

Duplin Times

Straight from the Shoulder — Right from the Heart of Duplin

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Cates Firm In Faison Grows To Million Dollars A Year Business

(From Wilmington Star)

A growth in 50 years from three acres of cucumbers to a pickling volume of more than a million dollars a year is the outstanding record of Charles F. Cates & Sons, Inc. of Faison.

In 1898 on the Cates farm in Alamance county the decision was made to plant three acres of cucumbers. That was an unheard of amount of cucumbers at that time. But then as now farm diversification and the development of an additional source of income was a goal. One of the Cates family then was a traveling salesman and an item in his line was pickles. Thus was born in the Cates family the determination to make money out of pickles.

The factory at that time was a barrel. Indeed, barrels continued to be used for many years before they gave way to mammoth brine tanks. However, at the beginning the barrel was the factory unit for the processing of cucumbers into pickles. A family formula, with a few changes added, today remains in the Cates family and is the secret of the million dollar volume success.

Along with this development of a family formula that pleases the tastes of a large consuming public has grown business efficiency, the executive management required for a million dollar volume, a loyalty on the part of cucumber growers that has given stability to a rapidly growing business, and a skill in marketing.

This year Charles F. Cates and Sons, Inc., are using the cucumbers from 3,100 acres and the anticipation is that 4,700 acres will be under contract in 1949. The manufacturing plant is located in Faison, North Carolina, but brining stations are maintained at Denmark, S. C.; Rich Square, N. C.; Emporia, Va.; and Berlin, Md. A brining station is a pick-up station and storage point. It shortens the distance for the cucumber growers and holds cucumbers in storage without deterioration until they are brought to the manufacturing plant in Faison. The brining stations open the way for placing additional acreage under contract.

The average acreage under cucumber contract ranges from one to three acres. It is the purpose to keep the acreage small enough to permit the farm family to do all the work. This eliminates any hired labor which cuts down the grower profits. There is no gamble in growing contract cucumbers except in weather conditions. The seed are furnished free. The price is agreed upon before the cucumbers are planted so that the grower knows what he will receive for his cucumbers. There are no culls, except that are two inches in diameter. If a grower keeps up with the picking, the cucumbers never reaches that size. Except for the over-sized cucumbers all the others can be used either in pickles or relishes. Consequently if the farm family picked daily or at the most every other day, no cucumbers are lost and the contract operation is a one hundred percent success. The secret is in keeping the acreage within the labor capacity of the farm family.

Here is a nincent that is admittedly rare and by no means an average. An aged, white-haired Negro man in Virginia had three acres of contract cucumbers. He was the only labor, but he did nothing else. He did succeed by picking all the time in keeping up with his acreage and sold \$383 of cucumbers per acre. He was a picturesque Negro and he added to that by hauling his cucumbers to the brining station in a cart pulled by an old goat.

The cucumbers that came to the Faison plant in 1947 amounted to more than 300,000 bushels. These were manufactured into various brands of pickles and relishes. They were sold to wholesalers and brokers. The plant keeps six salesmen on the road all the time. While sales are heavy in Alabama, Georgia, Tennessee, North Carolina, South Carolina, Virginia and West Virginia the sales coverage is national.

Far from being a seasonal operation the Cates plant in Faison, in effect, operates 14 months in the year, inasmuch as it uses night shifts part of the year. For the past four years the sales have amounted to more than a million dollars each year.

The manufacturing plant was moved from Alamance county to Faison, N. C., in 1947.

Newspaper Heads at N. C. State



Avery Brock of Mount Olive, left, and Bob McLeod of McBee, S. C., will be the editor and business manager, respectively, of The Technician, student newspaper at State College, during the next school year. Brock, a junior in industrial engineering, is a son of Mr. and Mrs. Homer Brock of Mount Olive. His father is editor of the Mount Olive Tribune. McLeod, a senior in agriculture, is the son of Mr. and Mrs. Cary S. McLeod of McBee.

Announcement

There will be a meeting of the Duplin County Allied Church League in the Courthouse in Kenansville on Friday night, July 30th, at 8 o'clock. The meeting is being called for the purpose of completing the Committee Program for carrying on to Victory the fight against the sale of beer and wine to be voted on in the Special Election to be held on August 28th. All ministers, laymen and laywomen and friends of temperance are urged to be present.

M. N. Teachey, Pres.
D. C. A. C. League.

Duplin Negro Is Making Good In Washington, D. C.

John Robert Hoker, age about 25, is making good in Washington. Recently an FBI Agent came to Kenansville inquiring about his background, saying he was in line for a promotion.

The young man was raised by his grandmother in the neighborhood of Stamford School on the road between Kenansville and Magnolia. He finished school in Kenansville. His general reputation is good. When he asked for credit at a local store at the age of 15, he was granted it. He liked to write poetry and the Duplin Times published a couple of his poems. He was sincere and earnest in most of his undertakings. Going to Washington he secured a job as a Janitor. He made good and is now moving up.

Duplin is proud of its good colored people and we have quite a number of them.

Attends Meet In New York

Lions Gilbert Alphin of Summerlin and H. D. McKay of Kenansville attended the International Convention of Lions Clubs in New York City this week. They represented the local club.

Cape Fear

Come to the land of the fish and sea
Where the silver sands sound their call
Where hearts and thoughts are free
Down where they really say, "You all"

Cape Fear, where history dares to tell
The secrets of pirates dashing and bold
Gone are the Pirates but not their spell
Which captured hearts both young and old.

Treasure chests of prizes caught on lines
Of fishermen who return when day is done
Happy carefree hours and merry, merry times
Spent in this enchanted land of the sun.

Archie B. Johnston
In Fall Fishing Boats

BOB GRADY SAYS

A welcome visitor called Monday, Ralph Miller, Duplin's efficient Forest Fire Warden. He stopped by, my house and left two huge watermelons. Anymore visitors who would like to be welcomed?

Moral reputations are not necessarily built on what you do but on what other people say you do.

Recently I painted my screens with DDT. Not knowing the technique I overdid the amount of paint.

I have two very playful kittens. When they are on the outside they are clawing at the screen trying to get on the inside.

A few days ago as I walked into the living room my eyes caught the picture of a kitten sticking her or his nose on to the screen. I looked and stared to recognize which kitten it was. I couldn't quite determine, then it dawned on me it was the effect of the DDT spray. It was the perfect image of the kitten climbing and sticking its nose onto the screen, wanting to get in. It's still there when you look at it from the right angle.



NEW LIONS PRESIDENT

Eugene S. Briggs, Enid, Okla., is the new president of the International Association of Lions Clubs. He was elected by unanimous vote at the 31st annual convention of the Association which closed in New York City on July 29. Briggs succeeds Fred W. Smith, of Ventura, Calif.

There is Lions Clubs in 23 countries now on five continents and is claimed to be the strongest and most active service club organization in the world.

X-Ray Unit Return For T. B. Re-Takes

A mobile X-ray Unit returned to Duplin County this week for re-takes of all unsatisfactory films made on the units during our recent mass X-ray survey. This mobile unit will be stationed on the main street in Kenansville near the Postoffice from Thursday July 29 through Saturday July 31 and will operate from 9:00 to 12:00 A. M.

Those who failed to get an X-ray during the recent mass survey can also get one at this time. All contacts of tuberculous persons are especially urged to come for X-rays. School teachers who have not had a recent X-ray should not let this opportunity pass.

A special chest clinic will be held at the Health Department on Wednesday, July 28 through Saturday, July 31 from 1:00 to 4:30 P. M.

This clinic is for those being mailed letters requesting them to come to the Health Department for more thorough examination. All these services are being offered free at this time but after the completion of this survey a fee of \$1.00 will be charged by the department for X-rays.

Truck And Vegetable Experiment Station May Develop In Duplin Co.

A Truck and Vegetable Experiment Station may be in the offing for Duplin. Through the efforts of the Faison Chamber of Commerce, headed by aggressive James H. C. Hill, a movement is on foot to secure legislative action to establish such a station at Faison. Some favorable comments have been made from State College and the Department of Agriculture.

There's Going To Be A Big Time In The Old Town Saturday Night

Scout Chief Ready for Model Judging



Dr. George J. Fisher, left, national commissioner of the Boy Scouts and honorary president of the Fisher Body Craftsman's Guild, checks a model automobile with W. S. McLean, secretary, as state and regional judging got under way in the 1948 Guild competition. National winners, whose names will be announced by Dr. Fisher in August, will receive university scholarships.

Car And Tanker Collide At Charity

Patrolman Harton of Kenansville investigated a wreck at Charity Crossroads Thursday night, July 22.

According to Mr. Harton an oil tanker headed north, truck a car driven by Roy Johnson of Rose Hill. The truck-tender struck the left

rear of the car, turning it completely around. No one was injured. Damage to the car was estimated at \$200. Only damage to the tanker was a headlight broken out.

Driver of the tanker was Charlie Fox. No arrests were made.

Morrison Going Back To Camp

Rev. J. G. Morrison of Kenansville leaves Saturday for Ft. Jackson, S. C. where he will encamp for a month as Chaplain, assigned to Headquarters, 5th Infantry Division. Mr. Morrison will be on vacation from his local churches.

While away, J. B. Huntington, elder in the St Andrews Covenant Presbyterian Church in Wilmington and Rev. L. A. Taylor, executive secretary of the Wilmington Presbytery will fill his appointments.

Ministerial Student Former Chemist Now In Duplin

Rev. Murrell K. Glover, a native of Maryland, and student at Duke University, is in Kenansville for 5 weeks to aid Rev. John M. Cline in Ministerial work. Before entering the ministry Mr. Glover was a chemist and supervisor in industry. He was located at Cumberland, Md. with the Celanese Corporation.

Tax Rate For Duplin Schools 65 1-2 Cents

Duplin county school budget for 1948-49 is \$233,501.64 (exclusive of Veterans Farmer Training and Lunchroom funds). This total is \$21,766.06 less than last year, according to F. W. McGowan, county accountant. The tax rate for schools is 65 1/2 cents.

The budget for Old Age Assistance, Aid to Dependent Children and Aid to the Blind is \$16,778.16 greater than last year. The county

debt service total budget is \$13,348.61 more on account of increased maturities.

J. W. Frazzelle To Head Local School Next Year

Mr. J. W. Frazzelle, native of Richlands, has accepted the position as principal of the Kenansville school for the ensuing year. He will replace Woodrow Taylor, resigned. Mr. Frazzelle is a graduate of ECTC and has an M. A. degree. He was an unsuccessful candidate for State Treasurer. He comes to Duplin highly recommended.

While at ECTC he headed the College Store.
Girls — Attention: He is single.

Graham Barden Goes To Europe

Congressman Graham A. Barden Duplin's representative in Congress has taken leave of absence from the present special session of Congress and has sojourned to Europe to investigate the Russo-American situation in Germany. He will give his report in due time on arrival back into the U. S. A.

Man Arrested Car Prowling

It is reported that Jake Merritt, a white man, was arrested in Warsaw Saturday night during a base ball game for prowling in cars. It is said he took some coats and some Masonic material from cars from Beulaville.

Saturday night, August 7th is going to be a big time in Kenansville. Under the direction of J. L. Williams, Kenansville's affable Post Master, and lover of the old time square dance, a street dance will be thrown. Purpose: to celebrate completion of new paved street and new paved sidewalks.

The dance will be held on the main drag in front of the Court House at the new paved street which intersects at Fred Hardy's Store. The exact time of the dance will be about 8:30. However, it is expected the music will begin a little earlier. Mr. Williams is going to do a solo on his fiddle. Probably other attractions will be added.

Duplinites are known to be lovers of the square dance and a large number are expected to attend. The Times hopes to get a picture of the "Virginia Reel."
In recollection it brings to mind the "Old Soldiers Reunion" which was held in Kenansville annually on the first Thursday in August. Thousands used to flock to town from far and wide throughout Eastern North Carolina. Capt. Jimmy Jerritt's train brought many in from Warsaw. Horses and buggies drove in and the old bone yard was a mecca for the animals. Lemonade and all sorts of cold drinks were sold on the streets and the courthouse square. Those were the "good old days".

The last reunion was held in 1934, at which time the now Judge Leo Carr of Burlington, a grandson of Duplin, delivered the address. According to the older folks in town Confederate Veterans Harper Prigden and "Buck" Barden of Duplin were in attendance. There may have been others.

"Les" Williams suggests that the celebration this year be a revival of the old time jamboree. Also tobacco puttin' in time is about over and the farmers should enjoy getting together.

The old Spring in Kenansville is still running and there will be plenty of water for all. In case you want to do any shopping the stores will be open.

Everybody plan now to come out to Kenansville the first Saturday night in August and let's all have a good time, especially John Ivey Smith and Heddie Blanton.

Judge Grady Suggests Reunion Be Called Off

Due to the Polio epidemic Judge Henry A. Grady, of New Bern, president of the Grady-Outlaw Literary and Historical Association, has suggested the annual Grady-Outlaw Reunion be called off this year.

A decision is expected to be made in a few days and a definite announcement made.

Beulaville Cafe Robbed Tuesday

A robbery has been reported in Beulaville. Last Tuesday night someone entered Rhodes Cafe and made away with about \$4.00 in cash and a quantity of beer. Last reports were that no arrests had been made.

Criminal Court Set Aug. 30

A week of civil court set for August 30th was cancelled last week and a week of criminal court substituted at the request of the local board of county commissioners.

The Governor assigned Superior Court Judge Henry L. Stevens of Warsaw to conduct the criminal term.

School Opening May Be Postponed

Supt. O. P. Johnson says school opening dates in Duplin may be postponed. The Board of Education is awaiting advice from the State Board of Health. But with the continued spread of Polio parents may expect a delay in school opening.