THE BELHAVEN TIMES AND THE HYDE COUNTY RECORD

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BELHAVEN, N. C., FRIDAY, JANUARY 5th, 1934

NUMBER 4

EMPLOYMENT

OFFICE OPENS

FOR FARMERS

NATIONAL PLAN ENDORSES NEWSPAPER ADVERTISING TO **RESTART BUYING MOVE**

Newspapers Characterized as Mest CLIFFORD OLSON Effective Sales Influence

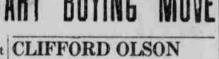
200.000 WORKERS MOBILIZE

Ambitious Program of Goodwin Plan Attacks Depression From Coast to Coast

three fronts, with newspaper adver- to friends and relatives for while he ing plan creator of Chicago.

The plan includes the utilization in The field force is scheauled to stim- lows cemetery. tising columns of the communities. coming here two years ago. He had Mr. Goodwin, who is president of been in the service of the U.S. explained why newspaper advertising S. S. Richmond having joined the was selected to "carry the ball" in navy in California in 1929. On Septhe double drive for sales, in co-opera- tember 20, 1930 he married Miss Eliborhood workers.

know, there has never before existed, place, his parents Mr. and Mrs. Tony ially deer. in American business history, a sales Olson of Cheyenen, Wyoming, and Tuesday of this week Mr. Smith force of 200,000 people. This record- several brothers and sisters.



DIES SATURDAY AT SANITORIUM

Clifford Olson, aged 24 years, died at Sanitorium Saturday morning December 30th after an illness of sev-An attack upon the depression on eral months. His death was a shock

tising as the backbone is the ambi- had been at the Sanitorium sometious program and aim of a new time, he had made much headway in national plan, under way from the regaining his health and hope was Atlantic to the Pacific according to held for his complete recovery. Howannouncement by the originator of ever, quite suddenly he developed flu the plan, Adolph O. Goodwin, well- and his wife was called to his bedside short illness of two days. Miss Sad- farming purposes. known merchandising and advertis- Christmas day, He died in less than ler had sufferci with asthma for a

200,000 neighborhood workers, and num, pastor of the Methodist church Sadler. growing larger by thousands daily. and interment made in the Odd Fel-

articles of varied kinds, publicized at Nebraska had endeared himself to the Lake Landing. Mr. Noe and the same time in newspaper adver- hearts of all who knew him since Marshall of Belhaven officiated. the Goodwin Corporation, Chicago, Navy serving as machinist of the U. A HUNTER HUNTS



Carteret county has had 61,726 bushels of oysters planted in two weeks with CWA funds, giving employment to 140 men, according to a recent announcement made by Capt. John A. Nelson, state fisheries commissioner.

Dare county, with 60 men now at work, as well as Hyde and Pamlico counties is now engaged in this work.

The average cost of planting, it is estimated, has been ine and three-tenth cents per bushel.

> RESIDENT OF LAKE LANDING PASSES

Miss L. Sadler of Lake Landing passed away suddenly last Wednesday morning, December 27 after a is almost unlimited for ordinary a week after this complication set few years past, but has generally en-

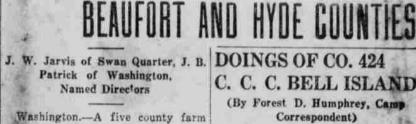
joyed an active life, and will be sadly of the energies of what some authori- Funeral services were conducted missed by those who knew her well ties claims is the largest point-of- from the residence of Mr. and Mrs. She was born in Lake Landing and contact sales stimulating force ever Will Wilkinson at 2 p. m. Sunday, died at the age of 74 leaving to engaged . . . composed of more than December 31st by Rev. E. W. Dow- mourn her loss, her sister, Miss Lucy

The funeral services were held on Thursday morning at 11 o'clock at ulate interest in those products and The deceased a native of Emerson, the Saint George Episcopal church at Mr.

WITHOUT GUN

tion with the "stimulating" efforts of zabeth Wilkinson daughter of Capt. W. D. Smith of West Belhaven and the point-of-contact force of neigh- and Mrs. Will Wilkinson of this place, not Kinston, had the distinction of Carolina State college in agricultural and Corporal Oscar Ramness to Miss. -Said Mr.-Goodwin. "As far as I Enzabeln Wilkinson Olson of this aid of a gun in killing games, espec-

had eaten breakfast and going out



credit organization including Beau-Washington counties has just been

plications for crop and livestock loans immediately.

er may borrow while the maximum of health.

in Washington, N. C. Temporarily King was sent to West Point, N. Y., This work, Commission Fletcher, ments can be made.

J. B. Patrick of Washington, N. C., Watts Cook here on Bell Island. was elected president of the association and will act as director for master at Riverside Academy, Green-Beaufort county. J. W. Star of Cres-well, was elected vice president and Captain Cook during the Christmas will act as the director for Washing- holidays. ton county, J. W. Jarvis of Swan A surprising announcement

Quarter was named as director for made during intermission at the C. Williamston for Martin county. J. E. Hull, a graduate of North D. Hampton to Miss Ila Maye Lee

urer the association.

ASSOCIATION ORGANIZED INCLUDING Maj. A. L. Fletcher, commissioner of labor, announces that North Carolina farmers are to have a new service through the federal and State departments of labor as a part of President Roosevelt's relovery pro-

This service proposes to make of each employment office a clearing house through which farmers, farmer fort, Hyde, Martin, Tyrrell and Commanding General Fourth Corps in need of any kind of help. tenants, and farm labor may go when

Families of farm origin now living The death of Major General Bd- this offce of help should they be inications for crop and livestock loans mediately. The death of the general this office of help should they be in-terested in returning to the farm. Some provision is being made to aid made available for all crops and live-stock production purposes in the five county association. Fifty dollars is tobe the minimum that one farm-

It is hoped that this service, may General King, was sticken fatally in these unsettled times, be of help in placing families of farm experfarming purposes. The association is to be named the "Washington Production Credit Asso-ciation," the central office is to be

the office location is to be in the county agent's office in the postoffice building until permanent arrange-building until permanent arrange-J., is the guest of her son Capt. Watte Cook here on Ball Island Watts Cook here on Bell Island. Sergt. B. T. Porter, assistant post-master at Riverside Academy, Green-ville. Was spent four days visiting manager in the promotion work of a larger fertilizer concern.

Hyde county and H. H. Cowen of C. C. dance December 23, at which Mrs. Edwards Attends **Father's Funeral**

and Mrs. Will Wilkinson of this place. He is survived by his widow, Mrs. Enzabela Wilkinson Olson of this place, his parents Mr. and Mrs. Tony Olson of Cheyenen, Wyoming, and of her father, Joseph A. Teel, aged Mrs. Ramness is the daughter of 74, who died at 9:30 that evening Mr. and Mrs. Robert Harris of the Funeral services were conducted on December 18 by Rev. W. A. Davis, Sergt. Hampton is the son of Mr. pastor of the Christian church of and Mrs. G. O. Hampton, of Tuscom- Washington and interment was made in the family burial plot in the Mt. The deceased is survived by his making considerable headway until Christmas and New Years holi- Fleming of Greenville, and Mrs. J.

C. C. C. BELL ISLAND gram. (By Forest D. Humphrey, Camp Correspondent)

5 Cents Per Copy

Area Dies Suddenly

completed and will start taking ap-

breaking field force has been called into being in an effort to stimulate sales for what will be a long list of manufacturers of advertised articles, covering as nearly as possible the entire range of normal family purchases, from chewing gum to automobiles.

"As a former newspaper and adhas dropped to somewhere around 60 per cent while production capacities have remained high, it appeared obvious to me that newspaper advertising could do a better advertising job than any other media _ _ _ and an even better selling job itself if the sales promotion appropriations of industry could likewise be used at the point of contact, like advertising is used at the point of contact, when it is in newspapers!

"As most of us know, modern manufacturers have utilized two well- Detour Bridge To Handle Traffic Funeral Services known instruments for stimulating the sale of their produces. The two instruments have been called advertising and sales-promotion.

"Certain manufactures and looking on sales-promotion as such things as 'sampling,' preuiums. About sixty, 40 feet piles have been demonstrations and the like.

newspaper advertising appears, as from New Bern. commissions to local people for point or place.

"And then I conceived the idea of engaging these neighborhood "pointof-contact' stimulators, whom we the membership of the church so-

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PAGE MR. RIPLEY

A certain citizen, whose modesty ran into a wire fence in the back of vertising man, I believe that the news noise came from the direction of the after being dressed. paper circulating in the homes of bureau drawer. Suddenly there was Mr. Smith tells of another experfamilies who raise their children, and a loud explosion. Turning on the lence he had some years ago when he attend their churches is the most ef- lights quickly and opening the bureau was farming on the George Topping fective sales influence we know. But drawer, to his surprise he found a place in Pantego. He was in the field because since 1929 purchasing power dead mouse, an empty smoking cart-; chopping with a hoe when suddenly ridge shell and a shirt on fire.

During Construction of Permanent Draw Bridge

A temporary detour bridge about have 100 feet east of the present Wilkinlumped the two together, calling the son Creek Bridge is now under conresult either advertising or sales pro- struction by the Tidewater Construc- 63 years, who died at her home in motion, as they pleased. But I have tion company of Norfolk which com- Belhaven after an illness of about a been trained to think of them sep- pany has the contract for the detour month, was laid to rest in the Odd arately . . . looking on advertising bridge and the new highway bridge Fellows cemetery Tuesday afternoon Swan Quarter.

their work of stimulating interest in, construction for the Tidewater Con- Mrs. G. A. Peterson of Princess Anne, panion could stop the car and help and sales of, the products as adver- struction company, is in charge of the Va., and two brothers, J. J. Hodges him subdue the animal. The captive tised in the newspapers of that work of erecting this bridge, remov. of Norfolk, Va., and W. N. Hodges was taken to Leechville and anyone HENRYS ATTEND ing the old bridge and constructing of Princess Anne Va.

the new one.

The new draw bridge is being built call 'Broadcters" to use their personal with funds appropriated by the fedfriendly words paralleling the adver- eral government. It is expected that

the permanent bridge.

on the back porch of his home he saw a deer dart around the corner of his house. The deer, in his effort to escape hunters in a nearby woods

prevents the publishing of his name, the yard and became entanged in the after retiring one night last week fence. Mr. Smith rushed to the deer heard a noise in his room that sug- and stabbed him in the throat with gested the presence of a mouse. The a pocket knift. It weighed 98 pounds

> there loomed in front of him a big buck deer. This deer had the same fate in the same manner in which the other deer met death.

On another occasion Mr. Smith recalls, he was walking through the woods and spied a very large hawk crouched on the ground beside a tree He found a big stick and creeping upon the bird, he threw the stick at him, hitting him on the head and killing him instanly.

Conducted For

ishing." Mrs. Jane Hodges Gradeless, aged among other things, as the printed across the Inland Waterway on high- at 2 o'clock. The funeral services were this one. He and a companion were advertisements for publications . . . way No. 91 between Belhaven and conducted from the home by Rev. E. riding in the direction of Leechville cial conversation about family af-W. Downum.

The deceased was born March 10. out of town, when he saw a fox in prepared to be used in underpinning 1870 near Bishop's Cross and had liv- front of their car. He called to the "So I evolved the idea that manu- the detour bridge. These were se- ed in this section all her life. She is griver of the car to stop as he wanted old family tree." facturers spend all or some of their cured from the Mrs. Griffin Mason survived by her husband, George J. to catch the fox if possible. As the sales-promotion appropriations at place below Scranton. Other timber Gradeless, four children, Cecil Grade- car was slowing down the fox ran the point of contact, where the to be used for this work was bought less of Plymouth, Mrs. Irene Watson, along beside the car. The sheriff

Miss Hazel Gradeless and Robert opened the door, caught the fox by George Hunter, superintendent of Gradeless of Belhaver, one sister, the tail and held him until his com-

> POSTOFFICE ROBBERS GET CHANGE AND COINS

master T. W. Howard.

HYDE COUNTY same town. **RELIEVED BY RAIN**

H le county has been in a state of lumbia, Ala.

Quarter.

great alarm over the number of Corporal Ramness is the son of Pleasant section. forest fires which have been breaking Mrs. Lens Ramness of Ada, Minn. out in various parts of the county. Rev. Lowe, pastor of the Method- widow, Mrs. Mattie Spain Teel, two Due to the lack of rain for the past ist church of Swan Quarter perform- sons, J. O. and Marion Teel of Greenthree months these fires have been ed the ceremony at the parsonage. ville; two daughters, Mrs. Sidney

the rain of last night banished the day's are over and now the boys E. Edwards of Belhaven. fears of Hyde county residents. It is have returned to settle down for a believed that a great many of these three month stretch of C. C. work fires are due to the carelessness of without another holiday other than hunters in throwing cigarette stumps the week-end, but when the end and matches into the dry underbrush. comes most of them will say "It's Through thoughtlessness they many ended too soon."

times set fire to undergrowth to What if it does get so cold that head off game and leave the fire the temperature goes down to zero unprotected, little dreaming of the -that's nothing.

homes they put in danger. A truck load of C. C.'s were on After suffering a great loss in last their way home a cold morning last summer's crops due to the heavy week for the Christmas holidays. It rain and wind storms, the farmers of was a merry time for all. Songs of Hyde county have been eyeing their good cheer rang out from the lips winter gardens and crops of oats, of happy hearted C. C.'s. When all peas, etc., with fearful forbodings due sudden one of the C. C.'s stood up to lack of rain for the past three and called for silence. At first he brightened their prospects with a ing plea for a moment of silence it Mrs. Gradeless steady rain which enables the gardens was granted. Then with all the digand crops to once more look flour- nity of Anthony said.

"Friends and fellow sapplin soldjers lend me your ears. I want to put mine in my pocket."

Several C. C.'s were gathered Our own Sheriff Jack Harris tells round the stove in the recreation hall the other night engaged in a so-

and said: "I can trace my family back to the

"Yes," was the refly of another C. C.'s "but I know of only two H. Brooks helped considerably by dothinks that live in a tree. One is a bird and the other is a monkey and D. C. Dillon has also been a great aid I don't see any feathers on you."

Since writing the above Sheriff Mr. and Mrs. Rowe Henry Tuesday Miss Wilkinson is assisted in the Jack reports that Mr. Fox didn't were called to Wade, near Fayette- work by Mrs. R. W. Jones, Mrs. Ella Ocracoke, Jan. 1 .- Robbers entered like his confinement and attempted ville, because of the death of their Buttry, Mrs. Nathan Daniels, Mrs. G. tising efforts in the newspapers from the detour bridge will be completed the post office here during last night successfully to gnaw out of the box sister Mrs. MacRae Blue who died in S. Johnson, Mrs. Kate Russ, Mrs. and stole small change ambunting he was kept in. However, did not a Fayetteville hospital that day. She Caddie O'Neal, Miss Emma Lou cietics, because here we find a source sometime this month after which to two dollars and a collection of old escape but was killed and the hide had only been ill a short while. Fu- Windley , Miss Lanna Lou work will immediately commence on and foreign coins belonging to Post- and meat are now the only evidence neral services were conducted Wedto substantiate his story.

nesday afternoon at 3 o'clock.



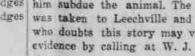
Ten Women Employed To Make Comfort, Mattresses, Underclothes And Dresses For Needy.

A seving room, stother project of needy of this section, has been established here and work has already begun on garments for the poor.

Miss Lida Wilkinson, able and efficient in all lines of sewing, has been put in charge of this work and with the co-operation of several local merchants and individuals she has been able to show good results for the first week's efforts.

The room which is located on the fairs, one of the C. C.'s spoke up upper floor of the J. D. Dawson company's store, has been donated by C. Aycock of Pantego, D. L. Smithwick furnished a stove which the town of Belhaven keeps filled with coal. I. ing the carpentry work gratis and by acting as general "handy man." The F. L. Voliva Hardware company and U. W. Tarkington have contributed accounterments necessary to SISTER'S FUNERAL the opening of the project and other merchants will soon be called upon to help further this work.

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store.

who doubts this story may view the evidence by calling at W. J. Harris'

