riley, to prevent transmission to the eyes of light waves that cause eye fatigue and permanent eye damage. In many test cases, the inventor reports, the screen has had a strengthening and beneficial effect on the eyes—a statement he backs up with the testimony of physicians and persons who have tested the invention over long periods of time.

Improved reception and reduction of "snow," clearer picture detail and elimination of glare are other benefits to the television viewer that the screen produces, Mr. Riley points out.

Many Tests Made
Over the course of several years, thousands of trials and tests were made and hundreds of thousands of dollars were spent before success was achieved in producing a light filter that would cut out harmful rays and still let through a clear and even improved television picture, the Knollwood resident explains. Research

scientists of large corporations cooperated with Mr. Riley in perfecting the screen, spending large amounts of their companies' funds in the process.

Largely perfected before the Korean war, the screen could not be produced in quantity until after the end of hostilities because of vital defense materials used in its manufacture. Production of the material is not yet sufficient for national distribution, so the firm decided to begin marketing the available screens in this area on a limited scale, as a prelude to anticipated nation-wide distribution when possible.

Mr. Riley has spent more than a decade in the study of light since he moved to the Sandhills in 1941 after a successful career as a New York businessman. His work has included perfection of the Rilecoe Medical Lamp, used here and elsewhere to effect remarkable cures of burns and infections, as well as application of the light filter principle in packaging of food products to extend their freshness and prevent spoilage; in textiles, producing a cloth that resists fading and cuts out light rays that cause sunburn; in development of a glass for automobiles that prevents fading of upholstery and eliminates eye strain; and in various other uses.

How Filter Works
"Television," explains the Knollwood inventor, "has compelled individuals to look directly at a source of light—something that human eyes are not protected by nature to do. Eyes can accommodate only deflected light waves in limited volume. You could not look directly at the sun or an ordinary light bulb for even a short period of time without incurring eye damage."

"There exists in the eye a liquid substance known as 'visual purple' which is Nature's protective light filter that absorbs harmful wavelengths of light but is only effective for a limited period of time. The visual purple fades when the eye is exposed to harmful wave lengths for long periods and permits the damaging wave lengths to be transmitted to the rods and cones of the eyes, caus-

YOUR DOG MUST BE VACCINATED

To Prevent Rabies

ONE ROUND ONLY

This Will Be Available at the Following Places From April 1st Through April 22nd, 1954:

- Thursday, April 1st, 3:00 to 5:30 P. M. Vass
- Friday, April 2nd, 3:00 to 4:00 P. M. (Doss) M. N. Routh Store
- Friday, April 2nd, 4:00 to 6:00 P. M. Cameron Depot
- Saturday, April 3rd, 2:00 to 3:00 P. M. Roseland Store
- Saturday, April 3rd, 3:00 to 4:30 P. M. Jackson Hamlet (Filling Station)
- Saturday, April 3rd, 4:30 to 6:00 P. M. Taylortown (Store)
- Tuesday, April 6th, 3:00 to 5:30 P. M. Robbins Depot
- Tuesday, April 6th, 5:30 to 6:00 P. M. Allred's Service Station
- Wednesday, April 7th, 3:30 to 5:00 P. M. Pinehurst Fire Station
- Thursday, April 8th, 3:00 to 6:00 P. M. Aberdeen (Police Station)
- Friday, April 9th, 3:30 to 4:30 P. M. Addor (Post Office)
- Friday, April 9th, 4:30 to 6:00 P. M. Pinebluff (Post Office)
- Saturday, April 10th, 3:30 to 5:30 P. M. Carthage (Purlo Station)
- Saturday, April 10th, 5:30 to 6:00 P. M. Hillcrest (Wicker's Store)
- Tuesday, April 13th, 3:00 to 3:30 P. M. Harris Cross Roads
- Tuesday, April 13th, 4:00 to 4:30 P. M. Zions Grove (Store)
- Tuesday, April 13th, 4:30 to 5:00 P. M. E. Kelly's Store, Bensalem
- Tuesday, April 13th, 5:00 to 6:00 P. M. Eagle Springs (Esso Station)
- Wednesday, April 14th, 3:00 to 5:30 P. M. So. Pines (Little Purlo Station)
- Thursday, April 15th, 3:30 to 4:00 P. M. Eastwood
- Thursday, April 15th, 4:30 to 5:30 P. M. Clayroad Farm
- Thursday, April 15th, 5:30 to 6:00 P. M. Mally Kelly's
- Friday, April 16th, 3:00 to 4:30 P. M. West End (Tucker's Gulf Sta.)
- Friday, April 16th, 4:30 to 6:00 P. M. Jackson Springs (Gulf Station)
- Saturday, April 17th, 3:00 to 5:30 P. M. West So. Pines (Hemphill Sta.)
- Tuesday, April 20th, 3:00 to 4:00 P. M. Manly (Garvin's Store)
- Tuesday, April 20th, 4:00 to 5:00 P. M. Niagara (Post Office)
- Tuesday, April 20th, 5:00 to 6:00 P. M. Lakeview (Gulf Station)
- Wednesday, April 21st, 3:30 to 4:00 P. M. Harrington's (W.J.)
- Wednesday, April 21st, 4:00 to 5:00 P. M. Glendon
- Wednesday, April 21st, 5:00 to 6:00 P. M. Putnam
- Thursday, April 22nd, 3:30 to 4:30 P. M. Curtis Caviness
- Thursday, April 22nd, 5:00 to 6:00 P. M. Highfalls

THERE WILL BE NO CREDIT ALLOWED ON COUNTY TAXES FOR THE VACCINATION AS PROVIDED IN CHAPTER 876, PUBLIC LAWS OF 1953.

DR. W. J. WILLCOX

COUNTY HEALTH OFFICER

"Rilecoesite"

(PATENTED)

TELEVISION SCREEN Prevents Television Eye Damage

- BENEFITS -

- Rilecoesite prevents transmission to the eyes of light waves that cause eye fatigue and permanent eye damage.
- Protects the eyesight of your entire family.
- Improves reception.
- Greatly reduces "snow".
- Easily attached.

PRICE LIST

10 in. and smaller	7.50
12 in.	7.95
17 in.	9.95
19 in.	10.95
21 in.	12.95
Other sizes available	



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\$2.30
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