

State's Accessible Isolation Attracts U. S. Manufacturers, Marketers, Money

By W. Kerr Scott, Governor of North Carolina

North Carolina, which never belonged to the moonlight and magnolia set of the Old South, has forged to economic social leadership in the New South.

The state that a bare half century ago was dismissed as a "valley of humility between two mountains of conceit" has achieved the No. 1 position in virtually every important economic index among the Southeastern states — and that includes everything south of Pennsylvania and east of the Mississippi river.

National advertisers find fertile fields in North Carolina — both as a market for their wares and as a place to produce goods for ready marketing elsewhere.

The Tar Heel state's progress in the last decade has been phenomenal. And it is no accident that it has.

Accessible Isolation — the slogan popularized in the last two years in the state's own national advertising — did it.

What It Means

"Accessible Isolation" means simply that North Carolina is within overnight delivery distance to nearly half the nation's population; that it is connected with the world's richest markets by an unequalled network of rail, air, highway and water transportation facilities; that it is isolated from vulnerable congestions of population and industry, and that it has within its borders the materials and the labor essential to profitable business operation.

In the last year industries as familiar to the American public as the pages of their favorite magazines established new facilities in North Carolina. They include: General Electric, Western Electric, duPont, Duplan, Celanese, Belding-Hemingway, Union Carbide, Berkshire Hosiery, Gotham Hosiery, American Woolen, Burlington Mills, J. P. Stevens co., Artloom Carpet co., Chlorox Chemical co., and Riegel Paper co. In all there were 101 of these, and they invested in excess of \$140,000,000 in the future of North Carolina.

These new additions joined a familiar roster of national advertisers, indigenous or long-established, which have prospered with North Carolina's rapid advance. These include the manufacturers of Camel, Lucky Strike and Chesterfield cigarettes, Cannon towels, Chatham blankets, Cone denims, Enka rayon, Dayton and Firestone tire and rubber products, Globe batteries, Kroehler, Heritage,

Drexel, Tomlinson and numerous other fine furnitures; Alba, Hudson, Townwear, Kayser, Cameo, Mojud, and numerous other brands of hosiery; Champion and Mead papers; and Fieldcrest, Robbins, Pacific Mills, B.V.D. Durham, Erwin and numerous other manufacturers of textile products, and miscellaneous products of Container corp., Sperry, Daystrom and a long list of other manufacturers of nationally advertised goods.

'The Largest'

North Carolina is the nation's largest producer of textiles. It is the largest manufacturer of tobacco and the largest grower of cigarette leaf. It is the nation's largest maker of wooden furniture. Its third largest industry is non-extractive — tourists to the Great Smokies and Blue Ridge, mid-south winter resorts, and a 320-mile coast, including Kitty Hawk, where the first flight was made, Roanoke Island, site of the first English settlement in America, and Cape Hatteras, "Graveyard of the Atlantic." The tourist industry yielded \$300,000,000 in 1951 by Fifth Federal Reserve district reckoning.

These industries grew up in North Carolina, or were influenced to branch out in the Tar Heel state, from parent operations elsewhere, without monetary subsidy from the state government. They staked their investment on North Carolina's long record of good government and fair taxes.

Value of manufactured products in 1950 was \$5,031,000,000 as compared with \$4,079,800,000 in 1949. Total retail sales in 1950 were \$2,444,000,000, up from \$2,294,535,000 a year before. Per capita income (still held down disproportionately by the numbers of Negroes who are progressing, but as a race have not attained the economic maturity

that they eventually will) was \$951.00 in 1950, up from \$850.00 in 1949.

The Backbone: Farming

While industry has risen to a dollar value far above agriculture in modern North Carolina, diversified farming continues the backbone of the state's economy. Cash income from agriculture in 1950 was \$786,028,000, with tobacco alone yielding \$485,000,000, the principal crop. Others ranged from corn, second most important, to grapes for fine dessert wine, and flowers for markets in the great cities of the north. Livestock production is growing rapidly with the widespread development of year 'round "Green Pastures."

Mining and forestry are also principal assets. The state is the largest producer of mica and feldspar, important in the manufacture of ceramics. These mines are mostly found in the Blue Ridge mountains area and the town of Spruce Pine is a mining center. The nation's second largest tungsten mine, which produced ore vital to the national defense and valued at over \$4,000,000 in 1951 is located in the Piedmont section of the state in Vance county and its facilities for extracting the strategic mineral are being doubled in 1952.

North Carolina is also advancing rapidly as a distributive and managerial center. Numerous large national firms have branches in the state, and two giant textile enterprises, Celanese and Duplan, are establishing administrative offices in Charlotte, largest North Carolina city.

Population Grows

Population growth has been steady. North Carolina is the 10th state in population — 4,061,929 in 1950. In 1940, it was 3,571,623. But despite this growth, the Tar Heel state is still one of small towns and small farms. Its population is divided as follows: rural 2,693,828, urban 1,368,101, giving it the largest rural population in the nation. It also has more farms than any other state: 286,905 valued at \$1,905,000,000 in 1950. Its largest city is Charlotte, 134,042. In its list of ten largest cities, there appears in 10th place an unincorporated village! It is Kannapolis, 28,448 by the 1950 census, and site of the Cannon mills.

The problem of "How to Keep

"Em Down on the Farm" — even after they've "seen Paree" is being solved deliberately in North Carolina by reversing an historic trend. North Carolina is taking the advantage of urban living and employment to the rural areas, instead of forcing country people to move to cities to enjoy benefits of modern living.

During 1951, North Carolina laid down farm-to-market roads at the rate of 18 miles a day. In the four years of this administration, there will have been completed about 12,000 miles of hard-surfaced rural roads, and thousands of miles additional stabilized for all-weather travel. The state highway system comprises nearly 70,000 miles. This permits industries to build away from cities. This assures a plentiful labor supply that is as nearly "depression proof" as any labor supply can be, because not only roads weld small farms to industry, but the small farm dwellers have electricity, telephones, schools, churches, and hospitals.

In the past three years, 83,000 rural customers have been added to rural electrification lists. As of this date, 87½ per cent of North Carolina farms are accessible to power.

Since 1949, a total of 49,270 telephones have been installed — an increase of 34½ per cent in three years.

In the last three years, North Carolina has invested \$115,000,000 in modern school buildings, and operates the largest school bus fleet in the world. There is a uniform nine-month school term supported by state funds. This is frequently supplemented locally. In this same three-year period, North Carolina has built or approved 102 new hospitals, many in rural areas, increasing hospital beds to 13,189 beds — or 3.3 per cent per 1,000 population. It has made progress in providing additional facilities for mental patients.

Ports for Progress

The state ports program, financed by a \$7,500,000 self-liquidating bond issue, is being completed in 1952. This will improve deep water ports at Wilmington and Morehead City, already used for shipments of petroleum products, tobacco, cotton, lumber, and various dry cargoes.

Construction held at a high level in 1951. The total contracts award-

Past 10 Years Brings County 131.8 Miles Paving

During the past 10 years, the State Highway and Public Works commission has paved 131.8 miles of road in Carteret county, according to figures released by the chairman of the commission, Henry W. Jordan.

That mileage was actually taken care of in the period from 1942 up to the middle of 1951. Passage of the Powell bill in the 1951 legislature put the construction of new roads in municipalities in the hands of the municipalities themselves.

During the past 10 years 66.8 miles of rural roads have been paved in the county. Seventy-three per cent of those miles, 49.9, have been paved since January 1949.

ed during the year amounted to \$350,893,000.

For the fiscal year ended June 30, 1951, the state general fund tax collections were \$162,072,863 and expenditures \$149,794,702.

North Carolina's tax system is unique. There is no state tax on property. Essential services, such as schools and roads, are supported by the state through sales and income levies, freeing local units from these fundamental obligations. This state policy is reflected in lower ad valorem rates.

North Carolina's tax structure is stable. There has been no increase in corporate taxes since 1933, when basic state tax laws now in effect were adopted. In 1947 the franchise rate was reduced. State revenues have consistently exceeded appropriations. Constantly increasing yields from the realistic tax basis established in 1933 have been adequate to finance expansion of public services in keeping with growing needs of a progressive state.

Bank resources have grown steadily. As of Dec. 31, 1951, the total was \$2,295,360,355.31. This compares with \$2,060,921,080.32 as of Dec. 31, 1950.

North Carolina welcomes industry. Business prospers in the Tar Heel state.

(The foregoing account of North Carolina's industrial progress appears in the 1952 edition (volume 16) of "Markets of America," published by the Advertiser magazine of New York. —The Editor).

Dr. Bonner, Leading Citizen

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one quarter million dollars have been repaid.

Dr. Bonner's hobby is playing contract bridge. Several months ago, paired with Mrs. Alvah Hamilton, he won the trophy for mixed bridge. The trophy, donated by Mr. E. M. (Al) Dewey, is a traveling trophy, and the championship must be defended each year. This is the first year it has been awarded. Dr. Bonner is a member of the county bridge league.

Quite aside from her husband's hobby, Mrs. Bonner raises pure-bred Chihuahuas.

Dr. Bonner is a Mason, a member of the Historical Medical Commission, the Carteret County Medical Society, and the North Carolina State Medical Society. During world war II he was organizer and county chairman of the civil defense council. In 1925 he was included in Who's Who in American Medicine. He has contributed to various medical journals.

Dr. Bonner relates the following incident as the strangest and most interesting experience he ever had:

One afternoon in 1947, his telephone rang, and upon answering he heard an entirely unfamiliar feminine voice. She told the doctor he had been treating her, and asked him to call her father, also a physician, in Los Angeles, Cal., and tell him that she was on the verge of taking pneumonia.

Insisting all the while that he did not know the young woman, Dr. Bonner placed the long distance call merely as a friendly gesture to a fellow physician. The California doctor wanted to know whether his daughter was really sick and if she was living alone. She was, in reality, a married woman, although posing as a single girl in Morehead City.

Having been brought into the case against his own volition, Dr. Bonner was determined at this point to see it through to the finish. The next morning he visited the local hospital, where the girl claimed to be working. The secretary on duty informed the doctor that the girl came to work only a few times and she was always drunk, so they discharged her at once. No one knew where she was rooming, but it was generally agreed that at that moment she was somewhere in a bar.

Visits Bars on Search

After leaving the hospital, Dr. Bonner started on a round of the local bars, but at first people denied knowing her. Finally a man said he had heard of her and that she lived in a local tourist home. With this lead, the doctor went to the chief of police for some help in locating the girl. She had not

shown up for court when she was charged with public drunkenness, and the chief was ready to put her in jail on sight.

"California Mary," as the girl had become known around town, was not in her room. She had stayed there one night, called her father in Los Angeles, and left the house owing a huge telephone bill.

Obtaining another lead on where she probably was living, the searchers went there, and found that Mary was not in. Dr. Bonner left a message for her to call him as soon as she came. Around 5:30 that afternoon, a young woman

bounced into his office and announced herself as the girl for whom he was looking. He gave her a verbal trouncing for coming to see him in a drunken condition, and for leading the riotous life she was known for around Morehead City and the Marine bases.

After talking with the girl for a while, the doctor realized that she had a brilliant mind, and she admitted having attended the University of California for two years. She was polite and respectful, even when under the influence of brandy. She said that her family was originally from St. Louis, and that her father had studied with the Rockefeller foundation for several years.

That evening Mary's father called Dr. Bonner and told him that he had made reservations for his daughter to come home. He asked that Bonner advance enough money to get her from Morehead City to Wilmington, where she would board the train for St. Louis and be met there by her brother. Dr. Bonner agreed to the plan, and the next morning he went to Mary's apartment to take her to the bus station, but Mary was nowhere to be found.

Another search was begun, and it continued all day and into the night. Dr. Bonner had given a policeman money to buy a bus ticket to Wilmington, and was instructed not to give Mary the money but instead to give her the ticket. When the night relief policeman came on duty he did not know that the girl was not supposed to have the money. He saw her and handed her the bus fare telling her to buy the ticket.

Spends Money

Mary disappeared again, and spent the money on wine and beer. The next day she was found again. This time a policeman escorted her to Wilmington by bus, and from the minute she boarded the train there, she was under watch of FBI agents, whom her father had called in to help. She reached St. Louis on schedule and was met by her brother.

In a few days, Dr. Bonner re-

ceived a letter from the California physician, thanking him for all the trouble to which he had gone, and sending money to cover all the expense he had incurred. He told the story of Mary's life, how she was mentally twisted, and yet not demented to the extent of requiring confinement in an institution. She had a brother who held a prominent position in St. Louis, and a sister who was happily married in California. They were ideal children, the father's letter related, but Mary had always been a source of anxiety to them.

When she reached St. Louis, Mary's brother took her to an institution where she stayed for several weeks. Upon her release she went to work as a chemical engineer in St. Louis.

About three months later, when Dr. Bonner had almost forgotten Mary, he had a letter from her, expressing her gratitude for his tireless efforts to get her straightened out. She enclosed a newspaper clipping, telling of how her father had been murdered by a crazed drug addict. She never saw her father alive after her escapades in Morehead City, but she flew to California for the funeral and took her mother back to St. Louis to live.

Dr. Bonner has heard nothing of Mary since March 1947, and to this day he does not know why she called him to help her. Stories of this sort are usually fictitious, but Dr. Bonner will swear to this one.

To the man who has been so close to the history of Morehead City's progress, the future of the town seems bright indeed. He plans to stay here and continue in the progress which for so long a time has been characteristic of Morehead City and the county.

Carteret, Too, Set Up Tire Rationing Board

Dr. K. P. B. Bonner, county commissioner chairman, named W. H. Taylor, William M. Webb and C. M. Hill to the tire rationing board for Carteret county in January 1942.

Taylor was the postmaster in Beaufort; Webb a prominent businessman in Morehead City; and Hill a farmer and merchant of Newport. The rationing went into effect January 5 and motorists were warned to save their rubber. "This can be done by minimum tire use, driving at less than 40 miles per hour and having old tire recapped and retreaded," drivers were told.

American Indians are so-called because Columbus believed he landed in India when he discovered America.

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