

Hanes Co. Uses New Advertising

This season marks the 29th consecutive year of newspaper advertising by the P. H. Hanes Knitting Company of Winston-Salem, North Carolina...

For years, Hanes has used the largest newspaper advertising campaign in the underwear field. Hanes has always felt that newspaper advertising is the retailer's best medium.

The Hanes Crotch-Guard Sports and Shorts which have proved so popular with men and boys everywhere are being particularly featured.

The advertisements, themselves, are breezy in tone. Such headlines as "For S. A. M. Athletes" and "Plenty of Wear In This Underwear" supported by humorous illustrations, capture the attention and invite reading of the advertisement.

The enthusiasm on the part of Hanes Merchants for this advertising is shown by the number who make use of small, inexpensive tie-in advertisements of their own.

The advertising department of The Beaufort News has a number of these attractive small-space advertisements, available with free mats. A telephone call will bring our representative.

BEAUFORT SCHOOL NEWS

In the triangular debates, which were held Thursday, March 27, the Beaufort debaters were winners for the second consecutive year.

This team is the same, with one exception, that made such a splendid record last year. Carrie Lee Jones is debating on the team for the first time.

Last Friday, March 28, the Beaufort Glee Club went to Greenville to enter the District Contest. The Glee Club under the direction of Miss Helen Barney sang a difficult Latin Response.

Miss Barney and her Glee Club members are to be highly commended for their splendid performance and high rating which surely brought much honor to the school.

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WINCHELL

(Continued from page 1)

"Gosh to yave da white bag!" "Iss it gute pay?" queried Carl. "Not much," said Fritz, "but idds for life!"

The colyum's I. Elinson recently planned in from Hollywood making his initial flight... He tried, however, to impress his friends who were taking him to the airport by telling them that flying was old stuff to him.

Columbia's short-wave listening post heard this from England... It is the best illustration of Russia's position in the war... It was memo'd to Churchill by a returned diplomat from Moscow.

"Good," he drooled. "That's 18 planes for us." Alexander Markey observes: "Mebbe the Ill Duce will know better than to Mussolin — the next time."

We hear his chin has retreated six inches!

Joe Reichman, the orchestra man, offers the one about Herr Goebbels, who was interviewing a German journalist who applied for an editorial job on one of the Nazi-controlled newspapers in Berlin.

Ossie Nelson has one about them, too... It deals with the two Nazis in Berlin who were reading their newspapers and gloating over "how terrible" things were in the United States.

Notes of an Innocent Bystander: Labor and management are reminded that strikes can never build national defense... If the British, in the name of Liberty, can stick by their guns—the least Americans can do is stick by their jobs.

Now that it is old-hat, let's not forget that the Lend-Lease battle—one of the fiercest in the senate's history was waged in the interest of unity!

Films favor titles suggesting thoroughfares. There were "Back Street" and "Dead End" and now "Side Street"...

"Hearse Don't Hurry," the title of a new crime novel, would be a good wall motto for some of the madder motorists.

Betty Compton, the former Mrs. Jimmy Walker, is taking a dance teacher's training course. When she graduates she will get a franchise to conduct an Arthur Murray branch in White Plains.

Egg Production Up 18 Per Cent

Raleigh, April 3.—An increase of 18 per cent in the number of eggs produced by North Carolina in January and February compared with the same period last year was reported today by T. L. Stuart, junior statistician of the State Department of Agriculture.

Stuart reported the per-bird production of eggs during the past month was 8.6 per hen.

"North Carolina was the only South Atlantic State showing an increase in the number of layers on hand during February as compared with the number on hand during the same month in 1940," Stuart

THE POCKETBOOK OF KNOWLEDGE BY TOPPS

Advertisement for 'The Pocketbook of Knowledge' featuring various illustrations and text: 'SINCE 1933, U.S. MANUFACTURERS HAVE PAID OUT \$1.22 IN TAXES FOR EACH DOLLAR OF NET PROFITS EARNED', 'THE MONKEY WRENCH HAS NOTHING TO DO WITH OUR ANIMAL FRIEND, BUT SAVED ITS NAME FROM ITS INVENTOR—CHARLES MONCKE', 'INDUSTRY AIDS SCIENCE', 'RECENTLY WHEN AN "IRON LUNG" WAS NEEDED IN AN EMERGENCY CASE, INDUSTRIAL EMPLOYEES WERE ABLE TO BUILD A UNIT IN 28 HOURS', 'GET MILK FROM A TREE—THE "MILK OF LARCH" OR CONE TREE YIELDS A SHEET MILK LATER WHICH IS USED FOR DRINKING, AND FOR COFFEE CREAM', 'HANDLING DEFENSE NEEDS—U.S. STEEL MAKING CAPACITY TODAY IS NEARLY 40% HIGHER THAN IN 1918, AND 15% HIGHER THAN IN 1929', 'THE U.S. ISSUED BILLS OF 25¢ DENOMINATION IN THE 1950'S', 'THE "MILK OF LARCH" OR CONE TREE YIELDS A SHEET MILK LATER WHICH IS USED FOR DRINKING, AND FOR COFFEE CREAM', 'GET MILK FROM A TREE—THE "MILK OF LARCH" OR CONE TREE YIELDS A SHEET MILK LATER WHICH IS USED FOR DRINKING, AND FOR COFFEE CREAM', 'HANDLING DEFENSE NEEDS—U.S. STEEL MAKING CAPACITY TODAY IS NEARLY 40% HIGHER THAN IN 1918, AND 15% HIGHER THAN IN 1929', 'THE U.S. ISSUED BILLS OF 25¢ DENOMINATION IN THE 1950'S'.

added. "Layers reported last month totaled 6,628,000, or three per cent above the 6,448,000 reported for February of 1940.

"An estimated 20,678,000 chickens were raised on North Carolina farms last year, or ten per cent less than in 1939. The State ranks second in chicken production among the South Atlantic States with Virginia ranking first."

For the Nation, February egg production totaled 3,281 million, setting a new February record, while the egg production per bird totaled 10.33, also a new record for the month. The number of layers on farms in the Nation was three per cent under the February record last year and two per cent below average.

FARM "CLEANUP WEEK" Is Suggested By Vet

A "Farm Cleanup Week" during these early days in April is suggested by Dr. C. D. Grinnells, State College veterinarian. "We should set our goal," he said, "at a 20 per cent reduction in livestock losses by cleaning and disinfecting barns and farm lots."

The veterinarian says that at least one-fifth of today's annual loss of baby pigs, calves and other livestock could be saved if every farmer would join in this effort. Old barnyards and dirty livestock quarters harbor millions of germs of livestock diseases—such as cholera, enteritis, erysipelas, and other fatal livestock plagues.

Dr. Grinnells says that the American Foundation for Animal Health is sponsoring a nation-wide "Farm Cleanup" campaign. Among the major objectives are: Clean and disinfect all buildings used by livestock; fence or fill old mudholes and hollows; burn old straw stacks; board up holes and burrows beneath buildings; fence off manure piles, which are major sources of parasites infection; scrub feed boxes and poultry roosts with hot lye water; eradicate

Advertisement for Carteret County's Used Car Sale: 'Carteret County's —GREATEST— USED CAR SALE NOW IN PROGRESS SAVINGS FROM 25% to 50% "We Guarantee To Save You Money" LOFTIN MOTOR CO. SALES SERVICE Beaufort, North Carolina'.

time, and to have pigs immunized against cholera as early as possible. Raising of pigs on fresh pastures, away from old hog lots, is also a profitable practice.

MORE ABOUT CAMP DAVIS

ervation is now more than 65 per cent completed and ready for movement of troops which will be stationed here. This first movement a complement of 250 officers and men is scheduled for arrival on April 10, to be followed by 500 additional troops on April 14.

Preliminary to the reception of troops, a large group of officers are now receiving certain schooling in Wilmington, N. C., under the supervision of Colonel James B. Crawford, commanding officer of Camp Davis. These officers will be detailed to duty at the new Army post within the next few weeks. Camp Davis will base more than 20,000 officers and men when completed, or by early summer.

The colossal task of completing this modern Anti-Aircraft Firing Center, a housing project consisting of necessary facilities for taking care of six white and two Negro regiments, plus the necessary HQ area, Service Command sections and every utility required of an up-to-date city of more than 20,000 persons, including an 800-bed hospital with complete laboratories, clinics, and operating rooms huge power sub-stations, a gigantic disposal plant, warehouses, cold storage plants, ordinance shop and warehouses, laundry and 40 miles of paved streets is being accomplished by the contracting firms of Grannis, Higgins, Thompson and McDevitt Company, of Charlotte, N. C., whose every move is under the direction of Capt. Karl M. Pettee, Constructing Quartermaster and his staff of officers.

This Project Relieved Economic Conditions

Never in the history of Eastern North Carolina has any construction project created a bigger demand for skilled and unskilled labor. The result is that general economic conditions have been relieved more, since the building of Camp Davis began, than any other project ever built on the coast. It is interesting to note that nearly 100 per cent of the employees on this Firing Center project are natives of North Carolina or Eastern North Carolina. Due to lack of housing facilities in the general vicinity of Holly Ridge, it has been necessary for workmen in some instances to commute from as far away as 100 miles to their jobs here each day—but this has not lessened the morale of workmen, who seem pleased with the opportunity for the employment that Camp Davis has provided. It is also interesting to note that of the few hundred of workmen who live in temporary quarters in the vicinity of Holly Ridge, that a great number from coastal fishing towns are living aboard their boats, moored on nearby Topsail Sound. This is perhaps the only defense project in the nation where the temporary housing facilities have been of a nautical type.

Much Native Material Used in Construction

Much of the material used in the construction of Camp Davis which will include more than 1,000 buildings necessary for a modern Army post of this kind, has come from North Carolina. This was particularly true of the 40,000,000 feet of lumber being used, Southern pine, from Eastern Carolina forests, excepting certain structural timbers of Fir, approximately 250,000 feet from the West Coast. To build the asphalt streets, over 200,000 tons of native sand being obtained from a location near the reservation is being used. To provide the foundations of buildings, 25,000 tons of Wayne County, N. C. sand and 35,000 tons of Anson County gravel is being used. Also necessary for the foundations has been 166,500 square feet of reinforcement mesh and 50,000 barrels of cement, purchased mostly through North Carolina distributors.

The largest galvanized nail order in the history of the country was required for Camp Davis construction. This order totaled approximately 16,000 kegs. To meet Government specifications, galvanized nails were required, due to the nearness of this project to the ocean, and the sit atmosphere resulting therefrom.

Some of the other materials being used on this project include approximately 3,200,000 square feet of gypsum wallboard; 36,500 rolls of tile rand, Federal inspected mineral surface roofing; nearly 20,000 gallons of cream and gray paint and 8,000 gallons of aluminum paint used as priming coat or base. The disposal plant, nearly ready for operation will have a process-

ing capacity of 2,000,000 gallons daily, and the incinerator, located away from the base proper, on the leeward side of Camp Davis will have facilities which would take care of a city of 40,000 persons.

Two of the four water tanks, one with a capacity of 50,000 gallons, the other of 100,000 gallons, have been completed and under construction is the third tank which will have a capacity of 300,000 gallons. A fourth tank will have a capacity of a half million gallons. Water will be secured from 14 deep wells, equipped with pumps which have a capacity of 200 gallons per minute each. The water

softener plant will process all water going to these tanks.

Approximately 75 miles of sewer and water mains have been laid with only 5 miles to go. The water mains range from six to 12 inches while the terra cotta sewer pipes range from six to 24 inches. More than a million feet of temporary and permanent power lines have been erected with work on this particularly utility progressing rapidly.

As a matter of fact, all work is progressing rapidly in the building of Camp Davis—and efficiently according to officials who have checked with the CQM here.

Advertisement for 'IN THE CAR' BATTERY CHARGING WHILE YOU WAIT ELIMINATES DELAYS. We have just added to our equipment the latest and most modern type of battery charger, which enables our rendering a FASTER and BETTER Charging Service. It's portable, and is designed for "In the Car" charging at any time; for instance, while doing a wash job, lubricating or other work on your car. It eliminates the need for a rental, and the only cost is for recharging. It's QUICK, and SAVES YOU MONEY. SEE OUR NEW CHARGER Topsail Service Station Sinclair Products FRONT STREET BEAUFORT, N. C.

Advertisement for Nunnally's: 'Say "HAPPY EASTER" with Nunnally's THE CANDY OF THE SOUTH. The joyous custom of giving at Easter time can be expressed in no more thoughtful way than with Nunnally's. Women always appreciate good taste in gifts, and, today, as for 50 years, Nunnally's is the graceful expression of thoughtfulness. Guthrie-Jones Drug Store Let Us Fill Your Prescriptions DAY PHONE 498-1 NIGHT—394-6 — 336-1 Beaufort N. C.'

Advertisement for Hanes: 'SHE SAID THAT HANES Crotch-Guard Sports took ten years off his figure. Perhaps she exaggerated. But it's a fact, gentlemen, that HANES Crotch-Guard Sports are as trim as they are comfortable. The gentle, athletic support of the HANESKNIT Crotch-Guard helps you keep spruce and alert at work... gives you protection when you exercise. All-round Lastex waist-band. Easy to put on and take off. No buttons to bother you. You're really unaware of underwear. Team them up with a HANES Undershirt... worn outside for extra comfort. Crotch-Guard Sports are 35¢ 50¢'.

Advertisement for Hanes: 'HANES SHIRTS AND BROADCLOTH SHORTS. The Undershirt is made of fine, combed HANESUN cotton—built for comfort and long wear. HANES broadcloth shorts are always accurate sizes. Smart new patterns (Figure A). 35¢ 3 for \$1. Extra quality, 50¢ each. HANES Blue Label Shirts and broadcloth Shorts are low as 27¢. 4 for \$1. SAMSONBAK UNION-SUITS. These popular suits won't cut or bind you. Patented Tug-O-War belt in the back—can't rip or pull out (Figure B). A great value at... \$1. OTHERS 75¢ AND UP. Look for the HANES Label when you buy underwear. It assures you quality garments at moderate prices.'

Advertisement for Hanes: 'IT'S A KNOCK-OUT! HANES UNDERWEAR SOLD BY FELTON'S "Everything To Wear"'