

Dogs

by Tom Farley

An Emu Is Born
America's big corporations are honored many times in many ways. But officials of Swift & Company were more than a little surprised when they received notification that the management of the Meeker Park Zoo in Evansville, Indiana, had named a baby emu "Pard" after the company's dog food.

First of all, they couldn't get the connection between a dog food and an emu. And secondly, admitted Harold Wilson, vice president in charge of sales, "we didn't quite know what an emu was anyway."

But both mysteries were quickly cleared up.

Seems that the emu is an only slightly smaller first cousin to an ostrich. A native of Australia, it is not uncommon in U. S. zoos. But

what is uncommon is to have zoo emus hatch a baby emu. In fact, until Pard's arrival, only one had ever before been born in captivity in this country.

But Park Superintendent Robert McGraw of the Evansville zoo figured out that the inability to reproduce might stem from a lack of some of the essential minerals of vitamins in the birds' diet. So, having Pard dog food on hand for the coyotes and foxes, he decided to try it on the emus, Emma and Hiram.

And it worked. Emma laid nine eggs, which Hiram (as is the custom among emus) dutifully sat on for the required 58 days. Two of them hatched and one chick lived.

So Superintendent McGraw named him "Pard" and mother and child are both doing well, thank you.

A NEW OCCUPATION FOR WOMEN



Pretty Betty Ruth Boyd, of Monroe, N. C., is shown operating the keyboard of a Teletypesetter perforator, the machine that has opened up an entirely new occupation for women in the newspaper field. The tape from this machine (shown in the lower left hand of the picture) is fed through an apparatus attached to a typesetting machine and automatically sets type for newspapers. Miss Boyd is a student at the Roy Parker School of Printing, Chowan College, Murfreesboro, N. C., the only school in the entire South where such training is available. (Chowan College News Bureau Photo.)

North Carolina College Training Women For Newspaper Career; Teletypesetting

Murfreesboro, N. C. — With the addition of new Comet Linotype with Teletypesetter attachment to the plant of the Roy Parker School of Printing at 105-year-old Chowan College here, a class of young women learning to operate the Teletypesetter perforator will be adequately trained and ready for employment by newspapers at the close of the college year in June, according to John McSweeney, director of the School of Printing.

Chowan College is the only school in the entire South where instruction is given for the operation of this typewriter-like machine, according to a listing by the manufacturer.

The invention and ever broadening use of the Teletypesetter has opened up an entirely new field of employment for women in newspaper plants. While the invention of the Teletypesetter perforator, and the operating unit which is attached to a typesetting machine, is not exactly new, McSweeney said, their use by newspapers throughout this and other areas of the country has increased extensively in the last few years. This increase in their use in North Carolina, South Carolina and Virginia has created a great demand for trained operators, and Chowan College, in conjunction with its printing classes, expects to play a large part in filling this demand.

McSweeney said that one big reason why so few of the printing schools are not including Teletypesetter instruction courses can be found in the cost of equipment. The Comet Linotype with Teletypesetter attachment and other necessary equipment costs about \$18,000. Each perforator sells for about \$1,400. The sponsorship by the North Carolina Press Association of the Roy Parker School of Printing at Chowan College, with the support of many of its members, has made possible much of the plant's equipment at the college.

Other courses in printing at Chowan College include composition, Linotype operation and mechanics, press work, makeup, layout and design.

N. C. Advertising Samples Shown

As a public service, this newspaper is reproducing samples of State advertising appearing in national publications to attract new industries and more tourists to N. C.

The first of a series depicting the State's advantages for location of new and expanding industries appears this week. These advertisements, supplied by the Department of Conservation and Development, are exact duplicates of ads now appearing outside North Carolina. They are published by this newspaper without cost to the State in the belief that the information contained will be of benefit to readers interested in knowing more about North Carolina's advantages of facilities for economic development.

During 1963 State advertising, tourist and industrial, appeared in 49 newspapers carrying 58,922,296 individual messages, and in 36 magazines carrying 72,544,432 messages. The investment was approximately \$145,000 which was returned to the State Treasury many times in taxes resulting from new business created.

No North Carolina newspaper has charged the State for publication of its development advertising since the inauguration of the State advertising program in 1937. At that time the North Carolina Press Ass'n. adopted a resolution placing its members on record as favoring use of the entire State fund for investment in advertising in out-of-state publications, and this policy has been adhered to strictly.

At the winter meeting in Chapel Hill, the N. C. Press Ass'n. adopted a motion commending the Department of Conservation for its advertising program, and endorsed the idea of public service re-publication of the ads by North Carolina newspapers.

Dr. Mizon said. The school of printing at the college is now two years old, but Chowan College was founded October 11, 1848 by the Baptists of northeastern North Carolina and southeastern Virginia. It is a member of a system of colleges sponsored by the North Carolina Baptist Convention and is accredited by the North Carolina Department of Education. Credits from the college are accepted by senior colleges in North Carolina and other states, but credits from the school of printing are not transferable. Students in printing, successfully completing their courses, are given certificates.

Registration for the third quarter will be March 8, and students will be accepted in both Teletypesetter perforator and printing classes at that time.

A Letter From A Homesick Duplin Gal

I don't know whether to say "Dear Sir" or "Dear Bob" since I haven't seen you for so long. I miss Kenansville and all the people there very much. You can't really appreciate the life that you have there until you get in the hustle and bustle of city life.

We live just a few miles out of Los Angeles actually it is a suburb and on the freeway you are in town in ten minutes.

California is a wonderful state and after awhile it gets you with the easy living and the sunshine. This past winter has been just perfect. We have had very little temperatures below the 75 degree and sunshine all year. The flowers have been lovely this year.

We are still hoping for a trip back East soon, but with a business to look after, it is very hard to have, as competent help is hard to find here.

If anyone from Duplin County or North Carolina comes to California, I would love to have them look me up. My home address is 201 N. Arden Drive, El Monte, and the store is 10201 E. Valley Blvd. El Monte. The phone no. is Forest 8-7491. I would like to hear a southern accent again!

It was always a pleasure to read the home town news and to keep up with the people I know - so please renew my subscription to the paper for another two years.

Give my regards to your family and all my friends at home.

Sincerely,
Helen McLendon Norcia

Easter Program At Planetarium

Chapel Hill - A larger and more beautiful Easter program than ever before opened Tuesday night at the Morehead Planetarium at the University of North Carolina.

The 1964 Easter story is basically the same as the four previous offerings which have been witnessed by approximately 100,000 persons. "It is the largest Easter production we have ever offered, and we believe the public, including those who have seen it before, will say it is the most beautiful," Anthony Jenzano, Planetarium manager, said following the opening performance.

The first portion of the story titled, "Easter, The Awakening," deals with the establishment of Easter as a festival of the early church with its date determined astronomically. Following the "scientific" portion music and readings symbolical of the Easter season. "The entire program," said Jenzano, "is of a highly spiritual nature as befits the event it is commemorating."

In order that more people might view the spectacle of the beautiful story of the Resurrection, additional performances have been added. In addition to the nightly 8:30 performance, there will be three matinees on Sundays at 2 p.m., 3 p.m. and 4 p.m., two on Saturdays at 3 p.m. and 4 p.m., and special shows for school children at 11 a.m. and 2 p.m., Wednesdays, Thursdays and Fridays.

Other performances will be scheduled on demand, and school officials, churches or other organizations who wish to make reservations for classes and groups are urged to contact the Planetarium management well in advance. Mail order tickets for individuals are available for every performance.

CECIL A. MILLER General Insurance Beulaville, N. C.

Office At Brown & Miller Co.

Turner & Turner INSURANCE AGENCY

"We're Known By The Service We Give"

Phone 2836

Pink Hill, N. C.

L. C. Turner, Jr.

T. J. Turner



A MOUTH WATERING DOUGHNUT TREAT!



Stop by and pick up some tonight. You'll come back again and again.

Aunt Jennie's BAKE SHOP
813 N. QUEEN PHONE 4611
Kinston, N. C.

Ice Cream

An Invitation

to real enjoyment, that's Hines Ice Cream. Serve it often. Your folks will go for it in a big way.

Hines Ice Cream Co.
KINSTON, N. C.

Your Rexall Drug Stores Kenansville Drug Co. KENANSVILLE

GET TWICE AS MUCH FOR A PENNY MORE! at the **Rexall** ORIGINAL

1c SALE WED. thru SAT. APRIL 7-8-9-10

BARGAINS GALORE ALL OVER THE STORE

2 REXALL PRODUCTS FOR THE PRICE OF 1... PLUS A PENNY!

Don't miss out on these great bargains. Come in for your Courtesy Advance Order form. Order ahead of time and pick up during sale.

As Advertising... LOOK... POST... COLLEGE... COUNTRY GENTLEMAN and by **AMOS 'n' ANDY** on the **REXALL RADIO SHOW** SUNDAYS - CBS

Brewer Drug Co. PINK HILL



Write your own success story...

... in the pages of your Savings Account Book. With each deposit, watch your dearest dreams come closer to fulfillment. Enjoy that satisfying sense of "getting somewhere" that consistent saving brings.

Saving makes the difference between "getting by" and getting ahead. Decide how much you are going to save each pay-day. Then deposit this sum in your savings account regularly. It's the one sure way to reach your goals in life.

Waccamaw Bank & Trust Company

KENANSVILLE

ROSE HILL

BEULAVILLE