

# THE BELHAVEN TIMES

## AND

# THE HYDE COUNTY RECORD

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## NATIONAL PLAN ENDORSES NEWSPAPER ADVERTISING TO RESTART BUYING MOVE

Newspapers Characterized as Most Effective Sales Influence

200,000 WORKERS MOBILIZE

Ambitious Program of Goodwin Plan Attacks Depression From Coast to Coast

An attack upon the depression on three fronts, with newspaper advertising as the backbone is the ambitious program and aim of a new national plan, under way from the Atlantic to the Pacific according to announcement by the originator of the plan, Adolph O. Goodwin, well-known merchandising and advertising plan creator of Chicago.

The plan includes the utilization of the energies of what some authorities claim is the largest point-of-contact sales stimulating force ever engaged... composed of more than 200,000 neighborhood workers, and growing larger by thousands daily. The field force is scheduled to stimulate interest in those products and articles of varied kinds, publicized at the same time in newspaper advertising columns of the communities.

Mr. Goodwin, who is president of the Goodwin Corporation, Chicago, explained why newspaper advertising was selected to "carry the ball" in the double drive for sales, in co-operation with the "stimulating" efforts of the point-of-contact force of neighborhood workers.

"As a former newspaper and advertising man, I believe that the news paper circulating in the homes of families who raise their children, and attend their churches is the most effective sales influence we know. But because since 1929 purchasing power has 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-known instruments for stimulating the sale of their products. The two instruments have been called advertising and sales-promotion.

"Certain manufactures have lumped the two together, calling the result either advertising or sales promotion, as they pleased. But I have been trained to think of them separately... looking on advertising among other things, as the printed advertisements for publications... and looking on sales-promotion as such things as 'sampling,' premiums, demonstrations and the like.

"So I evolved the idea that manufacturers spend all or some of their sales-promotion appropriations at the point of contact, where the newspaper advertising appears, as commissions to local people for their work of stimulating interest in, and sales of, the products as advertised in the newspapers of that point or place.

"And then I conceived the idea of engaging these neighborhood 'point-of-contact' stimulators, whom we call 'Broadsters' to use their personal friendly words paralleling the advertising efforts in the newspapers from the membership of the church societies, because here we find a source

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## CLIFFORD OLSON DIES SATURDAY AT SANITORIUM

Clifford Olson, aged 24 years, died at Sanitorium Saturday morning December 30th after an illness of several months. His death was a shock to friends and relatives for while he had been at the Sanitorium sometime, he had made much headway in regaining his health and hope was held for his complete recovery. However, quite suddenly he developed flu and his wife was called to his bedside Christmas day. He died in less than a week after this complication set in.

Funeral services were conducted from the residence of Mr. and Mrs. Will Wilkinson at 2 p. m. Sunday, December 31st by Rev. E. W. Downum, pastor of the Methodist church and interment made in the Odd Fellows cemetery.

The deceased a native of Emerson, Nebraska had endeared himself to the hearts of all who knew him since coming here two years ago. He had been in the service of the U. S. Navy serving as machinist of the U. S. S. Richmond having joined the navy in California in 1929. On September 20, 1930 he married Miss Elizabeth Wilkinson daughter of Capt. and Mrs. Will Wilkinson of this place. He is survived by his widow, Mrs. Elizabeth Wilkinson Olson of this place, his parents Mr. and Mrs. Tony Olson of Cheyenne, Wyoming, and several brothers and sisters.

## PAGE MR. RIPLEY

A certain citizen, whose modesty prevents the publishing of his name, after retiring one night last week heard a noise in his room that suggested the presence of a mouse. The noise came from the direction of the bureau drawer. Suddenly there was a loud explosion. Turning on the lights quickly and opening the bureau drawer, to his surprise he found a dead mouse, an empty smoking cartridge shell and a shirt on fire.

## DETOUR BRIDGE NOW UNDER CONSTRUCTION

Detour Bridge To Handle Traffic During Construction of Permanent Draw Bridge

A temporary detour bridge about 100 feet east of the present Wilkinson Creek Bridge is now under construction by the Tidewater Construction company of Norfolk which company has the contract for the detour bridge and the new highway bridge across the Inland Waterway on highway No. 91 between Belhaven and Swan Quarter.

About sixty, 40 feet piles have been prepared to be used in underpinning the detour bridge. These were secured from the Mrs. Griffin Mason place below Scranton. Other timber to be used for this work was bought from New Bern.

George Hunter, superintendent of construction for the Tidewater Construction company, is in charge of the work of erecting this bridge, removing the old bridge and constructing the new one.

The new draw bridge is being built with funds appropriated by the federal government. It is expected that the detour bridge will be completed sometime this month after which work will immediately commence on the permanent bridge.

## OYSTER PLANTING BAGUN BY C. W. A. IN E. CAROLINA

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 one and three-tenths cents per bushel.

## RESIDENT OF LAKE LANDING PASSES

Miss L. Sadler of Lake Landing passed away suddenly last Wednesday morning, December 27 after a short illness of two days. Miss Sadler had suffered with asthma for a few years past, but has generally enjoyed an active life, and will be sadly missed by those who knew her well. She was born in Lake Landing and died at the age of 74 leaving to mourn her loss, her sister, Miss Lucy Sadler.

The funeral services were held on Thursday morning at 11 o'clock at the Saint George Episcopal church at Lake Landing. Mr. Noe and Mr. Marshall of Belhaven officiated.

## A HUNTER HUNTS WITHOUT GUN

W. D. Smith of West Belhaven and not Kinston, had the distinction of being a hunter who does not need the aid of a gun in killing games, especially deer.

Tuesday of this week Mr. Smith had eaten breakfast and going out 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 ran into a wire fence in the back of the yard and became entangled in the fence. Mr. Smith rushed to the deer and stabbed him in the throat with a pocket knife. It weighed 98 pounds after being dressed.

Mr. Smith tells of another experience he had some years ago when he was farming on the George Topping place in Pantego. He was in the field chopping with a hoe when suddenly 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 instantly.

## Funeral Services Conducted For Mrs. Gradeless

Mrs. Jane Hodges Gradeless, aged 63 years, who died at her home in Belhaven after an illness of about a month, was laid to rest in the Odd Fellows cemetery Tuesday afternoon at 2 o'clock. The funeral services were conducted from the home by Rev. E. W. Downum.

The deceased was born March 10, 1870 near Bishop's Cross and had lived in this section all her life. She is survived by her husband, George J. Gradeless, four children, Cecil Gradeless of Plymouth, Mrs. Irene Watson, Miss Hazel Gradeless and Robert Gradeless of Belhaven, one sister, Mrs. G. A. Peterson of Princess Anne, Va., and two brothers, J. J. Hodges of Norfolk, Va., and W. N. Hodges of Princess Anne Va.

## POSTOFFICE ROBBERS GET CHANGE AND COINS

Ocracoke, Jan. 1.—Robbers entered the post office here during last night and stole small change amounting to two dollars and a collection of old and foreign coins belonging to Postmaster T. W. Howard.

## FIVE COUNTY FARM CREDIT ASSOCIATION ORGANIZED INCLUDING BEAUFORT AND HYDE COUNTIES

J. W. Jarvis of Swan Quarter, J. B. Patrick of Washington, Named Directors

Washington.—A five county farm credit organization including Beaufort, Hyde, Martin, Tyrrell and Washington counties has just been completed and will start taking applications for crop and livestock loans immediately.

The half million dollars is to be made available for all crops and livestock production purposes in the five county association. Fifty dollars is to be the minimum that one farmer may borrow while the maximum is almost unlimited for ordinary farming purposes.

The association is to be named the "Washington Production Credit Association," the central office is to be in Washington, N. C. Temporarily the office location is to be in the county agent's office in the postoffice building until permanent arrangements can be made.

J. B. Patrick of Washington, N. C., was elected president of the association and will act as director for Beaufort county. J. W. Star of Creswell, was elected vice president and will act as the director for Washington county. J. W. Jarvis of Swan Quarter was named as director for Hyde county and H. H. Cowen of Williamston for Martin county.

J. E. Hull, a graduate of North Carolina State college in agricultural economics and a Beaufort county farmer is well acquainted with agricultural conditions in eastern Carolina was elected secretary-treasurer of the association.

## HYDE COUNTY RELIEVED BY RAIN

Hyde county has been in a state of great alarm over the number of forest fires which have been breaking out in various parts of the county. Due to the lack of rain for the past three months these fires have been making considerable headway until the rain of last night banished the fears of Hyde county residents. It is believed that a great many of these fires are due to the carelessness of hunters in throwing cigarette stumps and matches into the dry underbrush. Through thoughtlessness they many times set fire to undergrowth to head off game and leave the fire unprotected, little dreaming of the homes they put in danger.

After suffering a great loss in last summer's crops due to the heavy rain and wind storms, the farmers of Hyde county have been eyeing their winter gardens and crops of oats, peas, etc., with fearful forebodings due to lack of rain for the past three months. However New Year's day has brightened their prospects with a steady rain which enables the gardens and crops to once more look flourishing.

## A FOXY STORY

Our own Sheriff Jack Harris tells this one. He and a companion were riding in the direction of Leecheville one night last week, about one mile out of town, when he saw a fox in front of their car. He called to the driver of the car to stop as he wanted to catch the fox if possible. As the car was slowing down the fox ran along beside the car. The sheriff opened the door, caught the fox by the tail and held him until his companion could stop the car and help him subdue the animal. The captive was taken to Leecheville and anyone who doubts this story may view the evidence by calling at W. J. Harris' store.

Since writing the above Sheriff Jack reports that Mr. Fox didn't like his confinement and attempted successfully to gnaw out of the box he was kept in. However, did not escape but was killed and the hide and meat are now the only evidence to substantiate his story.

## DOINGS OF CO. 424 C. C. C. BELL ISLAND

(By Forest D. Humphrey, Camp Correspondent)

## Commanding General Fourth Corps Area Dies Suddenly

The death of Major General Edward L. King, commanding general Fourth Corps C. C. C. was a shock to the entire company for it has been a few weeks ago since General King was a visitor to the camp and at that time he seemed to be in the best of health.

General King, was stricken fatally while on a drag hunt near Fort McPherson, Ga., Tuesday. He died an hour later in the army hospital with a heart ailment. The body of General King was sent to West Point, N. Y., for burial Saturday. The funeral will be held at the West Point chapel.

Mrs. E. P. Cook of Patterson, N. J., is the guest of her son Capt. Watts Cook here on Bell Island.

Sergt. E. T. Porter, assistant postmaster at Riverside Academy, Greenville, Ga., spent four days visiting Captain Cook during the Christmas holidays.

A surprising announcement was made during intermission at the C. C. C. dance December 23, at which time the marriage of Sergt. Harold D. Hampton to Miss Ila Maye Lee and Corporal Oscar Ramness to Miss Alice Lee Harris of Swan Quarter was made known.

Mrs. Hampton, is the daughter of Mr. and Mrs. John Lee of Swan Quarter.

Mrs. Ramness is the daughter of Mr. and Mrs. Robert Harris of the same town.

Sergt. Hampton is the son of Mr. and Mrs. G. O. Hampton, of Tusculumbia, Ala.

Corporal Ramness is the son of Mrs. Lena Ramness of Ada, Minn. Rev. Lowe, pastor of the Methodist church of Swan Quarter performed the ceremony at the parsonage.

Christmas and New Year's holidays are over and now the boys have returned to settle down for a three month stretch of C. C. work without another holiday other than the week-end, but when the end comes most of them will say "It's ended too soon."

What if it does get so cold that the temperature goes down to zero—that's nothing.

A truck load of C. C.'s were on their way home a cold morning last week for the Christmas holidays. It was a merry time for all. Songs of good cheer rang out from the lips of happy hearted C. C.'s. When all sudden one of the C. C.'s stood up and called for silence. At first he was unnoticed but after a long tiring plea for a moment of silence it was granted. Then with all the dignity of Anthony said:

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

Several C. C.'s were gathered round the stove in the recreation hall the other night engaged in a social conversation about family affairs, one of the C. C.'s spoke up and said:

"I can trace my family back to the old family tree."

"Yes," was the reply of another C. C.'s "but I know of only two things that live in a tree. One is a bird and the other is a monkey and I don't see any feathers on you."

## HENRYS ATTEND SISTER'S FUNERAL

Mr. and Mrs. Rowe Henry Tuesday were called to Wade, near Fayetteville, because of the death of their sister Mrs. MacRae Blue who died in a Fayetteville hospital that day. She had only been ill a short while. Funeral services were conducted Wednesday afternoon at 3 o'clock.

## EMPLOYMENT OFFICE OPENS FOR FARMERS

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 recovery program.

This service proposes to make of each employment office a clearing house through which farmers, farm tenants, and farm labor may go when in need of any kind of help.

Families of farm origin now living in town or mill villages will also find this office of help should they be interested in returning to the farm. Some provision is being made to aid such families with provisions and clothing where needed, under certain conditions.

It is hoped that this service, may in these unsettled times, be of help in placing families of farm experience who have drifted to town and find it difficult to fit themselves into urban or mill village life back to their rightful environment.

This work, Commission Fletcher, says will be supervised by Homer H. B. Mask, who has had wide experience in North Carolina agriculture having served as county farm agent, assistant state agent, field director of the North Carolina cotton growers co-operative association and state manager in the promotion work of a larger fertilizer concern.

## Mrs. Edwards Attends Father's Funeral

Friends of Mrs. J. E. Edwards will recall the room that she was called to her home near Greenville on December 17 on account of the death of her father, Joseph A. Teel, aged 74, who died at 9:30 that evening. Funeral services were conducted on December 18 by Rev. W. A. Davis, pastor of the Christian church of Washington and interment was made in the family burial plot in the Mt. Pleasant section.

The deceased is survived by his widow, Mrs. Mattie Spain Teel, two sons, J. O. and Marion Teel of Greenville; two daughters, Mrs. Sidney Fleming of Greenville, and Mrs. J. E. Edwards of Belhaven.

## CWA SEWING ROOM PROJECT UNDER WAY

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

A sewing room, another project of the CWA, which is to benefit the 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 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. E. H. Brooks helped considerably by doing the carpentry work gratis and D. C. Dillon has also been a great aid by acting as general "handy man." The F. L. Voliva Hardware company and U. W. Tarkington have contributed accountments necessary to the opening of the project and other merchants will soon be called upon to help further this work.

Miss Wilkinson is assisted in the work by Mrs. R. W. Jones, Mrs. Ella Buttry, Mrs. Nathan Daniels, Mrs. G. S. Johnson, Mrs. Kate Russ, Mrs. Caddie O'Neal, Miss Emma Lou Windley, Miss Margaret Wilkinson

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