

WBXB Celebrates First Birthday

Saturday, June 25 marked one year of operation for WBXB radio station. WBXB is a progressive country station located at 100.1 on the FM dial and operates in Edenton.

Much progress has been made in a short one year according to station personnel. One addition the station is proud of is that they now carry the North Carolina News Network Service. The station carries local, state and national news with two station members working as a team to compile and report the happenings. They are Chris Rode and Mark Vaughn. Both are radio announcers in addition to their news coverage responsibilities.

Another feature of WBXB is the Music Center Report, a feature that presents an update of happening in Nashville, Tenn., the country music capital of the world.

Perhaps one of the major changes at the station has been a turnover in management. Dottie Lillibridge who began as sales manager in advertising when the station first went on the air is now general manager of WBXB. She is one of the few female radio station managers around and WBXB is proud of her. Sid Snyder is the current sales manager replacing Ms. Lillibridge when she moved in the top spot.

Gus Mattison, an announcer well-known to the WBXB listeners, has been on the air the longest, having started at WBXB when the station opened. The station has three full time announcers and six part-time people. This is about the same number as when the

station opened a year ago. A logical question seems to be, "Has WBXB accomplished what it set out to do when it began operations one year ago?" The station management is quick to answer, "Yes." Concerning the requirements of the Federal Communications Commission (FCC), WBXB feels "we have gone beyond our local news and public affairs commitments." The coverage of local happenings has increased and the amount of public affairs announcements is increasing. Station personnel pointed out that they are announcing upcoming events for as many public service organizations in other counties as they are for those in Chowan County.

WBXB has in no way limited itself to its immediate surroundings. Just recently, they promoted a benefit show sponsored by the Perquimans County Horse and Pony Club and were helpful in aiding the group to reach their fund raising goal. They have also sponsored some remote broadcasts, one being for an Edenton Bloodmobile that resulted in the largest turnout ever.

Concerning the listening audience, WBXB says the reaction has been favorable and telephone response is always great when air giveaways are announced. The station feels it has indeed been accepted in the community and feels it is building a loyal audience. As one announcer said, "We're a permanent fixture."

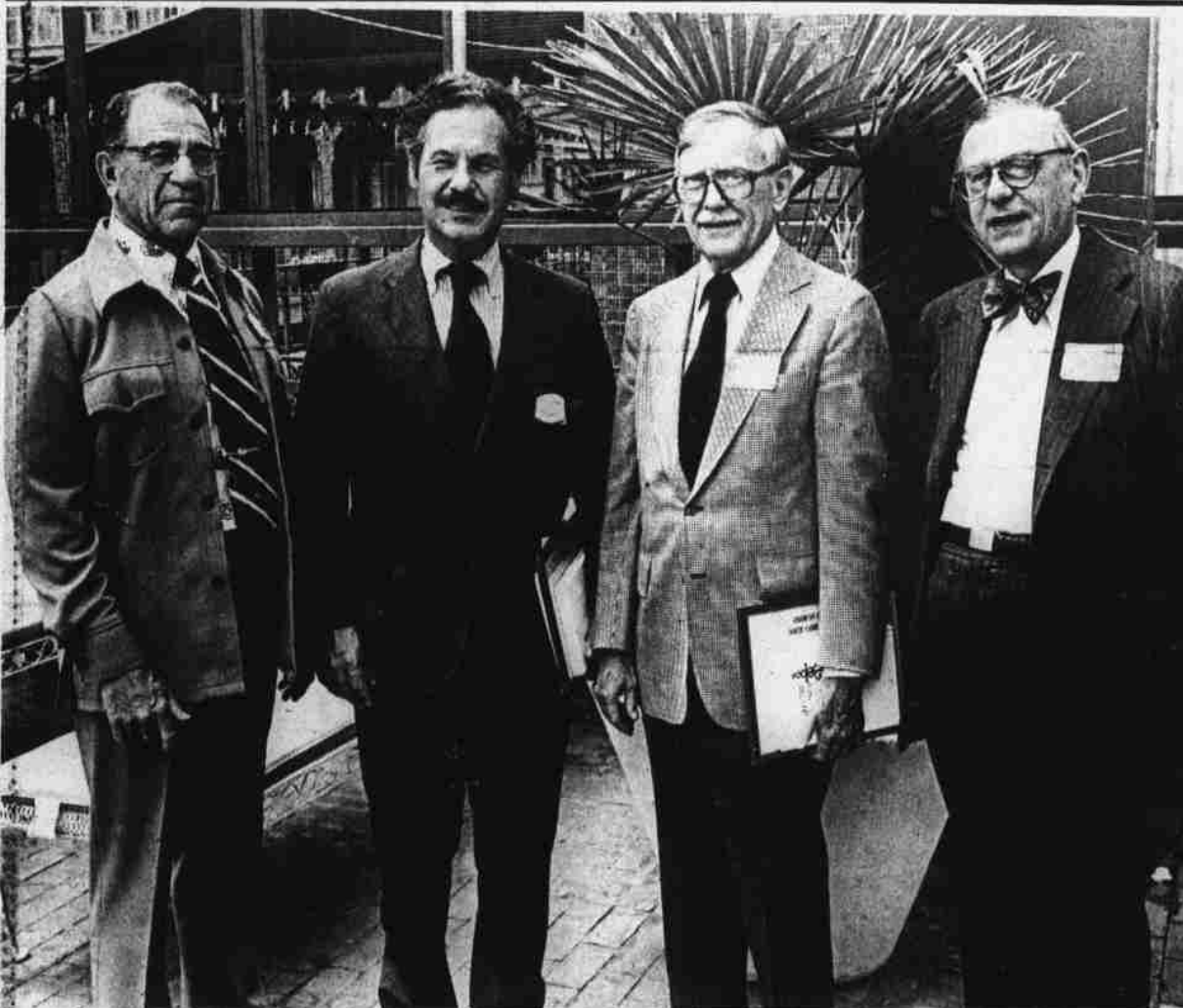
Listeners of WBXB will welcome that news.



NEWS COVERAGE EXPANDED — Chris Rode, news director for WBXB, is among those responsible for the expansion of local, state and national news featured by the station.



STATION ANNOUNCER — Gus Mattison, announcer at WBXB radio station, has been on the air since the station began operating one year ago. (Staff photos by Kathy Newbern)



CANCER SOCIETY HOLDS LUNCHEON — North Carolina's three medical schools were honored by the American Cancer Society, North Carolina Division, Inc., at a luncheon in Raleigh recently. Awards were presented to representatives from Bowman Gray, Duke and UNC for their significant gains in cancer control. These medical centers have cooperated with the American Cancer Society for many years in extensive programs of research, public and professional education, and community services. Shown with J.T. Biggers, volunteer for the Perquimans County Unit, American Cancer Society, are (l. to r.) Joseph S. Pagano, M.D., Director of Cancer Research, UNC

Medical Center; R. Wayne Rundles, M.D., Professor of Surgery, Duke Medical Center; and C. Nash Herndon, M.D., Associate Dean, Research Department, Bowman Gray School of Medicine. Approximately 150 American Cancer Society volunteers from across the state attended the luncheon and heard a panel presentation on childhood cancer. Richard B. Patterson, M.D., Chief, Department of Pediatrics, Bowman Gray, served as moderator and panelists included Marie Hall, R.N., M.S.N., Pediatric Oncology Nurse, Duke University; John Falletta, M.D., Chief of Pediatric Hematology-Oncology, Duke University; and Marie Lauria, M.S.W., A.C.S.W., Social Worker, UNC.

On The Move

Jeff Haskett returned home Saturday from a visit with Dr. and Mrs. Joe Haskett at Denver, Colo.

Mr. and Mrs. Ray White will spend this weekend in Fayetteville with Mrs. O.J. Day.

Mr. and Mrs. F.A. McGoogan and guests, Major and Mrs. Franklin McGoogan and family, spent Monday and Tuesday of last week in Red Springs with relatives.

Chip Banks of Winston-Salem is a guest of his grandmother, Mrs. C.C. Banks.

Mr. and Mrs. Keith Haskett returned home Friday after a trip to Denver, Colo., Columbia, Indiana, and New Orleans, La. Miss Ann McNeill and Harrell Thack are guests of Mr. and Mrs. Lewis McNeill this week at St. Pauls.

Betty's Boutique

SALE

COATS and Sweaters

25 to 50% off ON

Summer Fashions

COATS 90 DAY LAYAWAY PLAN

Owner

HERTFORD, N.C. PHONE 426-5427
OPEN MONDAY-SATURDAY 10 A.M. TO 6 P.M.

CHURCH ST. HERTFORD, N.C.

OPEN JULY 4th

HOT or COLD CUPS
Package of 51 styro cups for hot or cold drinks. Each cup with an 8.1-oz. capacity. White.

48¢

PK

4-qt. capacity ICE CREAM FREEZER

\$12

Try your favorite recipe in this 4-qt. electric freezer. Features UL approved motor. Makes delicious cream - fast!

SHORT & SASSY

SAVE 40¢ 97¢

The protein-enriched conditioner for short hair from Clairol. Extra Body only. 7-fl. oz.

Carefree and Comfortable
100% Nylon

KNIT TOPS
REG. 2.99

SALE 2/3.00

SAVE 2.80
100% nylon knit tops in white, navy, black, blue, pink or maize. All are comfortable and carefree. Sizes S, M, or L.

BOYS' T-SHIRTS

\$1.97

EACH

100% comfortable cotton with bold screen prints on front. Boys' sizes Small, Med or Large
MEN'S SIZES \$2.99

KLEENEX 200's REFLECTIONS

2 FOR 1.00

Regular size Kleenex facial tissue in new decorative box called Reflections. 200 white tissues per box.

BOYS' OR MEN'S TENNIS SHOES

9.97

PAIR

Vinyl uppers with suede split leather toe cap. Treaded soles peaks at back and toe for longer wear. Green and white. Men's sizes 7 to 12. Boys' sizes 2 1/2 to 6.

9-INCH PAINT PAN AND ROLLER KIT

1.27

KIT

9-inch roller kit is easy to use with all paints. Tray can be used for 7 to 9 inch rollers.

POLYESTER DOUBLE KNIT

ROSES SPECIAL PRICE **1.38** YARD

Double knit material - perfect for skirts, shorts, slacks or dresses. 58 to 80-inch flat fold pieces. Stripes or solids in spring pastels.

QUART CHARCOAL LIGHTER

46¢

Barb-O-Lite, the easy lighting charcoal fluid. Available in one quart easy pour cans.

TABLE CLOTH

ROSES SPECIAL PRICE **\$1**

54x72-inch tablecloths of long-wearing plastic. Just wipe clean with a damp cloth. Perfect for kitchen or outdoors.

GARDEN HOSE 50-FT.

1.99

EACH

FLOOR-WINDOW FAN

13.77

EACH

Super styling with features such as the mesh grille, adjustable support feet and their fully protected motor. 2 speeds.

HI-DRI TOWELS

SALE **2 FOR \$1.00**

Reg. 61¢ SAVE 22¢

DELSEY TOILET TISSUE

78¢ REG. PRICE 88¢
SAVE 10¢

Ladies Dresses Pant Suits & Jumpsuits
Reg. Up To \$16.88

SALE 12.00

Check Our Counters For Unadvertised Specials