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News Wins Award For Features In Annual State-wide Competition

For the third time in its six-year history The News has been judged a winner in annual competition among North Carolina newspapers.

When the annual awards were passed out last Friday night at the annual Press Institute Dinner at Duke University News Editor Jack Rider was handed a scroll announcing that his efforts during 1953 had been judged in Second Place for the Best News Features in Weekly newspapers in North Carolina last year.

The annual contest was judged by the faculty of the Florida State University School of Journalism and of the News the judges, in their criticism, said:

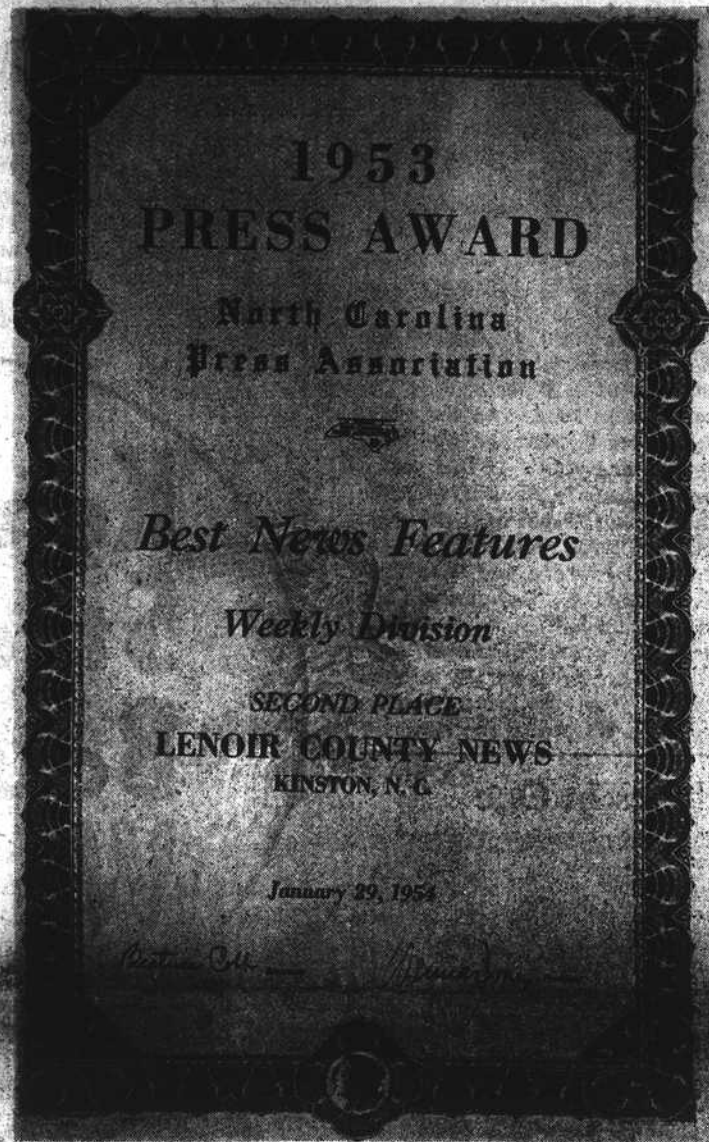
"The Lenoir County News is one of the few weeklies which at times appears to publish too much feature material in proportion to the straight news. Local news features on police work, tenant farming, tobacco curing and the like, have considerable merit. Some of these are made more effective with photographs."

And although the News did not win any prizes for photography the judges did say:

"One of the top papers in the contest. Like a few others, just under the winners. It perhaps is lower than many others in the number of photos run, but it is near the top in the quality of those run. It does some nice work in this respect. Reproduction is good. Cut lines are ample. Pictures well handled. In its 5-column format. Nice work."

The News won a third place award in 1950 for its feature stories and in 1952 it was awarded first place for its editorial page.

News Editor Rider says he is going to try in 1954 to get back into the first place class, if his wife will push him hard enough.



Temporary Layoff at Dacron Plant

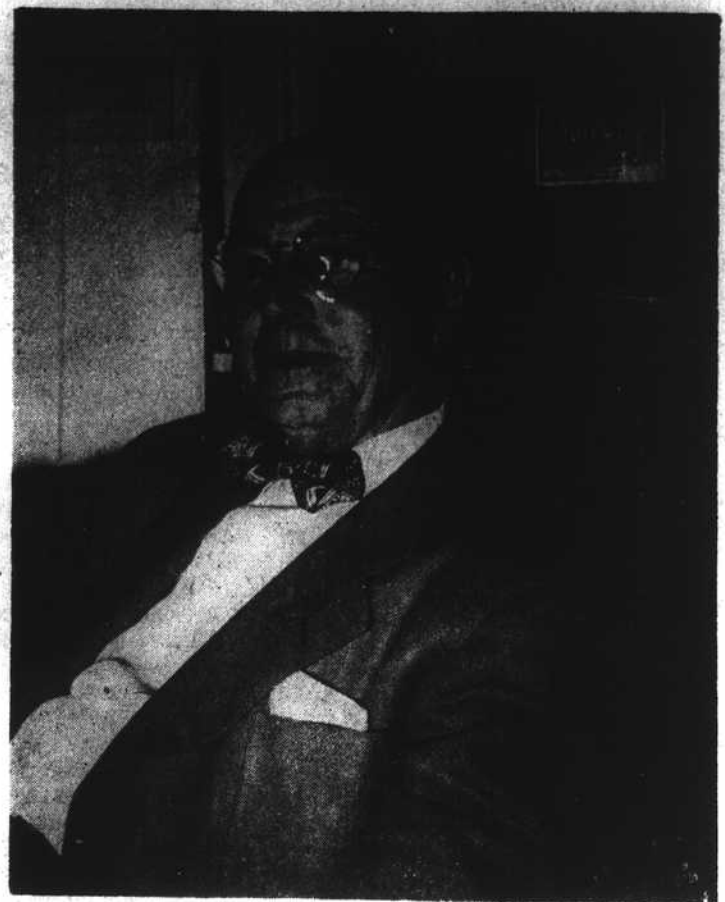
A temporary reduction in the work force at the local Du Pont plant was announced Tuesday by R. W. Peterson, assistant plant manager.

Of the 1700 people now on the payroll, only about 150 relatively short-service employees will be

affected, Dr. Peterson said.

The temporary reduction, Dr. Peterson explained, is a direct result of the weak textile market which has been rather unstable since mid-1953 and which has affected many other textile fibers as well as "Dacron" Polyester Fiber.

Meet The Dean



Jesse G. Brown, Dean of Wholesalers

Jesse G. Brown, though still young looking, is by a considerable margin the Dean of Kinston's Wholesale Grocers. He was letting the buying public around Kinston "have groceries" since before 1900, when as a youth he started to work with his father, the Late Thomas Bradley Brown at "Brad Brown's Corner", now the location of J. C. Penny's store at North and Queen Streets.

After several years assisting his father with the operation of that business along with another retail and line supply store where Stroud Brothers' Grocery is located now on the 100 block of South Queen Street Young Jesse Granville took over full-time management of the "Brad Brown Corner".

His father gave him that building and gave his brother, Albert the Stroud Grocery location. There "Jesse G." remained until just after World War I when he moved back a few doors on West North Street in the "Copeland Building" which is now occupied by Pate's Furniture Store and there remained until 1925 when

Haddock Evans, well known local contractor built the present home of Jesse G. Brown, Wholesale Grocer.

Brown remembers the moving into the new building with particular reason, since he says that his company made enough money to pay for the building while it was under construction. In fact, Brown recalls today, that he had a little more money in the bank when he moved into that building in 1925 than he had when the building was started.

In the early beginning of his spread out into the wholesale business, Brown employed his first salesman, "Junebug" Stallings, who made the rounds in a Model "T" Ford out in the country and his brother-in-law, Noel Hobbs, who began with him in July 1921, made the city calls on a bicycle.

Brown admits "We've made money every year since we started in business—even during the worst of the depression. He says, profit-wise, 1948 was his best year although he may have

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One Killed, Five Injured In This Car Sunday

Pictured here is the almost totally demolished car of Kinston Policeman Sam Ives, Jr., as it appeared soon after it swerved into a house trailer being towed north on US 258 at about 10 a. m. Sunday.

Mrs. Sain B. Ives, mother of Policeman Ives, was killed instantly in the crash and all of the six riding in the Ives' car were seriously hurt. All were thrown from the car except Ives who was found pinned in the car and had to be removed when ambulance attendants arrived.

Ives and Natalie Fordham, a sister-in-law, were taken to Duke Hospital Sunday afternoon for emergency treatment. He was suffering from a compound fracture of the left leg, both jaws were broken and attending physicians at Parrott Memorial Hospital feared that he also had severe internal chest injuries. Miss Fordham had both legs broken in the knee area.

Three-year-old Kenneth, son of Policeman Ives, suffered severe cuts and bruises and a broken left leg. Four-year-old Sam III also suffered severe cuts and



bruises and other possible internal injuries.

Policeman Ives' wife escaped with the least severe injuries. At first it was feared that she had a broken leg but later her injuries were diagnosed as cuts and bruises and possible internal injuries.

Edward Allen Jeffrey of Adrian, Michigan, who was driving the car that was pulling the trailer which Ives' car struck, had been discharged Saturday from the Marine Corps and was on his way home when the accident happened.

Witnesses said that Ives appeared to have looked in the back seat for something as he proceeded south on a straight section of road; this caused his car to swerve to the left. (Polaroid Photo-in-a-minute by Jack Rider).

Lenoir Board Turns Down Fred Sutton's Plea For Diana Shop

In an otherwise quiet session Monday the Lenoir County Board of Commissioners said, "No" to Kinston Attorney Fred I. Sutton's plea for a reduction in the inventory listings of the Diana Shop.

Sutton in a lengthy, and at times heated statement on the issue, pointed out that the Diana Shop had listed a \$10,000 inventory which had been arbitrarily boosted to \$19,000 by the commissioners on recommendation of the tax authorities.

After pondering on Sutton's request during a noon-time recess the commissioners voted to take no action in the matter.

Other actions of the board Monday included an agreement with the Walter and Gurley Auction Company which was authorized to subdivide and sell the remainder of the old County Home Property just south of Kinston in Neuse Township. The county board agreed to foot up to \$150 of the cost of a survey that will be needed in order to sell the land.