

Scoutin' Around

By PETER CARLTON



WE WENT to Williamsburg this past Sunday with every intention of witnessing "The Common Glory" pageant. The weather threatened all the way. When passing through Suffolk, my good wife suggested it would be a wise thing to find out if there would be a showing, should it rain. Being like most men, this suggestion was not headed. And so a good many miles were traveled with very little return.

Congratulations to Walter Holton on his election to the presidency of the Albemarle League after an harmonious session of the directors. Present at the meeting, which took place in the Joseph Hewes Hotel in Edenton, last Saturday night, were Doctor Cola Castelowe of Windsor, Doctor C. S. Credle of Colerain, Herbert Nixon of Hertford, Graham Byrum of Edenton, Verly Evans of Suffolk, David Holton and Walter Holton of Edenton.

We're going to miss "Dad" Bullap. It was, as some folks say, "some kind of good" to hear his friendly greeting as he sat in the chair specially set aside for him at The Chowan Herald.

We were going to read the announcement of the baptismal service held at Cannon's Ferry on Sunday morning, but we ran out of time on our "Let's Be Neighborly" program. The Rev. W. C. Francis, pastor of the Rocky Hook Baptist Church, officiated. Among those immersed were Miss Dorothy Eason, James Harrell, J. C. Toppin, Mrs. Troy Toppin and Mrs. Nolan Toppin. These names were secured from Medlin Belch, church secretary.

Spying Chief Dail's silver plated automatic pistol, we queried him as to where he ever got hold of such an one. He replied he had been hiding it away, because every time someone sees it, they want to buy it. (Especially when the armed forces operated in this area, he says).

Speaking with Mayor Jerry Hughes of Elizabeth City this past Monday, we find that the people like the parking meters. Very few complaints. As a matter of fact, passing through there during the week, we saw many cars parked around the meters. Only instead of the cars belonging to clerks in the stores, they no doubt belonged to people who came to town to do business.

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A JAR FOR EVERY CANNING NEED

Good Neighbor Charlie Wood was seen walking downtown. People were genuinely glad to see him. He was busy saying hello to the many folks who stopped him to inquire as to his health after his siege of illness.

Welcome to E. A. Shealy and family. Mr. Shealy is resident engineer working on the REA program in this area. They come from Wilmington, N. C.

We have a letter from Carl Hurt of 1033 North Highland, Route 2, Fayetteville, Arkansas, who wants to buy land along here. He wants land suitable for beef cattle raising. Wants also to buy city business property as an investment. Wants to know if we have fog, and how the hunting and fishing are. Would like to correspond with some sportsman. Real estate agents and others interested might contact Mr. Hurt directly.

Visitors to the Chamber of Commerce office this week were Haywood Jones of the Broad Street Fish Market and Franklin Twiddy of the Twiddy Sign Service.

Additional memberships which were paid to the Chamber of Commerce and Merchants Association for the new year include Mrs. Dick Leary, J. W. Davis, Joseph Hewes Hotel, Home Feed & Fertilizer Company and M. G. Brown Company.

Speaking of good public relations and its effect on business, a columnist in a certain newspaper devoted lots of space to describing the treatment which a bank accorded him (an alleged typical borrower) when he came in to borrow \$100. It ends with the intended customer apologizing to the banker for coming in and offering to make the bank a loan. The bank immediately sent its check for \$100 to the columnist, together with a one-year installment note which he was asked to sign and return. The letter accompanying the check offered opportunity to the bank to point out that it has more than 78,000 small borrowers' loans on its books and welcomes that kind of business.

How many of our stores check on their brand of service to their customers? Good public relations pays dividends. When any firm or organization believes it is so big that it does not have to make any effort to get business, then is the time to watch out, for the slide down hill is faster than the effort and money and years spent in building up a good business.

Billy Rose took a crack at public relations firms and counsels. Calls it press agency in so many words. Mr. Rose is entitled to express his opinions in his column and elsewhere, but could he be basing his opinion on his own experiences with press agency in boosting his many enterprises in the world of amusement? Albeit, it

would seem a bit ungrateful on his part to bite the hand that helped put him over. However, public relations takes in a greater field than just boosting or whitewashing a client, or indulging in the pyrotechnics of ballyhoo. Public relations is human relations. It is a sensible approach to a problem of making people understand the "why" of a given activity of a person or organization. It embraces not only the field of journalism, but all the media of communication between humans, including conferences and speeches. Also included are the many humanizing activities that make people feel that an organization or client is a worthy citizen or asset to the community. This, in part, explains the type of profession that is rapidly becoming the part of every type activity imaginable. So Billy, me boy, even though your columns are most interesting and entertaining, you'd better make a more serious study of what those in the field of public relations are trying to do before you become quite so flippant with your pronouns and synonyms. You owe it to your many readers to be accurate.

Opportunity unlimited—it was inspiring to listen to the ideas of some of our citizens concerning business opportunities. Many might say that "hot air" never got anyone anywhere. Yet, I've listened to many people with ideas, over the years. A good percentage of them wanted someone to talk to, more or less as a "sounding board," to hear how their ideas sounded out loud. Many of them have put their ideas into practice. J. A. Moore spoke of a book called "Acres of Diamonds." Since our conversation, I've heard or read about many references to the ideas contained in this book. There are "opportunities unlimited" in our back yards, if we had the perception and the understanding and the aggressiveness to find them... "acres of diamonds."

A little boy made a business of selling bait to fishermen. He noticed in one particular section where he lived that after the rains, many worms came to the surface of the neighbors' lawns. He collected them and made a good many hundreds of dollars for the summer's vacation.

A little girl began tying "flies" or fishing lures; today she has a nice little business with many people working with her. Enough to save money for college. A salesman took around a specimen of her work and to her surprise found that there was a demand for them. She gets orders from all over the country today. (Isn't it simple, after it gets started? What is it that retards us? Why is it that some people have all the "luck"? Is it not rather—that beyond an occasional fortuitous opportunity—a mixture of sweat and guts?)

Edenton Colonials Clinch League Race

(Continued from Page One)
Edenton 5, Colerain 4
Wednesday afternoon of last week the Colonials defeated Colerain 5-4 on the latter's diamond. The Colonials scored a run in the second inning and in a big third inning hung up four counters. Colerain scored a run in the second, and the score stood 5-1 in favor of Edenton until the ninth inning, when the Bertie boys scored three runs and threatened seriously to win the game. Vick was on the mound for the Colonials and despite a commanding lead, he was touched for four hits and three runs in the final frame and a runner on base. Jordan was called in at that point and after walking the first batter, Fowler flied out to Trot Leary to end the rally.

DiLorenzo was on the mound for Colerain and while allowing only six hits, his teammates made five miscues, which figured in the scoring.

Vick led Edenton at bat with two hits, while Claude Griffin hit a home run over right field in the second inning.

Edenton 6, Colerain 5
The two league leading teams again crossed bats Thursday night on Hicks Field when the Colonials won in a close game 6-5. Lester Jordan and Monk Harrington engaged in a pitchers' duel, performing on about equal terms until the seventh inning when the Colonials made three hits, netting four runs. Harrington was replaced by Mustian in the eighth. Colerain near the end of the game again threatened to go off with the long end of the count, scoring three runs in the eighth and another in the ninth. Colerain outbit the Colonials, making 9 hits, while the locals connected safely 8 times.

Edenton's big seventh inning rally started when Byrum walked. Jordan was safe on a bunt and then Joe Wheeler was safe on a bunt, filling the bases. Bohonko hit into a double

and Leary was purposely walked. Fulghum then hit a long fly to right field, scoring two runs, and later McLawhorn doubled, scoring two more runs.

In the eighth Fowler walked, Fred Casteloe singled and Batchelor walked, filling the bases. Rudy Casteloe then slammed the ball against the fence for two bases, with three runners scampering home.

Edenton 7, Elizabeth City 4
On Friday night at Hicks Field the Colonials had little difficulty in defeating the Elizabeth City Senators 7-4. Jobie Griffin, on the mound for Edenton, was in good form, giving up only six hits, while his teammates had their batting eye working, gathering 13 hits, three of which were circuit clouts by Joe Wheeler, Joe Fulghum and Ben Askew. Timm for the Senators was touched frequently for base knocks, but held out until the eighth, when he was replaced by Edwards.

The Colonials began scoring in the second with two runs, added one in the third, two in the fourth and one each in the fifth and sixth. Ben Askew, who was on first base instead of Claude Griffin, had a big day at bat, connecting for three hits, a home run, double and single.

The visitors had a big seventh inning when they scored three of their runs. Three hits and an error resulted in the trio of runs, while their final run came in the eighth on an error and a long fly hit by Kelly.

Edenton 7, Elizabeth City 5
On Hicks Field Saturday night, the Elizabeth City Senators were apparently coasting toward a victory until the seventh inning when the Colonials registered five hits and five runs to go in the lead 6-5. Up until the seventh Edwards, Senator moundsman, had allowed only five hits, but was relieved by Black in the seventh after three hits and two runs were made by the Colonials. Thorne was on the mound for Edenton, but was relieved by Jordan in the ninth. Jordan fanned the first three batters to face him.

The visitors started early, scoring two runs in the first frame when Black doubled and Hooks slammed out a home run. Another run was scored in the third and two more in

the sixth. The Colonials scored a run in the second and the five counters in the seventh resulted when Leary singled, Fulghum doubled and McLawhorn doubled, scoring two runs. Byrum walked and came home on Askew's double. Later in the inning Joe Wheeler's double added two more runs. The final Colonial run came in the eighth. Leary tripled and scored on McLawhorn's single.

Edenton 3, Elizabeth City 0
In Elizabeth City Sunday afternoon, the Colonials walked off with the long end of a 3-0 score despite the fact that Don Helms for the Senators turned in a splendid performance by allowing the Colonials only four hits. Costly errors were responsible for the loss, which put the Senators out of the running for fourth place and the opportunity to take part in the Albemarle League playoffs.

Vick for the Colonials was in good form, allowing only four hits, but became wild in the eighth and walked three men, filling the bases, with only one out. Jordan was sent to the mound, fanning one batter and the other popping up a fly, thus ending the scoring threat.

Edenton 8, Suffolk 7
In one of the most uninteresting games of the season, the Colonials defeated Suffolk Monday night on Hicks Field 8-7. While the Colonials made 12 hits, the visitors used four pitchers, replaced principally on account of wildness. The Colonials scored in each of the first five in-

nings, in the third scoring two runs without a single hit. Schadel, Parr, Britton and Holland were the pitchers used by the visitors. Jobie Griffin was on the mound for Edenton, but was replaced by J. D. Thorne in the fifth, when Suffolk scored three runs on one hit. Trot Leary led the Edenton batters with four hits.

Trailing 6-2 at the fifth inning, Suffolk scored three runs and in the seventh scored two more to knot the score. Both teams went scoreless until the last half of the ninth when Thorne singled, and scored on Bohonko's slashing triple between left and center field, bringing to an end one of the longest games played on Hicks Field this season.

MASSES NEXT SUNDAY IN COLUMBIA AND EDENTON

The most holy sacrifice of the Mass will be offered Sunday, August 24, at 8:00 A. M. in Columbia Theater, Columbia, and in St. Ann's Catholic Church, Edenton, at 11 A. M., each including sermon on "Charity", Holy Communion, followed at once by Sunday School, with confessions in Columbia 8 to 8:15 and in St. Ann's 10:30 to 10:55 A. M., stated Father F. J. McCourt, pastor, who invites everybody to all services. Week-mornings: Mass, Communion, Rosary in St. Ann's.

Too Hard
Doctor (examining throat)—"Say a-a-ah."
Tony—"I no spika da Ingleesh."

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