

Jesse Jones Products Tops In State

The thought to give city folk the kind of sausage that they enjoyed only when they visited their relatives in the country was responsible for Jesse Jones Sausage.

And the slogan "The Ham Makes a Difference" provided the answer whenever people asked Major Jesse Jones why his sausage was so much different from any other pork sausage on the market.

Major Jones was born at Dry Fork, in the foothills of Virginia, near Danville, in 1881. For generations, his family had farmed, but at the age of 19, young Jones became a business man by opening a country store.

Later retiring from his store, Major Jones began to raise pigs but soon found that, because there was no livestock market in the area, he had more grown pigs on hand than his family could consume.

The question "what's to be done with all the grown pigs?" arose in Jesse Jones' mind. He realized that he was in the position to give the city people a sausage which they enjoyed only when they visited their folks in the country at "hog killing time." He could provide sausage lovers with fresh sausage the year round in lieu of eating canned sausage in jars during the spring and summer months.

Jesse Jones immediately made an experiment to see how the public would respond to his idea of providing "Whole Hog Sausage" to the city folks year round. The distribution was simple as he had a milk route in Danville where he personally delivered butter-milk and butter to his consumers at their homes three days a week. He, with the assistance of his wife, Miss Annie, as she was called

in the neighborhood, ground the whole pig into sausage and wrapped it in plain butter paper in the family kitchen.

The sausage was accepted with such enthusiasm that the merchants insisted that the sausage be made available for their stores. The advertising was the most effective in the advertising field and without cost—word of mouth.

Of course Jesse Jones could not raise pigs in sufficient number to make enough sausage to meet the demand. That meant that he, and his sons, had to go to neighboring farms for pigs to be ground into Jones Sausage.

Miss Annie put her foot down on grinding and packaging so much sausage in her kitchen, so, indirectly she was responsible for the construction of the building which houses the Jones Sausage Company near Danville.

After World War II, Major Jesse Jones made another experiment. He had an idea that he could process excellent hot dogs and bologna along with his quality country sausage since quality pork, his first love and beef are the main ingredients of hot dogs and bologna. Of course Jesse Jones realized that the better the quality of pork and beef, the better the hot dogs and bologna. His hot dogs and bologna were accepted with the same enthusiasm as his country pure sausage.

During 1947, his brother-in-law, George D. Richardson of Raleigh, approached him with the idea of bringing his famous pork sausage, hot dogs, and bologna to North Carolina. Jesse Jones placed this responsibility on his four sons, namely, Earl, Cassell, Garland, and Reginald (now deceased).

Jones Sausage processed its

first pound in North Carolina on a 300-acre farm near Garner in February, 1947. The business in North Carolina mushroomed overnight. Extensive advertising in newspapers, on radio and TV was employed.

Major Jones died in May 1956, but the present generation of Joneses has heeded strictly to the founder's policies, i.e., making the best possible pork sausage, hot dogs and bologna, and then pricing them accordingly. One of the Jones slogans is COSTS MORE, WORTH FAR MORE.

Sales have increased in volume over the years. During 1960, the Garner plant sold over seven million pounds in North Carolina and the sales of the Danville, Va., plant were in excess of five million pounds.

Ligon Items

LIGON PTA HEARS PRINCIPAL'S REPORT

Approximately three hundred and fifty parents were on hand when the J. W. Ligon School Parent Teachers Association held its monthly meeting in the school's cafeteria Monday night to hear the principal's report by H. E. Hilton Riddick, president of the PTA, who is in charge of the meeting and introduced Mr. Brown. Some of the facts revealed by the principal's report are: the school's enrollment is now over 1,467 and the attendance during the first month was 98%.

Arrangements are completed between Saint Augustine's College and J. W. Ligon School to offer an enrichment course for certain selected seniors. Our school has produced a "Merit Scholar" in the person of Marilyn Yarbrough. North Carolina College reports that out of 25 freshmen selected for their Honors Program from the entire class, J. W. Ligon School accounts for 2 of the students.

Their names are: Aretha Giles and Adelaide Cobb. The Academy of Science is sponsoring a six weeks course for Mathematics Teachers at J. W. Ligon School and the Coordinator is a teacher at our school while a number of our teachers are in attendance.

Some other facts are: several staff members of our school are attending evening and Saturday classes at North Carolina State College, Saint Augustine's College and North Carolina College at Durham. Our school library program is rated as one of the best in the State.

For the business of the day, a committee on further curriculum study and school improvement was set up by the president, Mrs. Elizabeth V. Greenfield and Ralph Campbell were appointed to head this committee.

N. H. A. NEWS
By SUSIE WOODS

Four officers of Mrs. A. M. Livingston's chapter of the New Homemakers of America motored to Merrick Moore High School to attend the District IV Rally which was held in Durham, North Carolina on Saturday, October 21, 1961.

The theme for the program was "Youth Measure Your Values." The program started at 10 o'clock with a number of schools participating in the program. Merrick Moore High School had a very unique way to call the roll which was called "Stand Up and Be Counted."

The Raleigh participants gave a skit of two scenes around the theme "Youth Measure Your Values as a Good School Citizen," the second one was "What Have I Done During High School?" The participants were Francis Williams, Janet Young, Alice Mann, and Susie Woods.

After the Rally, refreshments were served.

There's one milk cow for every 17.5 million cows in the United States—17.5 million cows to 180 million people.



RECEIVE COMMENDATION FOR BRAVERY — Shown above are citizens who were honored last Monday by Chairman of County Board of Commissioners, J. M. Hall, for bravery on their part during the plane crash here during CAP days. They are from left to right: Sheriff Rudolph A. Jarrell, John Westbrook, Eugene Humble, W. W. Knappe, Charles West, Charles L. Wolfe and Charlie L. Nixon. All received certificates. See story, this page. (PHOTO BY CAMPBELL).

New Hanover County Honors Rescuers Who Assisted At Recent Plane Crash

County employees who assisted in the rescue of men in the recent plane crash at Bluetenthal Field were honored at a meeting of the County Commissioners today.

J. M. Hall Jr., chairman of the Board of Commissioners, presented each employee a certificate of commendation for bravery in the face of danger in the "rescue of injured men from a burning aircraft."

Similar commendations went to the Winter Park, Wrightsboro and Castle Hayne Volunteer Fire Departments, and to two individuals

A. B. Riggs Jr. of Myrtle Grove Volunteer Fire Department and David R. Guyton. Neither Guyton or Riggs were present.

W. W. Knappe, chief of the Federal Aviation Agency's combined station-tower at the airport, also was recognized for his part in personnel played in the rescue operation.

Hall noted that many others were deserving of recognition for their assistance in rescue operations, but said their names were not available. County employees present to re-

ceive commendations were Chief Deputy Sheriff Rudolph A. Jarrell, Airport Manager John A. Westbrook and Charlie L. Nixon.

Absent were A. J. Grady, Lamar A. McClain and Victor Morgan. Accepting commendations for volunteer fire departments were Charles West, Winter Park; Charles L. Wolfe, Wrightsboro, and Eugene Humble, Castle Hayne.

The County Commissioners agreed to replace clothing of fire fighters that was damaged in the rescue operations.

Mechanics And Farmers Bank Was Organized In 1907 Under Charter

Mechanics and Farmers Bank was organized in January, 1907, under authority of a charter issued by Legislature of the State of North Carolina. The group of nine persons, who acted as original incorporators was headed by William R. Fitzgerald, who at that time was a rather well-to-do Negro business man who owned several brickyards and who supplied practically all of the brick used in construction of the major business buildings and churches in Durham.

Approximately 18 months after securing the charter, the bank opened for business 50 years ago on August 1, 1908 in quarters which it had rented from North Carolina Mutual Life Insurance Company. The location for the new bank had been suggested to Mr. Fitzgerald by John Merrick, one of the original incorporators who was also president of the insurance company.

Throughout the trying years of its infancy, Dr. George Adams served as cashier and the principal employee of the institution. When in 1918, he died at the early

age of 42, the bank had weathered its first 10 years of existence with flying colors and had begun to enjoy the confidence of both white and colored people living in the town of Durham. The bank has been fortunate in having a succession of good management teams, each one of which has demonstrated competence in the field of banking. It was not until 1935, however, that its resources exceeded the sum of \$1,000,000. This figure had grown to more than \$9,000,000 as of September, 1961.

The bank operates two branches, one of which has been located at 13 East Hargett Street, Raleigh, N. C., since 1923. The other branch located at 615 Fayetteville Street, Durham, N. C., was opened for business on January 15, 1955. Since 1922, the main or home office of

the bank has been located in the six story office building owned by North Carolina Mutual Life Insurance Company and located at 114-116 West Parrish Street, Durham, N. C.

Capital funds of the bank have grown from \$10,000 in 1908 to more than \$600,000 as of September, 1961.

In addition to its branches in Durham and Raleigh, the bank expects to open a new branch in Charlotte around January, 1962. It will be located at Beatties Ford Road and West Trade Street across from the campus of Johnson C. Smith University.

Presidents of the institution have been, in the order named: William R. Fitzgerald, John Merrick, W. G. Pearson S. L. Warren, C. C. Spaulding and J. H. Wheeler.

RALEIGH SEAFOOD

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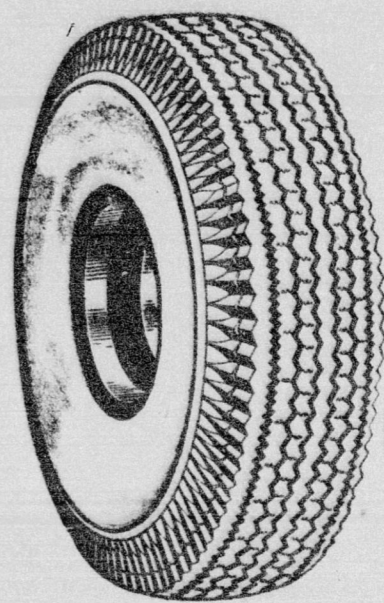
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