

Graham is elected new NASDA president

COLUMBUS, OHIO — North Carolina Commissioner of Agriculture James A. Graham was elected president of the National Association of State Departments of Agriculture (NASDA) here recently. The election came at the final business session of the association's annual meeting.

Graham moves from the post of first vice president to the top office succeeding John M. Stackhouse, Ohio director of agriculture. NASDA is made up of the top agricultural leader in each state and maintains an office in Washington, D.C., to coordinate efforts among the states with the federal agencies and the Congress.

Active in the association since his appointment as a commissioner in 1964, Graham has also served as president of the Southern Association of State Departments of Agriculture.

Jim Graham is a native of Rowan County, is a graduate of Cleveland High School there and N.C. State University where he

was elected permanent president of the class of '42. He began his career as an agriculture teacher in Iredell County and later served as superintendent of the Upper Mountain Research Farm, manager of the Winston-Salem fair, first full-time secretary of the N.C. Hereford Breeders Association, and manager of the Farmers' Market in Raleigh. He served as president of the National Association of Market Managers.

Graham was elected commissioner of agriculture in 1964 and reelected in 1968, 1972 and 1976. Under his leadership the department has been reorganized according to programs administered by the various divisions. He has always been in the forefront of efforts to that the many-faceted programs of the department would serve the people of North Carolina in the best way.

Graham has been

honored on numerous occasions. The North Carolina Citizen's Association selected him for its Distinguished Service Award in 1977, and he has received the state and national 4-H Alumni Awards. He was Progressive Farmer Magazine's 1970 Man of the Year in North Carolina Agriculture, Honorary Seedsman of the Year and the 1974 Raleigh Kiwanian of the Year in addition to many other honors.



JAMES A. GRAHAM



LANDMARK OWNER — Cliff Smith Jr. is the owner of the Landmark at Carolina Beach, N.C. He is showing a framed display of stories on the com-

bination beach grill, novelty and ice cream stand and family arcade. (N.C. Travel and Tourism Division photo by Paul Phillips)

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Directory available

RALEIGH — A horse industry directory, first published by the North Carolina Department of Agriculture in 1974, has been updated and is available for distribution according to Agriculture Commissioner Jim Graham.

Prepared by the division of marketing, the directory contains a county-by-county listing of horse-related industries in North Carolina.

"The response to our requests for the updating has been excellent," commented Glenn Petty, NCDA horse specialist.

'Landmark' a touch of Carolina history

PLEASURE ISLAND, NC — Cliff Smith Jr. leaned back in the booth and said, "I've seen a lot of people pass by."

Smith is the owner of the "Landmark," a combination beach grill, novelty and ice cream stand and family arcade. He and his father, Cliff Sr., have been on this same spot in one way or another since 1932. His father died in 1966.

If the name Pleasure Island throws you, it's the new handle for Carolina and Kure beaches. Nearby is Fort Fisher, an important sea-land battle in the War Between the States. And, also close by is the seaport of Wilmington, drenched in history. Carolina Beach State Park offers camping facilities, picnicking and two boat ramps, one on the ocean side and the other on the Cape Fear River.

The Landmark started off as the Cliff Smith Grocery. Through a series of events such as the depression, the fire at Carolina Beach in 1940 that destroyed the building, and Hurricane Hazel, the Smith family has remained on the spot, and today it still stands as the "Heart of the City" of Carolina Beach.

"We have had 46 years of family traffic, and we intend to keep it that way.

We are constantly hearing people say, 'I see you're still here.' I guess you could say we started some romances at the Landmark," Smith said with a smile.

"Many youngsters come up and say this is the place that Mom met Dad or that my father worked here. We are open year around, and in the summer we hire some youngsters to help out."

Smith well remembers the day Hurricane Hazel hit the beach. "I stayed here for a while, and when I left the building we had two feet of sand the three feet of water inside. We caught boards from the boardwalk and nailed them to the building," Smith added.

Why do people come back time and time to visit the Landmark?

"Many of our customers came here while they were young, and they want to go back to the early part of their life. They like to talk about the five-cent Coke and five-cent hot dog. Back then large families could get everything they needed for a picnic for \$3.00," Smith said.

"I remember back in the 30's helping push boats off the sand. They would go out and get the fish. You could get all you wanted for 25 cents."

"You know, for many years we had a sign saying, 'Friendliest Place on the Beach.' We have tried to keep it that way."

Has the beach changed much?

"I think I have seen more things happening the past year than ever before. There is more for people to do," he said.

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JESSE HELMS — Working For Senior Citizens

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- Mrs. Joseph M. Hunt
Wife of former Speaker of N.C. House
Greensboro
- Mr. Ben Sumner
Former State Senator
Rutherfordton
- Mrs. Robert Grady Johnson
Wife of former Speaker of N.C. House
Burgaw
- General Claude Bowers
Former Adjutant General of N.C.
Warrenton
- Dean Carroll Weathers
Former Dean of Wake Forest Law
School, State Senator
Winston-Salem
- Congressman Alton Lennon
Former Congressman and U.S.
Senator
Wilmington
- Mrs. Melville Broughton, Sr.
Wife of former Governor and
U.S. Senator
Raleigh
- Mrs. Willis Smith, Jr.
Daughter-in-law of U.S. Senator
Raleigh

Senator Jesse Helms has been working to make things better for our senior citizens since his first day in the Senate. One of his major efforts has been to stop rising prices—which are a cruel tax on our senior citizens.

• Jesse has introduced important legislation to balance the federal budget—the only solution to the problem of inflation. He's fought tirelessly against senseless U.S. foreign aid and other unnecessary spending.

• He has introduced legislation that would allow our senior citizens to work and earn incomes without loss of any social security benefits.

• Jesse has supported a bill that would improve federal services to the elderly in the areas of nursing home care, legal services and housing.

• Jesse Helms has introduced legislation that would provide a much-needed tax break for our elderly.

• Senator Helms was inducted into the Golden Age Hall of Fame by the National Alliance of Senior Citizens because of his excellent voting record on matters of concern to the elderly.

Let's re-elect Senator Jesse Helms. Jesse needs your vote in November.



Jesse...he's working for North Carolina

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Sea Breeze antiseptic lotion cleans the makeup and soap film that soap and water leave behind. So your face feels clean, clear and fresh.
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