

## JONES JOURNAL

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Never Forget That the Editorials in The Journal are the Opinions of One Man, and He May Be Wrong.

## The New Year

This year we are entering now holds a great deal of fear for many people. A fear that is born largely from the fact that a large percentage of the businesses now in operation has grown up completely under the Democratic Prosperity of the past 20 years. It is natural to fear the unknown that lies ahead.

If we may be permitted a moment of optimism let's look at the situation from our local angle and see if there is much or little foundation for such fears of the unknown, remembering all the time that this is just our opinion and may certainly be wrong when history has written the answer to the questions that dog us today.

The Lenoir County area, and a 30 mile radius around are to a great and happy degree insulated against the ordinary storms and recession-winds that may blow in the next few years, and months in this nation. This insulation comes with the opening for operation of this area's major industry, the huge Dacron plant of Du Pont just northeast of Kinston.

At present there is a general belt-tightening in the farm economy. The prices farmers have been getting for their products have been going down and the prices continue to rise on the things that the farmers have to buy. That was evident in the recent tobacco selling season which ended with the Kinston market passing out some three and a half million dollars less this year than last. Lesser quality was not the entire story behind this multi-million dollar decline.

This of course, has hit the farmer where it hurts. But the business people of the Kinston area are still able to boast, on the whole, that their 1952 gross was above that of the previous year, in spite of this big hole in the farmer's pocket. The slack has been taken up by the payroll of Du Pont construction and to an even larger degree by the payroll of the contract flying school at Stallings Air Base.

By this time the impact of the Du Pont payroll on the Kinston area will be far greater than at the present since the bulk of the construction payroll has left this section due to the migratory habits of the majority of the construction workers.

This year the "permanent party" folks will be on hand at Du Pont and although the 1500 to be employed in the plant will not all be NEW to this section they will be holding down NEW jobs and putting NEW paychecks into the economic channels of this section.

Presuming that the average wage at the plant will be \$50 per week, which is an absurdly low presumption, the 1,500 new paychecks would add up to \$3,740,000. Each additional dollar per week that these Du Pont workers may average will drop another \$78,000 per year into the local cash registers. And this will come with major construction still continuing at the plant and with the contract flying school still running at top speed at least until November 1953 and likely for much longer than that since such great emphasis is being put on air power for the future.

That part of the local business life which is geared totally and irrevocably to farming will have to do some belt-tightening. Other phases of the local economy which may share in the various aspects of the NEW income have nothing to fear except pessimism.

Building trades and supply dealers of that nature will enjoy another full year. The auto dealers will not have quite the elysian fields of the past but will still live happily on the little they manage to eke out.

The farmers may find some small solace in the knowledge that there is a way out for them on the treadmill of selling low and buying high that has kept them running and getting no where fast for the past two years. The way out, however, is not a simple or easy one.

Eastern Carolina farming has come a long way in the past 20 prosperous years. That is particularly true insofar as mechanization is concerned. The better, perhaps majority of farmers have fairly well whipped the problem of production. If they are still farming and eating they have to learn how to produce more on less land and with less labor.

The one big problem that the average farmer has not yet tackled is FARM MANAGEMENT. The big reason for failure in that area has been the very prosperity mentioned above. He has not HAD to cut corners, to watch the pennies and nickels. With thousand dollar per acre tobacco and 20-cent hogs the farmer could coast along and live high in spite of the wastefulness of his methods.

Those larger farmers who have to use tenants and sharecroppers are in the worst condition. Better homes will bring better tenants and better tenants will bring better profits, but this calls for capital investment in big hunks and on the faint hope that tobacco controls will be retained by the Republicans after they expire in 1954.

A wide-open tobacco crop would force a big percentage of East Carolina farmers to the wall and in a hurry. Those smaller farmers, with families large enough to handle their land, can diversify in a hundred different ways and weather any kind of storm. The small farmer, who owns and lives on his land, cannot be hurt fatally by anything less than an A-Bomb. He is the most secure of all the segments of our local economy. The second

## personal paragraphs

by jack rider

Since I belong to that family of characters that spends regular periods talking into a little gadget called a microphone, it is natural that I take close interest in what my "Brethren" are doing locally. It is perhaps fitting, if laughable, that the brightest new star on the radio horizon around Kinston is Aunt Reddie, who furnishes the philosophy on Carl Caudill's "Coffee Shop" from 7 'til 8 each weekday morning. Aunt Reddie sort of backed into the radio limelight since she is not regularly a scheduled air waves performer but has been a general handy woman around WFTC, ministering to the needs of its pizilant collection of primas and donnas.

But one cold lonesome morning Caudill got tired of listening to himself on the radio and struck up a conversation, on the air, with Aunt Reddie, who was polishing up an adjoining studio. It turned out an interesting conversation and Caudill, not an unperceptive lad, sensed that folks might like to hear more of Aunt Reddie's answers to Caudill's questions and so the program marched rapidly forward as perhaps Kinston's most popular generated program—perhaps the exception is one small five minute newscast given by a big, fat, modest fellow of my acquaintance.

Caudill is a pretty sharp tack (matches his head) and is in my opinion the best all-round radio man ever to hang his tongs over a local microphone. He is one of the poorest excuses for a sports announcer that I've ever seen forced to listen to and he'll admit this vacant space in his professional make-up. But on the disc jockey side of the fence, as an MC on any kind of informal show or as a first-rate clown with tears in his eyes the

most secure is the small businessman who has few labor problems and who can, in a pinch, "mind his own business." The larger landowners and larger business owners, of course, run a lot more risk, but then if they win they win more, so it is natural that their gamble should be a longer chance.

Of course, no one needs worry about the top levels in our economy. Since cream always rises to the top of the milk in good times and in bad.

All in all it still looks as if the South is the Nation's economic frontier and as if Eastern Carolina is the frontier of the South-land.

## Such Hostility

We recently received a copy of a speech made by a Du Pont executive before a Wilmington, Del., audience and in it he was seeking to evaluate the role that "Big Business" must play in the new Republican Administration. His feeling that business is really behind the eight ball and must produce something more tangible than screams is certainly well put but there was one little line, stupid it seems to us, in which said Du Pont Executive pointed out "that 20 years of governmental hostility to business was now about to come to an end."

All we have to say and you may quote us, is that we should have 20 years of such hostility aimed at our small business. If Du Pont got where it is with all this government hostility, then we're going to Washington and spit in the government's eye and see if they'll get hostile toward us in the same billion dollar fashion they have been hostile toward Du Pont.

## Senator McCarthy

This must be a big, strong country to be able to absorb such ignorant idiots as Joe McCarthy and still progress. After lying and lying some more all through the recent years about communists in government he has now decided to stop hunting communists and instead look for "communist thinkers."

Why does Washington, the Senate, Wisconsin and the Nation put up with such an obvious psychopath? If he lived in a small town and spread his malicious lies and slanders as he has done at the national level somebody would long ago have kicked every one of his teeth down his lying throat.

When he starts polking the thinking of the individual, he is going even beyond Hitler and Stalin, who at their very worst have only tried to control the actions of men. He, this McCarthy imbecile, represents the very worst aspect of American bigotry and ignorance.

## NEW RAIL SPLITTER



Honorable Caudill is quite a boy. But in spite of all of his savoir faire on the air lanes it now evolves that he will become best known in Kinston for his discovery and careful treatment of Aunt Reddie.

The nicest thing about the Aunt Reddie-Caudill banter is its freshness and sincerity. But as the top man in radio and television, The Right Honorable Arthur Godfrey, has oft said, "Be yourself kid, be yourself." That's the only formula for success, either on or off the air. The minute some character goes "up stage" with a new voice and accidentally acquired vocabulary that is the minute that said character is really headed off stage. Caudill and Aunt Reddie can certainly not be accused of going "down stage," which can become just as obnoxious as aiming over the heads.

My favorite Aunt Reddie reply came when Caudill hoarsely whispered through his cough

drops one morning with an inquiry about "What do you do for colds?" Aunt Reddie replied, "I take three sixes" and then after a thoughtful pause she admitted, "I don't know which is worse; a cold or three sixes."

Anyone who's ever tasted that well known "bitter dose" which is written "666" does not need imagination even early in the morning to know that Aunt Reddie is cooking on the front burner.

Caudill has to be a pretty clever fellow to lead Aunt Reddie along in the right direction toward the witty, often philosophical things that Aunt Reddie says in reply. There is one small thought I'd like to leave with those who read this word or two on the "Coffee Shop" and that is: Don't forget "you know who's on another station at 8, so you can hear both of Kinston's most interesting programs every morning without losing a second of either's priceless moments.

Bill Page who is nominally the boss down at WFTC has a pretty good aggregation around him now and there is only one thing that separates his station from being a really good one. Peculiarly enough it is the thing that should be the most obvious to Page but for some reason, perhaps money, WFTC keeps looking in the other direction and is missing a big boatload of listeners because of one missing link in its programming. For a price, I'll tell him.

Here I have spent this many minutes writing about WFTC and I work (?) for WELS but then Linwood Scott, who owns most of WELS, advertises on WFTC, so what's good for the Gander ought to be good for a goslin. And if you don't think that is a perverted metaphor you should see the Scott and Rider figures, in profile.

I've gotten this far and hope a few persistent souls have come along with me. I know Caudill has, but to all who reach this point let me wish the very best of every thing in the New Year which we are now entering. And thanks for reading and listening to my stuff during the past year.

A bull is termed "proven" when the production of at least five of his unselected daughters have been compared with the production records of their dams.

North Carolina State College poultry scientists have found that adding dirt to the diet of turkeys reduces the incidence of swollen beaks.