

New Bern Tribune

22 April 1934



Jno. F. Rhodes, Jr.,
Alderman



R. C. Godwin,
Alderman



Mayor L. C. Scott, Mayor of
New Bern, N. C.



L. C. Lawrence,
Alderman



Claude D. Lancaster,
Alderman



Hubert G. Tolson,
Alderman



C. J. McCarthy,
Alderman



NEW BERN,
NORTH CAROLINA



C. T. Hellinger,
Alderman



B. M. Potter, Alderman



New Postoffice Building



Sudan Temple Shrine Home



A. L. Bryan,
Chief of Police



New Bern, N. C., From the Air



Elks
Temple
(Left)

New Bern
Country
Club
(Right)



● Mother Nature has lavishly endowed New Bern in resources, climate, scenery and healthful environment and it is no wonder that the section is called the "Land of Enchanting Waters." So situated as to enjoy a mild climate even in the winter periods when other communities suffer from a low temperature, and with a soil fertile and rich enough to grow most anything, New Bern cannot be held back. Situated on the Norfolk-Southern and the Atlantic Coast Line Railroads, with Highways No. 10 and No. 30 running through the heart of its business section and with splendid water transportation to and from points North and South, New Bern is destined to a certain major industrial future among the growing cities of Eastern Carolina.

● Rich in raw materials, Craven County can offer the manufacturer most anything other communities can offer and many things they are unable to produce. There is ample labor and no labor unions, an abundance of electrical power at low rates, low transportation rates by rail, water and truck and splendid sites near railroad and river for small or large manufacturing plants. The city has excellent fire protection, many miles of paved streets, good homes and splendid churches, three strong banks, two theatres, a country club with nine-hole golf course, attractive schools and one of the very finest school systems in the Old North State.

● Situated between two beautiful rivers—the Neuse and the Trent—New Bern is truly a sportsman's paradise and each winter is the mecca for hunters, Babe Ruth, the

Sultan of Swat, proclaiming it "the finest hunting grounds in the country." Summer and winter the rivers are alive with all kinds of fish and the angler who is looking for still greater thrills can satisfy his appetite 35 miles away, where the Atlantic Ocean touches Morehead City. Lovely resorts of all kinds dot the river banks and guides for hunting or boatmen can be found to cater to the whims of hunters or fishermen.

● The community supports many fraternal and social organizations and is the home of Sudan Temple. It has a wide-awake Chamber of Commerce and Merchants' Association and every one of its city officials is the liveliest kind of wire. Two daily and one weekly newspaper and a weekly published in the interests of the colored people are printed in New Bern and it has a radius of one hundred thousand shoppers to draw from with its splendid stores of all kinds. New Bern has four Boy Scout Troops and a Y. M. C. A. organization and quite a large number of women's organizations, prominent among them the New Bern Woman's Club, which has a beautiful building of its own at Union Point.

● "The Land of Enchanting Waters" is certainly a wonderful place for the homeseeker, the sportsman or the business man to come to—an inimitable place to play or to work, a people who are congenial and alive to welcome the stranger within their gates. Its Chamber of Commerce will be only too glad to furnish literature to those interested. Write today!

NEUSE VENEER and BOX COMPANY



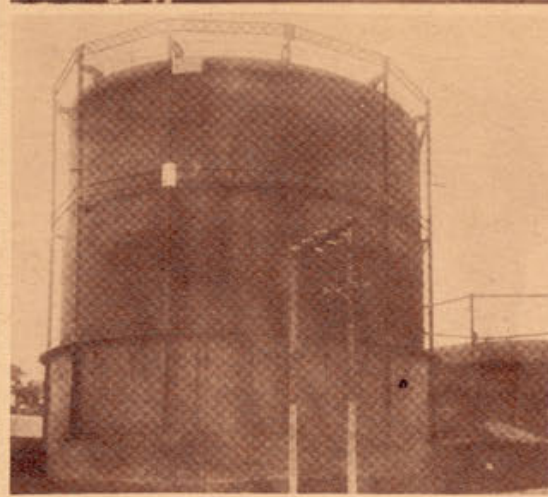
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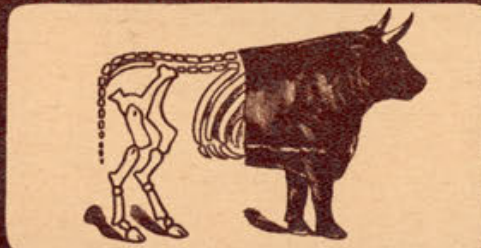


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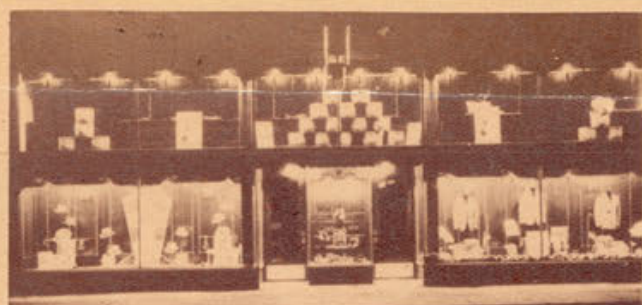
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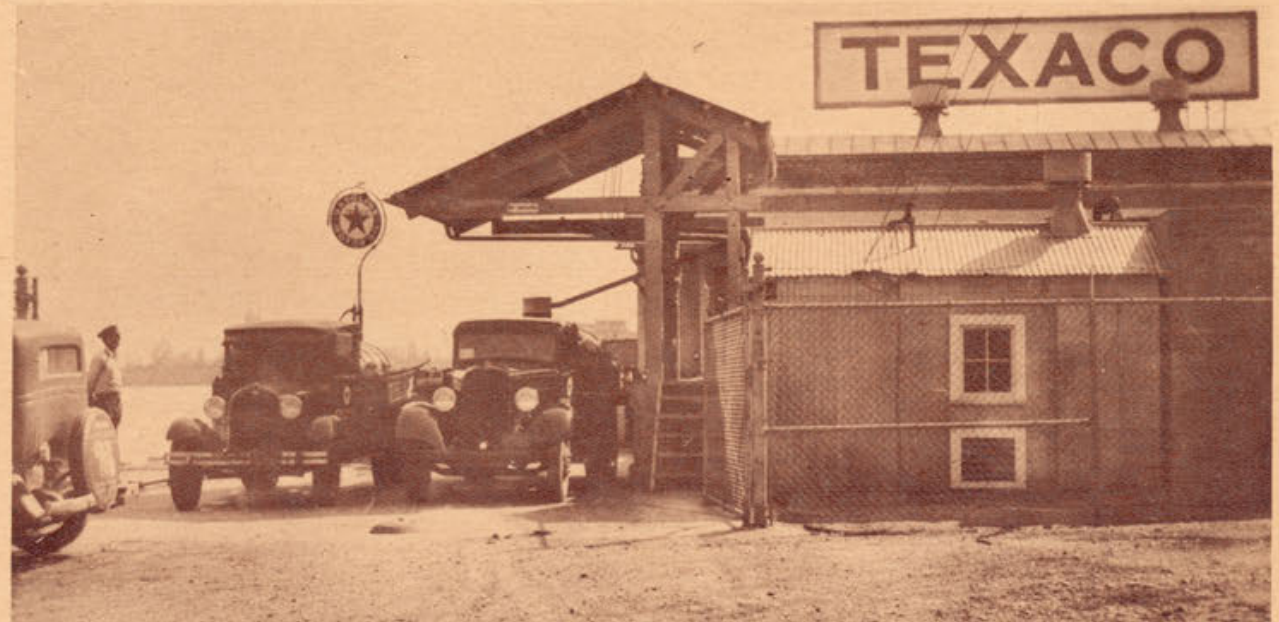
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NORFOLK SOUTHERN RAILROAD

Importance to the Communities Served

Policies under the New Deal of its Receivers show
Marked Improvement in the Conditions of the Road

By J. F. DALTON

RAILROADS are operated for the benefit of the public interest, and accordingly, there is a "community of interest" between the localities served by the railroad, on the one hand, and the public on the other. What is good for the localities and the people living therein, therefore, ought to be good for the railroad, and, equally so, what is good for the railroad, under honest management, ought to be good for the people living in the localities served by the railroad. The old slogan, "One for all and all for one," reflects probably more than any other understandable expression the policies of the present Receivers of the Norfolk Southern Railroad.

The historical background of the Norfolk Southern Railroad, as to its public necessity and its economic existence, is no different from that surrounding the bigger systems of the country; for example, the Norfolk Southern Railroad is made up of a varying number of different properties that were at one time independently operated as separate entities. In the beginning, these railroads were built for no other purpose than to serve the public interests, or stated more accurately, to enable the products of the forest, agricultural, et cetera, to be shipped to the primary consuming markets of the country. This condition is best illustrated by taking a survey of the separate roads as part of the Norfolk Southern Railroad System, i. e., the Albemarle and Pantego Railroad was built in 1892, extending from a point known as Mackeys, N. C., on the south bank of the Albemarle Sound, to the town of Belhaven, N. C., for the purpose of providing transportation to enable the vast tracts of timber in the localities of the Albemarle and Pantego Railroad to reach the sawmills and the products thereof sent on to the markets of the country.

The Atlantic and North Carolina Railroad was acquired by the Norfolk Southern Railroad in 1904, having been originally constructed by the State of North Carolina as a part and parcel of its project to form a line between the West, on the one hand, and Carolina Coast, on the other. The line from Norfolk, Va., to Elizabeth City, N. C., originally known as the Norfolk and Elizabeth City Railroad, was built in 1882, and opened for traffic in 1884. A few years later the Norfolk and Elizabeth City Railroad was extended from the latter point to Edenton, North Carolina.

As the timber was cut from the forest the lands were generally cleared and the development of the territories for farming purposes went forward. This evolution of development meant that, first, in the cutting of the timber or the operation of mills labor was necessary, and, as the result of which, small towns or villages sprang up. The labor employed in the forest necessarily had to secure the necessities of life, i. e., food, clothing and other essentials, and this meant, in turn, that transportation had to be provided, without which it would not have been conveniently practical to meet the demands and requirements of the people. The same kind of necessity arose for transportation when the agricultural pursuits followed the clearing of the timber lands. In the case of the development of products of the mines, such as stone, transportation by rail was essential to enable the products of the mines to reach the consuming markets. The reasons for transportation are thus apparent.

For a long period of time these small railroads were separately operated, but generally connected with some other carrier, and as a chain, completed a route of continuity for the movement of goods of all descriptions moving from one locality to another. The transportation and interests of the people have since the earliest days been interwoven to such an extent that there can be no separation one from the other, or stated in another way, the reverse of one interest affected that of the other, and conversely, the development of the interest of one aided in the development of the other.

The people of the country soon realized that transportation so vitally affected the public, and the economic conditions so greatly, that regulation was necessary, and accordingly, the first law governing the railroads was enacted in 1887, and since that time there have been numerous supplemental laws designed to meet the changing conditions, all for the purpose of bringing about the regulation of transportation, with the belief that the same would produce the maximum benefits to the people, including those who had their money invested in the stocks and bonds of the railroads. Life insurance companies, banks and industries are the chief owners of railroad securities; the public in reality is the real owner of the railroads. While railroads are generally, at the present time, privately owned, they are, nevertheless, regulated by the public through the enactment of laws of congress and the states.

The chief function of the present laws is to forbid unlawful discrimination as between localities and different shippers or receivers. The organization of the Norfolk Southern Railroad is to provide public service. The writer, as Traffic Manager of the railroad, is also the traffic manager for every shipper and receiver of freight over the line of the Norfolk Southern Railroad. The chief purpose of the railroad is to find a way to meet, as far as it may consistently and lawfully be done, the needs and requirements of the people living in the communities served by the railroad. During the last five or six years the system of highways constructed by the State and the Federal Governments has created an avenue over which is now operated a great number of motor vehicles, both in so-called franchise service and for-hire or contract service. These highway operators are not regulated as to the rates for the carriage of property, and consequently, may barter and bargain from day to

day with the same shipper or consignee, or between the different shippers of the same kind of goods and make whatever charge necessary to absorb and control the traffic from the railroad. The regulation of the rails, on the one hand, and lack of regulation for the highway operators, on the other, has resulted in an irreparable loss of income to the Norfolk Southern Railroad.

The inland waterway traversing the coastal part of the Norfolk Southern Railroad is also available for water transportation, and the boats, barges and other watercraft charges are not regulated as the case of the railroads. The motor truck and the water carrier may have their proper place in the economic structure of the country and the Norfolk Southern Railroad does not seek nor desire to put any carrier out of business, but rather wishes to see equality of treatment, or rather the same kind of laws governing all forms of transportation.

The Norfolk Southern Railroad considers itself a citizen in each town and village served by its road, and consequently, as a citizen of that community it has a profound interest in the fostering and development of that community. The Norfolk Southern Railroad seeks to serve its communities to the best of its ability, and the extent to which it may do so depends entirely upon the public giving the railroad its full cooperation. In other words, again the "community of interest" injects itself in the picture and emphasizes that the railroads must rise and fall according to the measure of public good will and support.

Raw materials for industries are found along the line of the Norfolk Southern Railroad, especially for the textile and lumber mills. One of the largest lumber mills of the Southeast is located at New Bern, N. C. There is an unlimited supply of pulpwood of the various types—pine, gum, ash, hickory, cypress and oak. In fact, there is a sufficient supply of pulpwood to last one hundred years. A supply of these woods is also used for furniture manufacturing and by plants engaged in woodworking production. In fact, the whole territory of the Norfolk Southern Railroad from Norfolk, Va., to Charlotte, Beaufort, Goldsboro, Fayetteville, N. C., is rich in agricultural and industrial possibilities, and offers the greatest opportunities to the people embarking in such enterprises; there is an abundant supply of cheap and unlimited electric power; an excellent character of native labor, both white and colored; the public health conditions along the line of railroad are generally first class; apart from a great number of schools and churches.

The Norfolk Southern Railroad derives a very substantial part of its revenue from products of agriculture; for example, the Norfolk Southern Railroad serves the potato fields of North Carolina, it having moved in 1929, 4,185 cars, and in 1933, 5,034 cars, all of these potatoes being transported by the Norfolk Southern Railroad in a limited period of time, usually during the month of June, to the consuming markets of the East and West. Quick and dependable transportation is necessary to move a seasonable crop of this kind. The same requirements rest upon the Norfolk Southern Railroad for the furnishing of reasonable and prompt transportation for the peach crop from the sandhill section of North Carolina, all of which moves in a short space of time, usually one month. The movement of these crops requires the most careful survey of the crop conditions, based upon which equipment is assembled and stored in advance of the movement. The trains are operated as specials. The products usually move to markets under rates or charges prescribed by the Interstate Commerce Commission.

There is a very large movement of leaf tobacco, but this traffic, while once moving in rail service, exclusively, is now largely divided as between the rail, the trucks and the boats.

The facilities of the Norfolk Southern Railroad are being surveyed so as to have everything in readiness for the movement of Irish potatoes, which is expected to begin the latter part of May. It is now anticipated there will be an increase in acreage over last season, and with fairly average weather conditions and market requirements the railroad is anticipating an increase over last season.

Eastern North Carolina is also important to the seafood industry of North Carolina, Morehead City, Beaufort, New Bern, Washington and Elizabeth City, N. C., all being exceptionally important, apart from other points in the eastern part of the State. Much of the seafood traffic is transported in express service and moves under very low charges. There is some movement in freight service.

The movement of cabbage, peas, beans, et cetera, is also important to Eastern North Carolina, and the same are chiefly moved in the service of the Norfolk Southern Railroad. The movement of perishable freight of the description mentioned requires the most expeditious and careful handling and the railroad is striving to give this service.

The pursuit of agriculture and the lumbering operations are vital and of great importance to the Eastern part of North Carolina, and each year require a huge sum of money for the operations, and on the other hand, the returns from these pursuits are substantial.

Eastern North Carolina is also a delightful place for the vacationist, both winter and summer, the climatic conditions being most appealing.

There is under consideration establishment of deep-water terminals at Beaufort and Morehead City section, and similar facilities in contemplation at Cape Lookout. The completion of

these facilities should redound to the great State of North Carolina. It is believed that these facilities will be productive in the handling of commerce, and in that way bring to the railroad substantial and new traffic, and at the same time prove of great benefit to the communities of the State as a whole. The Norfolk Southern Railroad is cooperating to the fullest extent in the development of terminals at points served by its railroad. It is contemplated that the development of the Beaufort, Morehead City and Cape Lookout terminals will be of such magnitude as to equal any facilities along the South Atlantic Coast, thus giving North Carolina a first-class port.

The Norfolk Southern Railroad has been making a very careful study of the practicability of using some new form of passenger equipment, so as to provide quicker and better service than now afforded by the steam train, the passenger fares having already been drastically cut over a year ago. Extensive progress is being made in this study and it is hoped that something of a very tangible nature may be evolved therefrom, and by this it is meant reasonably comfortable facilities and quicker schedules; likewise, the question of improving its freight train service is being carefully studied, with the hope of bringing about an improvement. In brief, it may be stated that under the policy of the Receivers, the railroad is making a survey of any and every medium that may be available to bring about the best possible passenger and freight service to the communities and to aid in any other way as far as it can in the development of such communities. The railroad wants the public to feel that it is a part owner and operator, and accordingly, free to offer criticisms or suggestions that will best promote the achievement of these ends. Unless the public will feel perfectly free to make these criticisms and suggestions, then the railroad is at a great disadvantage. The railroad is that of the people and operated for the people.

The Norfolk Southern Railroad, under the Receivers, has made considerable improvement in the operating efficiency of the railroad, and hopes to continue to make still further improvement, but in the end progress can not be made without the support and good-will of the public and this the Norfolk Southern Railroad most earnestly desires.

Eastern Carolina, it is believed, will be a busy territory for years to come; in fact, the Norfolk Southern Railroad optimistically looks for a marked improvement in all of the territory served by its railroad and hopes to enjoy the prosperity of this development.

Most of the mileage of the Norfolk Southern Railroad is in the State of North Carolina and the railroad, while deeply interested in every locality in Virginia and North Carolina served by it, recognizes that it is largely through the people living in such communities, in Virginia or North Carolina, that must in the end become the chief dispensers of good-will and support of the railroad to successfully meet the public demands. As stated, every officer and employee of the Norfolk Southern Railroad is a public servant, and is desirous of serving the public. With the continuation of the public's good-will and support, the Receivers will continue to make further progress in the rehabilitation of the Norfolk Southern Railroad, but without the same the job of rehabilitation will be a slow and difficult one.

From the foregoing it can be readily seen that the Norfolk Southern Railroad has been and is a large factor in the development of North Carolina. Not only has it been of value in the development of the State, but it has contributed in the past in a very substantial way in the form of taxes, the latter having aided in developments of statewide improvements. Over fifty years ago there was general joy on the part of the people in that portion of the State lying north of Albemarle Sound when railroad communication was opened with the City of Norfolk, Va., on June 1, 1881. This gave the people the long-desired rail outlet for farm and forest products, and provided occupations for many people in the community who elected to accept employment with the railroad. It probably is of interest to state something in a brief way of the history connected with the Norfolk Southern Railroad.

As already stated, the first part of the line was built from Norfolk, Va., to Elizabeth City, N. C., a distance of 45 miles and opened for traffic on June 1, 1881. On Monday morning, May 30, 1881, a train consisting of one locomotive, six passenger coaches and four flat cars shaded with canvas, moved out of Elizabeth City, N. C., for Norfolk, Va., carrying several hundred citizens from Elizabeth City, Edenton, Camden and Currituck Counties. They were escorted from Elizabeth City by a special committee from Norfolk, Va., and on arrival of the train at the latter point, a reception committee and citizens at large, were met at what was known as the docks of the Old Dominion Steamship Line and escorted to the City Hall, where the key of the city was tendered the North Carolinians by His Honor William Lamb, then Mayor of Norfolk.

Later, the line was extended to Edenton, N. C., and opened the latter part of 1881.

On June 1, 1891, the Norfolk & Southern Railroad Company acquired the Albemarle & Pantego Railroad Company. This acquirement provided through transportation Norfolk to Edenton by rail, Edenton to Mackeys by boat and Mackeys to Belhaven by rail.

In November, 1899, the Norfolk, Virginia Beach & Southern Railroad, operating from Norfolk to Virginia Beach and Euclid

(Continued on next page)

to Munden, was bought and merged with the Norfolk & Southern Railroad.

On January 15, 1904, the Washington & Plymouth Railroad—narrow gauge—operating between Washington and Plymouth, N. C., was bought and merged with the Norfolk & Southern Railroad.

In January, 1904, the construction was completed on a standard gauge track between Providence Junction and Kempsville Junction, now called Euclid, Va., thereby connecting the Norfolk Division with the Virginia Beach Division and enabling the company to operate its trains over its own tracks into its own passenger station, then located at Park Avenue, Norfolk, Virginia.

In September, 1904, the construction of a standard gauge track between Mackeys and Plymouth, N. C., was completed.

On December 12, 1904, the Chesapeake Transit Railroad Company, an electric standard gauge railroad extending from the city of Norfolk to Virginia Beach via Cape Henry, was acquired and merged with the Norfolk & Southern Railroad Company. This new trackage, Norfolk to Cape Henry to Virginia Beach, being electrically operated, was connected up to the old trackage, Norfolk to Virginia Beach direct line, on October 1, 1904.

On May 1, 1905, the narrow gauge track between Plymouth and Washington had been standardized and connected to the newly-constructed link between Mackeys and Plymouth, thereby giving through service by rail Norfolk, Va., to Washington, N. C.

On December 1, 1906, the properties of the Norfolk & Southern Railroad Company and the Virginia-Carolina Coast Railroad were merged under the name of the Norfolk & Southern Railroad Company. Under the merger the following properties were included in the consolidated system:

Suffolk & Carolina R. R. (Suffolk to Edenton, Beckford Junction to Elizabeth City, Mackeys to Columbia).

Raleigh & Pamlico Sound R. R. Co. (Washington to Raleigh, Chocowinity to Bridgeton).

Morehead to Beaufort.

Atlantic & North Carolina Railroad under lease (Goldsboro to Morehead City).

In the year 1907, the construction of a connecting track between Bishop Cross and Pinetown was completed, thereby making a short cut between Washington and Belhaven.

On January 17, 1910, the Albemarle Sound bridge—5.05 miles—was opened to traffic, thereby giving through all-rail service and the opening of this bridge resulted in the retirement of the steamer John W. Garrett, which had been used as a ferry on which was carried the whole train, including locomotive, between Edenton and Mackeys, N. C.

It is believed that this historical background of the properties making up the Norfolk Southern Railroad is of interest to the communities in which the railroad operates. The present Receivers are Morris S. Hawkins and Louis H. Windholz. Mr. Hawkins first came with the railroad as Secretary on May 4,

1910. On February 1, 1912, Mr. Hawkins became Assistant to the President and Secretary.

On December 28, 1917, the property was taken under Federal control and Mr. Jos. H. Young became Federal manager and Mr. Hawkins assisting Federal manager.

On January 15, 1919, Mr. Young retired as Federal manager, having been called to Washington, D. C., to serve as senior assistant director, Division of Operations, U. S. Railroad Administration, and Mr. Hawkins then became Federal manager.

On February 28, 1920, the property was released from Federal control, and on March 1st of that year Mr. Young returned as President. On May 27, 1920, the Durham & South Carolina Railroad was leased and merged with the Norfolk Southern.

Mr. Windholz has been, for a long period of time, Chairman of the Board of Directors of the Baltimore Steam Packet Company, an important steamer line operating between Norfolk and Baltimore, Md. He has been a co-receiver since the beginning of the receivership of the Norfolk Southern Railroad, namely, June 27, 1932. He is a man of most pleasing personality, and a human dynamo of energy. He has had a broad experience in financial, commercial and transportation matters.

The Receivers are rich in experience to deal effectively with the contingencies facing the Norfolk Southern Railroad, and with their vision to look ahead and the courage to press on, the rehabilitation of the Norfolk Southern Railroad properties is, in my mind, a sure destiny.



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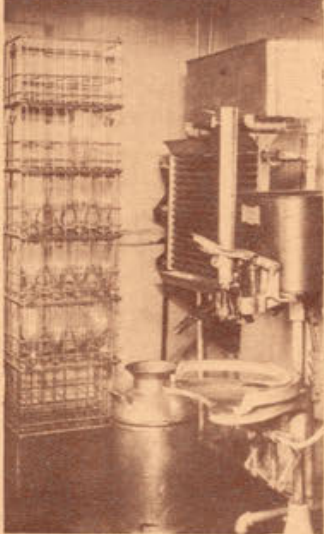
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Mr. C. H. Gochnauer of
Belwood Farm Dairy



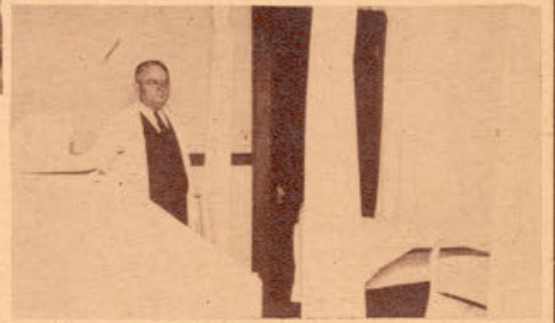
Part of Jersey Herd, Belwood Dairy



Mrs. C. H. Gochnauer,
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Group of Buildings at Farm Life School, Vanceboro, N. C.



NEWPORT, CARTERET COUNTY, NORTH CAROLINA

POPULATION (1930 Census), 481.

Newport is situated on hard surfaced Highway No. 10; 11 miles from Morehead City; 27 miles from New Bern.

Newport's principal crops are tobacco, cotton, corn, peas, potatoes, beans and other crops.

Newport is served by Norfolk Southern Railroad and buses daily.

Newport's tax rate is extremely low.

Newport's handsome school building is valued at \$90,000.00.

Newport has a Baptist and Methodist Church.

Newport has the Mayor and Council form of government.

Newport gets her lights and power from Morehead City.

Newport has the largest rural school in county.

Newport is surrounded by some of the best hunting ground in the state and the mecca of hunters during the summer and winter; is truly the sportsman's paradise; several hunting lodges in and around Newport. The following game may be found near Newport: Quail, duck, turkey, deer, bear, raccoon, opossum, and all kinds of fish.

Newport is a place with an even climate and healthful surroundings.

For further information, write

MAYOR OF NEWPORT,
Newport, N. C.

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Auditor

EASTERN North Carolina and Southeastern Virginia are principally served telephonically by the Carolina Telephone and Telegraph Company.

This company owns and operates 77 exchanges and 18,845 miles of long distance telephone circuits or 37,690 miles of toll wire, and by its contractual relations with other companies, and the Bell System, any and all of its subscribers can communicate with over 92 per cent of the world's telephone subscribers.

Out-of-town telephone calls cost little throughout the day. (About \$.25 for 25 miles, \$.50 for 75 miles, \$.75 for 125 miles, air line for station-to-station calls.)

And in the evening they are downright bargains. At 7:00 o'clock the rates drop about 15 per cent and at 8:30 they are 40 per cent under the day rates for station-to-station calls.

Think of your boy or girl at college or your wife and loved ones at home, or friends and relatives and business associates in distant cities, states and countries who would like to hear your voice or transact business with you.

File a long distance call tonight and note how quick you will be served.

Many business men make daily use of our telephone service in connection with their business, but have not extended this convenience and protection to their residences and members of their families.

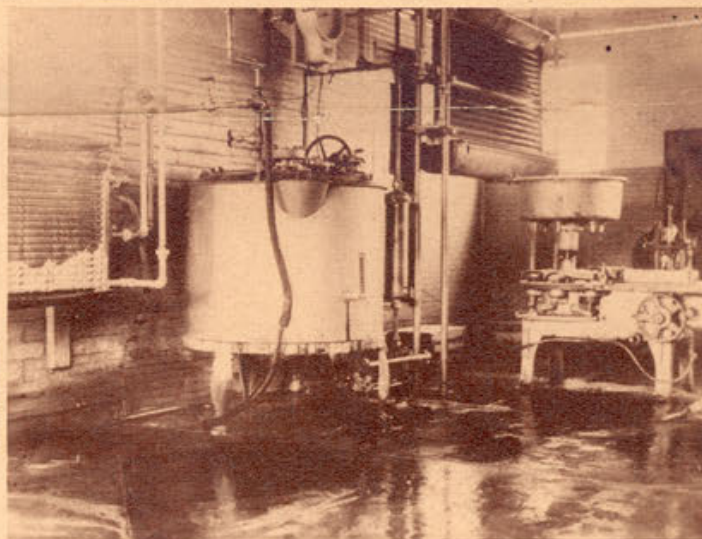
Think of the protection to your home and family in the event of sickness, fire or burglary and the convenience to your loved ones.

Our policy is to render quick and reliable service, both local and long distance, at the lowest possible rates commensurate with financial stability and ability to expand and adequately serve the public.

CAROLINA TELEPHONE & TELEGRAPH COMPANY

General Offices: Tarboro, N. C.

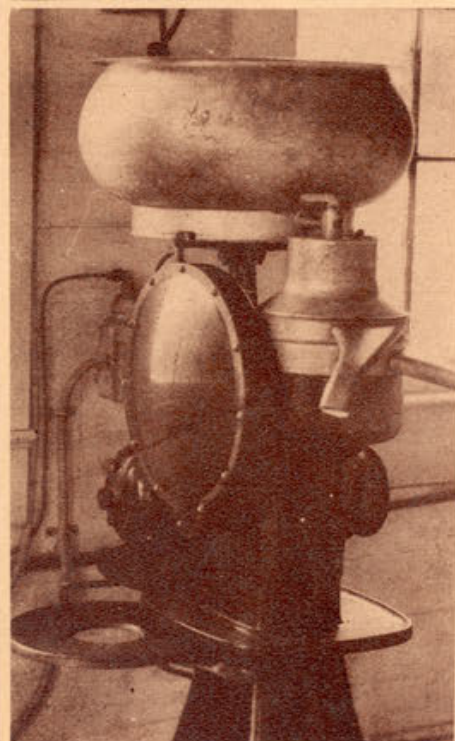
12/18/33/CPM/MC



View of Modern
Barn of Cloverlea
Dairy

C. E. Baker, Proprietor of Fairfield Dairy and Cloverlea Dairy, the largest dairy organization in New Bern or this section, producing both Pasteurized and Grade A Raw Milk.

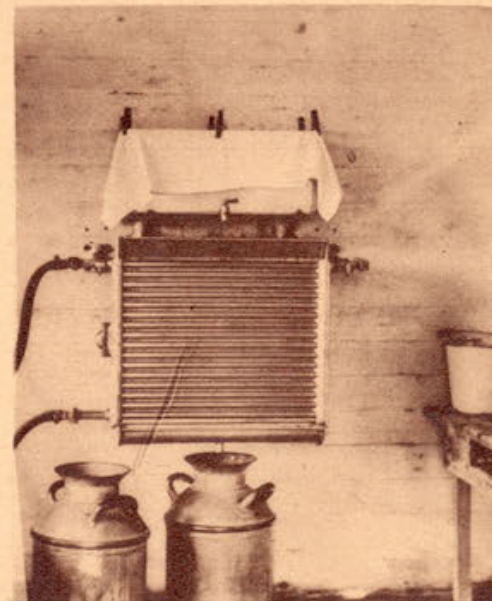
Bottling and Cooling Room of Cloverlea Farm Dairy



McCormick Separator, some of equipment used in Fairfield Dairy Farm



Guernsey and Holstein cows in milking sheds of Cloverlea Dairy



Cooling system in Fairfield Dairy