

The Chowan Herald

Published every Thursday by The Chowan Herald, a partnership consisting of J. Edwin Hufflap and Hector Lup-ton, at 423-425 South Broad Street, Edenton, North Carolina.



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THURSDAY, NOVEMBER 24, 1960.

A LIFT FOR TODAY

Whoever will be chief among you, let him be your servant. —Matthew 20:27.

THE SON OF MAN came not to be ministered unto but to minister unto the sick, the needy and the lost. Our lives, to be worthwhile, should be patterned after the Perfect Example. Merciful Father, may the life of the Peerless Prophet of Galilee be a challenge to serve humanity.

All Should See

What many Edenton people have been waiting for will become a reality Friday afternoon of this week. At that time the premiere showing of Edenton's promotional film, "Ye Towne on Queen Anne's Creek" will be presented at the Taylor Theatre by courtesy of the management.

There will be two presentations of the film, one at 2 o'clock and again at 5:45. It is suggested that, so far as possible, school children attend the matinee performance, so that more room will be available for adults at the later showing.

There will be no charge to see this film and it is hoped every person in Edenton and Chowan County will take advantage of the opportunity to see this picture. It is expected to be witnessed by millions of people throughout the United States and that it will eventually benefit this section economically.

Now — To Work!

The American people have been exposed to an extremity of distractions this year. There was the tumultuous and unprecedented meeting of chiefs of state at the United Nations, which dominated the headlines for weeks. During it and after it was the long drawn out presidential campaign.

The UN meeting is over, and the Presidential decision has been reached. The congratulations of the American people have gone out to the energetic and determined President-elect who will be the youngest man ever elected to the office and the second youngest ever to serve. More important, John Kennedy has the profound hopes of the people that he will find within himself the strength, resolution and wisdom to discharge the duties of the most difficult and exhausting job in the world.

Now, it is time to get back to work. The basic strength of this nation does not lie in the leaders, important as they are. It lies in the people. It is the thinking of the people, the decisions they reach, that will determine whether a free, proud and strong America is to be preserved or lost.

King Consumer

"The consumer is king today. Our nation has moved from an era of scarcity to an era of plenty, and this makes the role of the consumer more important than ever. . . . No one has yet come forward with an adequate substitute for his sovereignty in the market place. . . . Business has no choice but to discover what he wants and to serve his wishes, even his whims."

The words are those of Stuart Henderson Britt, Professor of Marketing and Advertising at Northwestern University and appear in his new book, "The Spenders," published by McGraw-Hill. What he says will not come as news to the great industry which has the closest relation of all with consumers—retailing. There never was a time when competition for consumer favor was greater. And, as a result, there never was a time when retailers of all kinds and sizes have given so much effort to trying to find out what consumers want and providing it.

The fruits of this situation are many and varied. For one thing, retail stocks become larger, more attractive, geared to almost every taste and pocketbook. For another, shopping is made more convenient, with efficient stores, competent help, ample parking, informative advertising and the other tools of the trade. And—of great importance to us—all—maximum return is given for each dollar spent. In staple lines, such as foods, stores commonly earn a profit of but one cent or each dollar of sales, or a trifle more. In other lines, the profits run only two or three cents on the dollar—a percentage so small that most buyers would never notice the difference if there were no profit at all.

Yes, the consumer is king.

Editors are humans, they make mistakes like everyone else.

Common sense is a quality many lawyers fail to understand.

Heard & Seen By Buff

I must have missed a real treat by not attending the husband's supper at War's Community Building last week. At least a dozen people have told me I lost out on a good meal as well as a good speech by Dr. Rachel D. Davis of Kinston. I've been told that Dr. Davis uncorked some very good jokes and at the same time said she was glad that the press was not represented at the meeting. I've been told one of her jokes, so I know I missed out the whole way around.

And speaking about eating, the women of the Cross Roads-Center Hill Rural Fire District sure put out a good meal at the soil conservation district supervisors' meeting held in the armory Thursday night. Of course, I saw some men hanging around the armory prior to the meeting, so they, too, are due for some praise for the splendid barbecued chickens. Like Henry Gray Shelton said the ladies "prepared something superior for the interior."

Another good meal is in prospect next Monday night when the Chowan Ruritan Club will observe ladies' night at the Cross Roads Community Building. The meal will be served by the members of the Ryland Home Demonstration Club with the speaker to be an agent from the FBI. Troy Toppin extended me a special invitation to attend and, my belly willing, I'll be there. Incidentally, Mrs. John Mitchener asked how it is that I get so many invitations to attend all kinds of meals. Well, it surely is not my looks nor my winning ways, so maybe it's just because I look just plain hungry.

One of the latest subscribers to The Herald is I. H. Spruill of Poughkeepsie, New York. Said Mr. Spruill: "I enjoy the contents of The Herald. I am quite sure it will be a great value to me as I am interested in your beautiful and progressive town."

Some of the Edenton Aces lost out in Friday night's football game over at Greenville. Usually after the game some of the gals flock on the field to kiss their favorite player. But Friday night they balked at kissing. The boys, playing on a wet and soggy field, were covered with mud from head to foot and even their faces looked as though they were in a mud pie battle. The gals and Edenton fans as well were proud of the boys for the way they trounced Garner, but the kissing party was called off—until later, maybe.

And speaking about football, the Aces take another crack at Wallace-Rose Hill next Friday night in Greenville for the eastern championship. The Aces easily defeated the Duplin County outfit earlier in the season 30 to 6, but that is no assurance that the Bulldogs will be as easy this time. They're aware of the calibre team they will be up against and for that reason can be expected to put up a much tougher scrap this time. They're reported to have greatly improved. However, if the Aces play their usual brand of ball, here's one who expects 'em to play for the state championship. Like Hiram Mayo said Tuesday morning: "The Aces play Friday night at the same place and at the same time, only the score will be 25-0 in favor of the Aces." At any rate, it will no doubt be a good game and if the weather man is more cooperative than he was last Friday night, Edenton will turn out in great numbers.

Bob Evans, Chowan County's game warden, was a guest at last week's Rotary meeting and, after a splendid wildlife film, answered a number of questions posed at him by the Rotarians. One of his answers was that it is against the law to shoot ducks and geese with a rifle. Why come? Why a lot of us can't even hit the scudders with a shot gun, so what chance would there be in hitting one with only one bullet!

I didn't get a picture, but the Rev. Ralph Fowlkes on Monday caught a 6-pound rockfish. He was fishing over Hertford way and he's my preacher, so I've got to take his word about the weight of the fish.

With Thursday being Thanksgiving Day, members of the Edenton Street Department will enjoy a holiday. No trash or garbage will be collected Thursday, but the boys will be back on the job bright and early Friday morning.

Nick George and Cecil Fry did a lot of 'alking to themselves at Friday night's football game. They record the game for radio station WCDJ and after the game and all their talking they discovered there was no electricity on their rig. They'll do some checking next Friday night, so if the "juice" is on the game will be broadcast Saturday morning as usual.

He who laughs last laughs best, which is

Farmers Will Vote On Cotton Marketing Quotas Dec. 13th

Tuesday, December 13, cotton growers in Chowan County will vote at the regular ASC polling places in the county on whether marketing quotas will be in effect for the 1961 crop of cotton.

For quotas to be approved two-thirds or more of the eligible voters voting in the referendum must vote in favor of quotas.

If quotas are approved by two-thirds or more marketing quotas will be in effect for 1961 and price support will be not less than 70 percent of parity.

If more than one-third of the voters disapprove quotas there will be no marketing controls and no penalties, but acreage allotments will be in effect and in the case with Frank Holmes since Saturday. Frank, an ardent supporter of the North Carolina Tar Heels, was among the many Tar Heel fans who were made more than jubilant over the defeat of Duke 7-6. Said Frank the other day, "Many thanks. To all Duke supporters and others who felt inclined to put me on the spot for last Saturday's game which, as you all know, was won by Carolina 7-6. Drop by and see me, for I am looking forward to your visit." What Frank, no doubt, is interested in is to have his friends call and pay off their bets.

Purchases Of Farm Land Should Check On Crop Allotments

Persons who are buying or selling farmland for which an acreage allotment has been established have a definite responsibility for becoming familiar with the regulations of the Secretary of Agriculture governing combination and division of allotments and for advising county ASC committees when purchases or sales have been made.

According to H. D. Godfrey, administrative officer for the Agricultural Stabilization and Conservation State Committee, county ASC committees are not in a position to know of all land sales and purchases and, therefore, they cannot make a change in the acreage allotment for the land involved until a request for a division or a combination is filed by the interested producer. The Department of Agriculture has issued definite regulations and instructions on how allotments may be divided or combined. County ASC Committees must follow these regulations in all cases. Many farmers have had some unhappy experiences in the past because they did not determine in advance how the acreage allotments would be divided before they bought or sold land covered by the allotments.

Godfrey further brought out that both the buyer and the seller have a responsibility for notifying the county ASC committee.

It is based on scientific principles, he said, which combine soil and water conservation treatment of farm and land based on land capability and provides for multiple purpose objectives which include flood prevention measures, agricultural water management and non-agricultural water management measures such as fish and wildlife development, municipal and industrial water supply, recreation, pollution abatement control by stream-flow regulation and saline-water-intrusion combat.

Mr. Fountain reviewed the soil conservation program and the progress it has made. He was high in praise of the work done in the northeastern area and presented statistics to emphasize the fact that the area leads the rest of the state in the soil conservation program. He called for stronger stewardship and conservation of natural resources in order that future generations will look with pride upon the legacy passed on to them. Mr. Fountain also praised Congressman Bonner for the part he has played in Congress in connection with the program.

A. C. Edwards, chairman of the Coastal Plain Soil Conservation District, served as toastmaster. The invocation was by Joe Gantt and the visitors were welcomed by Mayor John Mitchener. The response was by Henry Gray Shelton of the Coastal Plain District. Guests were recognized by Mr. Edwards. Others speaking on the program were Bryce R. Younts, administrative officer, and R. M. Dailley, state conservationist.

The County Committee, according to Godfrey, may not approve a combination unless the tracts are operated in such a way as to come within the definition of one farm by the secretary's regulations and instructions. Before approving a combination for additional land purchased, ASC committees are also required to determine that a legal deed has been made and recorded in connection with the newly purchased land.

Godfrey further urged that lawyers or real estate agencies who are handling the sale or purchase of farmland or who are advising farmers in such transactions become familiar with the regulations before advising their clients or completing any transaction.

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VFW MEETS TUESDAY

William H. Coffield, Jr., Post No. 9280, Veterans of Foreign Wars, will meet Tuesday night, November 29, at 8 o'clock. Commander John Bass requests a large attendance.

LIONS MEET MONDAY

Edenton Lions Club will meet Monday night, November 28, at 7 o'clock. President James Griffin urges a 100 percent meeting.

Nearly 500 Attend Supervisors' Meeting

Continued from Page 1, Section 1
finest thing of its kind ever devised by Congress and offered some suggestions designed to speed up needed improvements. He said the watershed program is sound in that it is a local program initiated by local people and carried out with the assistance of the federal government.



Letters have been sent out to each industry in Chowan County expressing the county's appreciation for their contribution to the economic welfare of the county.

The general public, as well as county industry leaders and businessmen, are cordially invited to participate in these tours of Chowan County's newest and oldest industries. It is planned to have Edenton's John A. Holmes High School Band attend the official opening of the Seabrook Blanching Corporation's plant at 11:00 A. M., December 1, which will be playing later that day at the annual Christmas parade and children's party.

Due to the observance of the Thanksgiving holiday, the meeting of Chowanoke Council No. 54, Degree of Pocahontas, will not be held Thursday night of this week. The next meeting will be held Thursday, December 8.

MEETING OF POCAHONTAS THURSDAY CALLED OFF

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Industry Appreciation Week Nov. 28-Dec. 3

Continued from Page 1, Section 1
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During Chowan County's Industry Appreciation Week its newest industry, Seabrook Blanching Corp., U. S. 17 north, will have its official opening. Bond said. It was indicated at press time that a highly placed state official would be present at the ceremonies. Seabrook management plans guided tours for the public at the conclusion of the official opening program.



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which will be held at 11:00 A. M., Thursday, December 1, at Seabrook's plant. And it is also planned by Edenton's oldest industry, the Edenton Cotton Mills, to hold guided tours the same day.

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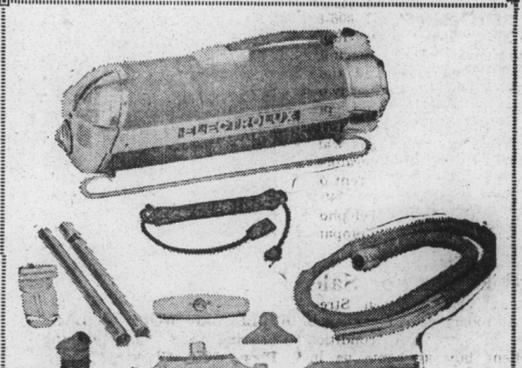


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