

## THE CHOWAN HERALD



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#### **Local Industry**

### Olag Making Comeback

star of this area's testimonials from more than area for Olag toothpaste.

becoming of age.



IN PLANT-Headquarters for Toothex Company here is a shed on West Water Street. Here Col. W. B. Rosevear, front, and Ed Bass turnout Olag toothpaste. The product is now ready for marketing in the Tidewater

#### The Public Parade

BREWED OWN CUP- and south, white and black, There is some evidence that has "reached a straining one-man-either Col. Rosethe moderate left is becom- point in regard to demon- year or Bass-bench machine disenchanted with far strations.' liberals who now seem strongly entrenched in tained," Dr. Dudley contin- an national government.

A few weeks ago William may not be perfect in Ala-S. White, Washington col- bama, neither are they in of the formula the product umnist and LBJ biographer, many other places where could not be produced in was complaining that the far demonstrations might be conleft had somehow managed ducted with equal fervor, to take advantage of the and doubtless in most every President to push through state in the nation. Congress a program "of re-

formist legislation." This group, he said endlessly prods the President to be true, not only by Neand Congress "to materialize groes, but by whites as well. every one of their economic and social ideas, with no nonsense about giving the liberal who found the road other side a real hearing."

of leftist appeasement be-

"The very men in Congress to whom the President has given an unbroken tion. series of yeses on domestic issues shrieks an unbroken series of noes at him when he takes a rationally hard line against communist encroachment anywhere

And now, in another col-umn just out, Mr. White dis-or ever could be." covers the "ugly and frightening odor" rising from the op much sympathy for these "savage attack by civil rights disenchanted gentlemen, least extremists upon the nomina- of all for LBJ. However tion of J. P. Coleman of bitter the cup, they all help-Mississippi to be a federal ed to brew it. appeals court judge."

He says the assault is ugly cates once again that the prise at Williamston issued ultra-liberals, white and Ne- the following comment on gro, cannot be placated by poverty. any number of concessions Editor Manning's article ness competition for the little made in good faith by the was headed: "The More You are who has the welfare of reasonable political center of Get, The Poorer You Are" the people at heart. this country."

too right, but too late. Per- North Carolina have been essaying all along.

Another liberal who is uation is Mayor Richard division of community planmeet this (Thursday) afterplaced of Chicago, who has ning, retail sales in Martin noon at 1 o'clock in the
leaned so far to the left for Continued on Page Two

Parish House,

Edenton's Rotary Club will Ear
meet this (Thursday) afternoon at 1 o'clock in the
Parish House, izing reappraisal of his sitso long that he has developed into a human question

For his trouble, Mayor Daley is being harassed continuously by Negro demonstrators protesting some-thing over which he had no control in the first place.

dents to continue to come to Also, the board discussed the good financial report presided at the meeting at presented. He said it shows terian dent a "freedom of choice" for the next two years. Chowan High School, which tience of schools to be attended Favorable action by the city is in the new budget. They are: Dr. Downum, tience of schools to be attended for the next two years. Chowan High School, which and puts the board on record board is expected to be take said no additional pay was with more than \$9,000 in all dan and N. J. George.

smallest manufacturer is 1,000 practicing family den- Col. W. B. Rosevear, sole about to rise. Olag, at 20, is tists in three states, Toothex owner and only Toothex em-Company of Edenton has ploye, has granted the fran-unsolicited franchised the Tidewater chise to Ed Bass, also of Edenton, for an area with a

> Col. Rosevear has sent Bass into this vast area to compete with big soap companies who manufacture most

The Toothex executive said while there is no gimmick in the product or the proposed promotion he thinks Bass can capture 10 per cent of the market. That would mean the sale of 200,000 tubes of Olag within a year. 'We have an ethical pro-

an ethical product because it has the endorsement of practicing family dentists." "I have picked a damn tough market but I have

duct and we intend to carry

Rosevear said. was started by the retired Army officer in 1946 in Greensboro. His wife had gum trouble and he set out to develop something that would clean the teeth, yet

An earlier attempt at marketing the product was not too successful. But now the

Acceptance of the product by the dentists has been slow, therefore the research period has been quite ex-"Now practicing tended. family dentists find it is the ultimate in toothpaste," Col. Rosevear claims. The job he has now is to connect the

Toothex now operates a operation of production. They "We have long since main- can produce 60 tubes of Olag tained," Dr. Dudley contin- an hour. They admit that ues, "that though conditions production will be of this type for some time because

The majority of the toothpaste sold today is manufactured by big soap companies. "They don't know what they are doing," Col. Rosevear stated. "They are obsessed with a 20-year-old

Mayor Robert Wagner of promote their product as this and that, Toothex officials "And the foaming has noth-

facturers put detergent in toothpaste. "This is good for

Somehow we cannot devel-Col. Rosevear doesn't expect to capture the toothpaste market. He believes the development of Olag is something constructive and he feels the market is practically void.

because it is unjust and Friend Francis Manning, who frightening because "it indi- rides herd over The Enter-Therefore, after 20 years shoot the works. And in doing it he hopes to promote this area while proving there is room in big busi-

Edenton's Junior Chamber haps one of these days he tablished in Martin County, of Commerce will meet will discover the truth of the establishment apparent- tonight (Thursday) at 7 what moderate white south- ly having been made by fig- o'clock at the Edenton Resern conservatives have been ure manipulations and not taurant. President Sam Cox urges every Jaycee to attend. Gwendolyn Ward, Kitty Ev-

by actual fact.
"According to the North Another liberal who is According to the North and Section and Department of Connow going through an agon- Carolina Department of Conliving reappraisal of his sit- servation and Development,

Edenton's Rotary Club will Earl Bunch and Lottie Bak- December, 1961. He has atAuxiliary will hold a joint servation and Development, Edenton's Rotary Club will Earl Bunch and Lottie Bak-

population of one million.

of the toothpaste used today.

out an ethical promotion, Col. Rosevear stated. "It is

something they don't havean ethical product," Col. The development of Olag

not harm the gums. Thus

situation is more favorable.

dentists and the patients.

"There is a limit to which human nature can go, and this has been demonstrated

"While the big companies

whom he had done the most

were, quite simply, insati-

ON GETTING POORER-

submitted last week by the by 1967.

Supt. C. C. Walters told school members at their meeting Tuesday night he dead must school plan.

ed that the plan is now ac-

and follows:

Nothing he could do

Here again Mr. White is "Poverty headquarters in JAYCEES MEET TONIGHT follow.

Federal approval of a re- as favoring one administra- en at their next meeting.

vised plan for desegregation, tive unit in Chowan County Supt. Walters reported the Oak because they have just

#### Three Are Promoted In Town Departments

contend toothpaste is not a Jr., today announced the in their respective depart- Moore was that of J. P. Hus- as board chairman. He is Kenneth Wright of Edenton

taking the grease off dirty firemen, were promoted to ficer will be on duty at the overalls, but just think what the rank of lieutenant in fire station at all times. One it does for your gums," he Edenton Fire Department. officer will be in charge of Gov. Moore named

came effective July 1. H. inspections. Police Chief James Griffin and Fire Chief W. J.

Baptist Church Will Honor 10 Ten members of Ballard's

Bridge Baptist Church will be honored Sunday night at Girls' Auxiliary Corona-

The program will start at 8 P. M., and a reception will

church and community in- alertness, good public rela- state, clude Chris Hollowell, Joan tions and his always ready Jordan, Beechye Lou Ward, attitude toward police duans, Rebecca Hobbs, Susan

Approval Of County's Compliance Plan Expected By Friday

the slack between the ment.

Board of Education, will al- and what they anticipate mended the administration 30th. low Negro high school stu- from the 1965-66 levy. at Chowan High School for O.

services offered by the Town of Higher Education. Patrolman John D. Par- of Edenton.

DISCUSS SEARCH OPERATIONS - Lt. Harold Wilson, a U. S. Coast Guard helicop-

ter pilot stationed at Elizabeth City, points out into the Albemarle Sound as he and Capt. James P. Ricks, Jr., of the Edenton-Chowan Rescue Squad, discuss the search for Benny Harris, 18, 100 East Church Street. Coast Guardsman Bobby Henderson, a

hospital corpsman assigned to the helicopter, is at left. The search for Harris began at 5 A. M., Tuesday after he was thrown from a boat during a violent storm late Mon-

Lt. Goodman is one of Edenton's full-time firemen. of the board. Hill will also He began as a volunteer serve for six years. in 1930 and became a regular

partment. lar in 1954.

ties."

Visitors are invited to at- institute at East Carolina night, July 13, at 7:30 College in Greenville.

voted for teachers at White funds.

#### **Huskins Named** To State Board

In rowning Victim's Body Found

In Sound Wednesday Morning

Among recent appoint-A mong recent appoint.

College board of trustees af-Harris, and two companions, ter having served one year Kay White of Merry Hill and or lettist appeasement beyond endurance. He decided not to stand for re-election.

The decidin their respective departments and said this is anwhich departs and the departments and said this is anwhich departs and the departments a

W. E. (Monk) Mills and T. designated. With Lts. Mills ager of the Statesville Rec- added that each county is an back for his hat. The pow-A. Goodman, both veteran and Goodman, a ranking of-firemen were promoted to firer will be an duty at the

Gov. Moore named Watts All three promotions be- fire prevention while an- Hill, Jr., of Durham, head In doing this he cut the and mist, Wright didn't know other will be responsible for of Home Security Life In- membership from 18 to a whether or not the victim

> Huskins is chairman of the firemen two years later. In board of trustees of Mitchell October he will round out 33 College in Statesville, a comyears of service with the de- munity owned and operated junior college.

Lt. Mills became associat- The veteran newspapered with the fire department man is also director of the in 1937. He became a regu- North Carolina Press Association. His brother, Judge In making the recom- Frank Huskins of Burnsville, mendation for appointment has been chosen by the govof Sgt. Parrish, Chief Griffin ernor as administrator of the Those being recognized for cited his "military type de- new uniform courts to be esoutstanding service to the votion to police duties, his tablished throughout the building, as well as those for ance.

JOINT DINNER MEETING

William H. Coffield, Jr., Sgt. Parrish, 26, was em- Post No. 9280, Veterans of tended the area policemen's dinner meeting Tuesday

# Benjamin Harris

The search continued here Wednesday for Benjamin have drowned in the Albemarle Sound late Monday.

Capt. James P. Ricks, Jr., head of the newly organized Edenton-Chowan Rescue Squad, said the search will continue until the body is found.

The search party, which at times numbered near 20

#### **Mathews Gets Roads Position**

Don Mathews of Hamilton Tuesday became a member of the State Highway Commission representing this missioners took the oath in Raleigh.

administration.

Gov. Dan K. Moore ap- sailboat flipped over in the pointed the new commission choppy waters and Mrs. last week and chose Joe Hines was unable to hold on-Hunt of Greensboro as chairman. Hunt is a former Guilford County legislator, who in the vicinity in their cabin played a major role in the cruiser when the Hines' boat governor's successful cam-

paign last year. Mathews, a strong sup-porter of Dr. I. Beverly Lake during the first primary, is a 40-year-old farmer and businessman. He was a regional campaign manager for Dr. the docks in Edenton. Lake when the candidate

Moore in the second primary. the extensive search opera-

Gov. Moore asked and re- Wright threw Harris a foam

#### Library Site Being Prepared

Workmen this week began group was called home due tearing away a portion of to an apparent drowning the Holmes Building on near Lewiston. South Broad Street to make way for the new Shepard- Coast Guard station at Eliza-Pruden Memorial Library.

It was announced last Tuesday morning but was week that bids on the new unable to offer any assista new fire station here, will be opened on July 15.

The library will face on ly 20 boats combed a wide

Chowan Tribe No. 12, Im-The board moved to solve county schools finished fis- come off probation as the the critical water problem their meeting June 28.

Clyde Hollowell was elect-

The new officers will be

## Last Seen During Monday's Storm

Harris, 18, 100 East Church Street, who is believed to

boats, combed the sound for 15 fruitless hours. They were back on the water at 5 A. M., Wednesday attempting to locate the body. Rescued from the water

which apparently claimed

another victim were Dr. and

nesday. Details of the re-

Mrs. Richard Hines. Their

choppy waters and Mrs.

Ricks and his father were

went over. They rushed to

the scene and rescued the

message of a man being

overboard in the same area,

approximately a mile from

Because of the weather,

Reports were that Harris,

The victim was thrown

erless boat drifted away and

Point, near Haves Plantation.

rain and Bertie County join-

ed the local unit and the

Coast Guard during the

search Tuesday. However,

at about noon the Bertie

Helicopters from the U.S.

beth City joined the group

Capt. Ricks reports that at

The Barker House lawn

became headquarters for the

munications kept the search-

ers in continuous contact

with the shore and boats came in and went out

Local citizens, answering

a plea for assistance, brought food and beverages to aid

those participating in the

throughout the operation.

one time a complex of near-

Rescue squads from Cole-

Soon they received a radio

dentist and his wife.

to the boat

BULLETIN The body of Benjamin area. He and 13 other com- Harris of Edenton was recovered from the Albemarle Sound at mid-morning Wed-

Mathews will replace J. Gilliam Wood of Edenton on covery were unavailable at the commission. Wood serv- press time. ed four years in the Sanford

threw his support to Gov. Capt. Ricks did not launch

The new commissioner is tions until early Tuesday. serving on the executive committee of the Chowan son of Mr. and Mrs. Wilbert

"He reached the point," ing to do with the effectiveaccording to Mr. White, ness of a product."

"He reached the point," ing to do with the effectiverish was promoted to the rank of sergeant in Edenton
"Where he could go on no He adds that other manu"Where he could go on no He adds that other manu"And the foaming has nother than the fire department, rank of sergeant in Edenton this will be the first time full-time officers have been president and general manand not as sections." He the boat, then decided to go added that each county is an back for his hat. The pow-Mathews was quoted as say-

ceived needed legislation to cushion. reorganize the highway body. Because of the high waves surance Company, chairman chairman, who also acts as got the cushion. The cushion administrator, and 14 com- was blown ashore at Cherry missioners.

Water Street and will be im- area in the sound, attemptmediately behind Goodyear ing to locate the body. Service Store. Site of the new fire station is at the corner of North Broad Street search party. Mobile comand Park Avenue.

#### **Red Men Elect New Officers**

proved Order of Red Men, elected three stump officers for a six months term and a trustee for 18 months at

submitted last week by the Chowan County Board of Education, is expected to be granted by Friday.

Supt. C. C. Walters told board members at their plan.

County schools finished fiscome our probation as the critical water problem at the school. They will in result of an attendance recation at the school. They will in ord investigation. The board of is not realized by the 1967 \$10,843.20. The board deadline, then the county members said they will ask members agreed that once lon tank and other equipment to insure adequate was school, according to the surplus in order to take up be included in the supplement of the critical water problem at the school. They will in ord investigation. The board ord investigation. The board stall an additional 1,000 gallow them to county commissioners to the faculty members have ment to insure adequate was surplus in order to take up be included in the supplement. ed sachem; Alexander De Blois, senior sagamore; Pat B. Pickler. junior sagamore and Robert Whiteman, proed to be completed by the had talked with officials in ratified by the Edenton City board's new budget request Dr. A. F. Downum com-washington and they advis-Board of Education, will all and what they anticipate mended the administration 30th. phet. W. J. Daniels was reelected as one of the three O. C. Long, Jr., chairman, Fred Keeter was Also, the board discussed the good financial report presided at the meeting at supplements for teachers at presented. He said it show- which all members attended. elected tribal deputy Great

installed at the tribe's meeting Monday night, July 12.

#### **Another Boat** Taken Locally

Another boat has been reported stolen, according to Police Chief James H. Grif-

Police were notified at 8:05 A. M. July 4 that an 18-foot boat owned by Buck Manning had been stolen. It had not been recovered at press time.