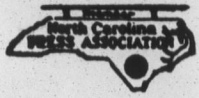


PERSON COUNTY TIMES



A PAPER FOR ALL THE PEOPLE

J. S. MERRITT, EDITOR — M. C. CLAYTON, MANAGER THOMAS J. SHAW, JR., City Editor.

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News from our correspondents should reach this office not later than Tuesday to insure publication for Thursday edition and Thursday P. M. for Sunday edition.

THURSDAY FEBRUARY 27, 1941

Station S.O.S.

A near-neighbor daily paper which not only prints the news but owns and operates a radio station over which the more instantaneous news bulletins are received, has within the week printed in its columns a chart by which listeners are asked to indicate preferences as to types of programs and to show at what hours during day or night their radios are tuned to this or that station.

We would like to think the average radio listener a discriminate hearer, but our guess is that he turns his radio on and leave it on from morning until night-bed-time. What comes out of the sound-box is a mixture of soap-suds romance, gospel hymns, "jive," classical music and newscasts. From the hodge-podge there is no escape, as long as the current is turned on.

Only a little thought will show that to the average man the world is itself a huge radio station, with many people as performers, speaking, singing, laughing and crying in many tongues, and with the rest as listeners who are by now so accustomed to the confusion that only at infrequent intervals do they bother to pay attention to what they hear. Last week Benito Mussolini made a confession which amounted to admission that Italy is under Hitler's domination as much as any of those countries into which the Germans have marched: on Monday Hitler, speaking from Munich, predicted that the "fight at sea" has just begun, and in Istanbul Turkish Prime Minister Saracoglu announced a policy of resistance to German demands.

Statements such as these, along with much castigated remarks of Senator Robert Rice Reynolds (N.C.) may have an important bearing on what is to happen to the future of the average man and his family, but unless he and his listen with more discrimination than is generally observed it is to be feared that mere instantaneousness of reception of news is of no particular value. To most people the world radio station is still a source of amusement rather than education, and until programs are improved no other attitude can be expected.

Small Business

In a statement commemorating thirty years of "advertising well directed," celebrated this month by the Campbell-Ewald Advertising agency, of Detroit, E. T. Ewald, president, mentions the importance of newspapers as an advertising medium:

Says Mr. Ewald:

"Today, the newspaper, one of the oldest mediums of advertising, continues as a truly great and powerful force to sell goods, and will continue to be a spearhead of most advertising effort as long as it remains a free press.

"While each advertising campaign should have a tailor-made merchandising and advertising suit, the merchandisers of few commodities of general use can afford to ignore the tremendous cleavage power of newspapers, weekly as well as daily.

"I often think of newspaper advertising as an electric switch that actually turns on the light when and where the light is needed. This medium seems to me to be right behind the actual salesman and the actual sale."

For a man who started from Horatio Alger scratch Mr. Ewald has done right well, and as one of many newspapers profiting from business association with his company, the Times is pleased to pass on to its readers his opinions as to the continued importance of newspapers as a medium of advertising. Any personal expression of such opinions by the Times might be by some merchants and buyers regarded as a plug for local business, but coming from Detroit's Mr. Ewald, who has built up a firm whose average yearly billing amounts to more than \$10,000,000 such opinions can be regarded with respect.

It is true that advertising volume in a city the size of Roxboro cannot be as large as it is in metropolitan areas, but general truth that he who sells must tell Mr. and Mrs. Public about the virtues of his wares cannot be evaded, if the seller expects to prosper.

With Sincerity and Seriousness.

Not in many years of listening to after dinner speeches have we been so favorably impressed as we were with the message brought last week to Roxboro

Scouts by Frank Dix, Greensboro Scout Executive, who was the guest speaker at the third annual father and son banquet, which event, by the way, was in the nature of a twenty-fifth anniversary of Person scouting, started in 1916 by W. R. Hambrick, Hugh Woods, W. H. Harris, Sr., the late Dr. G. C. Vickers and Elmer Pistley.

Mr. Dix's plea for greater cooperation between fathers and sons and his employment of scouting as an illustration of what may be accomplished in the ideal father and son relationship, contained nothing we have not known about, but by his intimate emphasis he gave the idea a driving force capable of personal application by each boy and man who heard him. Mere recitation of advancements, of registrations and of troop accomplishments, given earlier in the evening, have little to do with the ideal presented by Mr. Dix, whose devotion to that ideal was expressed not so much by what he said as by the sincerity with which he spoke.

It is all too true that fathers and mothers of boys and girls of scout age could in many instances contribute more than they do to the physical and emotional well-being of the young people entrusted to them: it is equally true that boys and girls, for their part, frequently fail to understand or to appreciate the good qualities of those bothersome people called parents. And it is our hope that impact of the Dix message will for a time at least, rekindle on both sides that considerate affection (not sentimentality) and cooperation which should be the basis of family life.

Required Reading

We are hopeful that significance of the first paragraph of the story in Sunday's Times concerning receipt of Jule B. Warren's North Carolina history for use in fifth grades will not be missed. We intend as soon as possible to look at the book and when we do will make further report on an alleged unbalance with regard to more recent events in Tar Heel history. We rather suspect it to be impossible for a man in Mr. Warren's position to render an unbiased version of events through which he himself has lived, and for that matter are inclined to say the same for Chapel Hill's Newsome and Lefler, since not even residence in that haven of sweet reasonableness can be expected to emancipate them from personal opinions.

By experiment and because the reading will probably be as good for them as for their children, we would suggest to all parents that a glance at the Warren book will not be amiss. At a time when heavy emphasis in form of patriotism is being given to all things American it would appear appropriate that Tar Heels learn as much as they can about the state in which they live. And, if in the reading parents discover that they do not like the book, it will not take many state-wide and united protests to effect a change.

Having had what passed for college and university training we have since then not often looked at textbooks, but more we think about it, the better the idea appears to us that adults who are dis-satisfied with the way the world is going should at very least keep up with facts and theories being passed to, if not pressed upon, the youngsters coming up.



The Flowering Of North Carolina.

Asheville Citizen

William T. Couch, director of the University of North Carolina Press, notes the first signs of a literary renaissance in this region after observing—and publishing—North Carolina authors for upwards of fifteen years. "A lot more people are becoming more conscious of writing," he remarks.

The facts bear him out. In the past decade or so North Carolina has produced a half dozen writers of prominence. The interesting point of Mr. Couch's observation, however, is that this flowering of North Carolina is largely native in character. That is, North Carolina has begun to write about itself in a manner compelling enough to attract a national audience.

Publishers used to complain that the South wrote far more books in comparison to the number it bought. The success of the University Press—it is publishing forty books this year as against two in its second year—and other institutions of its type seems to belie that complaint. While Southern presses attract native writers and give them a chance to publish their works, at the same time they depend for their existence upon the patronage of their own region. Without native appreciation they could not function. This is quite as healthy a sign as the literary flowering of North Carolina.

Job Hunting?

Greensboro Daily News

The appeal of Ralph W. Gardner, of Shelby, president of the Young Democrats of North Carolina, directed toward the state's congressmen and Governor J. M. Broughton, that they not overlook the merits and deserts of the "young men and women of your county district and state" does not arouse within us the "nausea and disgust" which the Henderson Daily Dispatch professes to get from it.

While hunting jobs for someone else, if this is what the president of the Young Democrats is up to, may not be the most elevating task among the efforts of mankind, it is at least as incumbent upon the leaders of the young folks as it is upon the old'uns to see to it

that theirs are taken care of.

The Dispatch says that it has long had a suspicion that those who have torn their shirts most for the young Democrats were qualifying themselves thus in their own estimation for soft political jobs. In Mr. Gardner's letter that newspaper appears to visualize its worst fears in black and white.

But the Dispatch and everybody else will reflect that few political organizations, least of all the daddy rabbit of 'em all in this state, the state Democratic organization, would have proceeded very far without those soft political jobs which our Henderson contemporary is talking about being held in front of somebody's nose and considerable shirt tearing of a sort.

We fail to see any great amount of harm in Mr. Gardner's or anybody else's leaving the implication around that there are Young Democrats resting on their oars who are just as capable politically, and perhaps in other ways, to hold office as some of their patrons in the daddy organization. Mr. Gardner may have something after all.

Hitchcock Chosen As Committeeman

Raleigh, Feb 27—Fred C. Hitchcock, of Greensboro, has been elected a member of the executive committee of the Brewers and North Carolina Beer Distributors Committee.

He succeeds T. J. Palmer of Asheville, recently transferred to another state. Mr. Hitchcock is the Seaboard Division manager for Jos. Schlitz Brewing Company.

Edgar H. Bain of Goldsboro, State Director for the committee is in active charge of the beer industry's "clean up or close up" campaign in North Carolina. J. P. Price, Greensboro, is chairman of the ten-member executive committee. Other members are:

W. S. Burruss of Raleigh, Frank E. Barnard of Asheville, J. W. Jackson of Wilmington, and R. J. Jenkins of Kinson, representing the beer distributors; S. A. Cash of Louisville, Walter Bartlett of Norfolk, C. M. Wright of Newark, N. J., and David T. Gallo of Norfolk, representing the brewers.

The general committee, composed of distributor and brewer

representatives in the state, will hold its second anniversary meeting in May, the exact time and place to be announced later.

Since the "clean up or close up" campaign was begun in

North Carolina, 148 undesirable beer outlets have been eliminated 121 by revocation, two by surrender and 25 by refusal of local authorities to issue licenses.

WHAT DO YOU KNOW ABOUT SLEEP?

Famous psychologist answers interesting questions about sleep and explains whether or not it is a mistake to sleep on soft beds, rock the baby or if people should sleep with the windows open. An informative illustrated article in the March 9th issue of

THE AMERICAN WEEKLY the big magazine distributed with

NEXT SUNDAY'S BALTIMORE AMERICAN On Sale At All Newsstands . .



Eat Well - Be Well

Proper foods can have a lot to do with your health

We pride ourselves on carrying a complete line of good health producing foods.

Meats and Vegetables

Visit our store today. If you do not see what you want, call for it. If we do not have it we can get it.

Carl Winstead

We Want To Do Your

JOB PRINTING...

Our job printing department is capable of taking care of any form that you might want printed.

If you have a job—give us a call and we will be glad to drop by and give you an estimate.

We appreciate any or all of your business.

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