

A Paper Devoted to the Upbuilding

of the Sandhill Territory of North Carolina

VOL. 17, NO. 32.

Southern Pines and Aberdeen, North Carolina, July 2, 1937.

FIVE CENTS

## SEES BIG INCREASE IN TOURIST TRADE THRU ADVERTISING

Lieut. Gov. Horton Sets Million Dollars Annually as State Goal

### ADDRESSES KIWANIAN

The General Assembly has appropriated \$250,000 for the purpose of advertising North Carolina.

North Carolina did a tourist business of \$50,000,000 in 1936 while Virginia was taking in \$80,000,000, California \$85,000,000 and Florida, \$225,000,000.

Eighty million people of the United States live within three days travel of North Carolina.

If this quarter of a million dollars is judiciously spent, we should get our share of these millions of people into the state, should increase our revenue from tourists 20 percent, soon reach \$100,000,000 a year.

This was the gist of the talk made by Lieutenant Governor W. P. Horton, of Pittsboro, to the Sandhills Kiwanis Club at its meeting on Wednesday in the Methodist Sunday School Building in Aberdeen. The State's second ranking official was introduced by Dr. E. M. Medlin.

### We've Been Asleep

Mr. Horton said North Carolina had been asleep but is coming to life now with the funds made available by the last Legislature. He reviewed the numerous advantages the state enjoys, in agriculture, climate, industry, scenery, mountains, seashore, the piedmont and the Sandhills, told what it would mean to hotels, merchants, automobile people, filling stations, resorts and in direct benefit to the State in gasoline tax revenue, to increase our visitor patronage. He told of the state's attractiveness to industry, of the low cost of living for employes, the ideal labor conditions. He cited the agricultural advantages. He maintained that he had a tax program fair to all. "New people have nothing to fear from excessive taxation here," he said. "And with increased revenue from increased tourist trade, the tax trend will be downward."

"We want to bring those 80,000,000 people who live within three days of us here to look us over. We want to bring them to the Sandhills, to the mountains, to the coast. And that is the aim of our expenditure of this huge fund. If the money is wisely (Please turn to page five)

## Honor Certificate For Moore County Red Cross

"Distinguished Achievement" in Roll Call for 1937 Brings Award Signed by President

The Moore County Chapter of the American Red Cross has been awarded honor Certificate by National Headquarters for Distinguished Achievement in the Annual Roll Call for 1937, this certificate being signed by the President, Franklin D. Roosevelt, and by Cary T. Grayson, Chairman of the American National Red Cross.

Accompanying the certificate was the following letter addressed to J. C. Musser, Chairman, Moore County Chapter, American National Red Cross:

"The Honor Certificate for distinguished Roll Call achievement has been awarded to your Chapter and is being sent you under separate cover. The splendid success of your Roll Call is a real tribute to the leadership of your Chapter, and I wish to congratulate you, your Roll Call Chairman, and all who assisted in the Roll Call."

"The fine increase in our membership throughout the country—now at the highest figure since 1920—will make it possible for our chapters and the National Organization to strengthen their program. We can look forward to another year of increased Red Cross service.

"With sincere appreciation and best wishes, I am  
Sincerely yours,  
Cary T. Grayson, Chairman."

## Wants 80,000,000



LIEUT. GOV. W. P. HORTON

## TO LET CONTRACT FOR NEW SCHOOL FOR HIGHFALLS

Upper Section of County Will Have One of Finest Buildings in North Carolina

TO BE READY BY 1938

With the granting by the Board of County Commissioners to its chairman, Wilbur H. Currie, of authority to make application to the Local Government Commission for its approval of the issuing and sale bonds of Moore county aggregating \$40,000 for the construction of a public school building at Highfalls, plans are rapidly being whipped into shape for the beginning of the actual construction work on July 10th of the most modern school building not only in Moore county but in this part of the state.

Contract for the building will be let within a week or ten days, County Superintendent H. Lee Thomas stated Tuesday, and it is expected to be ready for occupancy by January 1st. W. H. Deatrack of Raleigh is the architect.

The building, which will be only one story, will contain twelve standard class rooms, a library, work room, principal's office, a sick room and an auditorium to seat 500 people. It will be constructed of brick backed with tile, and will be practically fire proof. The plans call for steam heat and modern plumbing equipment.

The building will be so wired that one or all rooms can receive radio programs and a speaker can speak from the principal's office to one or all rooms in the school.

The Highfalls school, located in the manufacturing town in upper Moore which bears the same name, serves the Highfalls, Glendon, Putnam, Hallison, McConnell and Cedar (Please turn to page five)

## New Church Adds \$1,174 To Its Building Fund

Work To Start Soon on Site at May St. and Indiana Ave., Southern Pines

Last Sunday proved to be another great day for the Brownson Memorial Presbyterian Church. The Rev. Marcus A. Brownson, D. D., spoke to a large congregation, out of his own rich experience on the text from the Twenty-third Psalm, "Surely goodness and mercy shall follow me all the days of my life." It was a ringing testimony of God's thoughtful, loving care for His own.

A special offering was received at the close of the service and the congregation presented \$1,173.90 which was dedicated to the Building Fund for the new church to be erected at the corner of May street and Indiana avenue. Work will be started on the building as soon as the plans and specifications are received from the architect, Wenner and Fink of Philadelphia, who are the architects for the Interdenominational Bureau of Church Architects, with offices in New York, are drawing the plans. Mr. Fink will be the consulting architect.

## \$18,000.00 PAVING PROGRAM NEARING COMPLETION HERE

Large Share of Recent \$27,000 Bond Issue Spent on Street Improvements

### SEWER PROJECT HELD UP

Last Autumn the tow of Southern Pines by the authority of the Mayor and Board of Commissioners floated a bond issue of \$27,000, the money to be expended for street improvement. Quietly, and with no apparent interruption in traffic, work has progressed until nearly all of the projects have been completed.

Nearly \$18,000 has been expended in covering the streets with a mixture of crushed stone and tarvia, giving a surface resistant to all ordinary wear at a comparatively small cost per block. The surfacing of two blocks, one on Vermont avenue between Page and Leak streets, one on Page street between Connecticut and New Hampshire avenue is still in abeyance awaiting the action of abutting property owners, and the block on East Broad street between Connecticut and Vermont avenues lacks its final coating.

Two thousand dollars was used to purchase and install 75 H. P. Fairbanks-Morse pumping unit for the water supply plant, and \$7,000 remains for the extension of the sewer system, a W. P. A. project still awaiting approval.

Of the finished work, the longest continuous stretch is that on Pennsylvania avenue from Bennett street through West Southern Pines to the city line, a distance of nearly a mile. Three blocks on East Broad street, from Massachusetts avenue to Wisconsin avenue (Chandler's ice plant) and three blocks on Bennett street between the same avenues have long been dusty streets in summer and extremely muddy ones during the winter season, and their surfacing will greatly reduce sums formerly expended in keeping them in repair.

### Streets Nearly Paved

Other downtown blocks, many of them now connecting with hard-surfaced avenues receiving the new pavement were:

Connecticut avenue, two blocks from West Broad to Page street; Bennett street, two blocks from Connecticut to Maine avenue; New York avenue, one block West Broad to Bennett street; Page street, one block, Connecticut to Vermont avenue; Vermont avenue, one block, Bennett street to Page street.

In the Weymouth Heights section, (Please turn to page eight)

## Engagement of Miss Mary Swett to Marshall Barney Announced

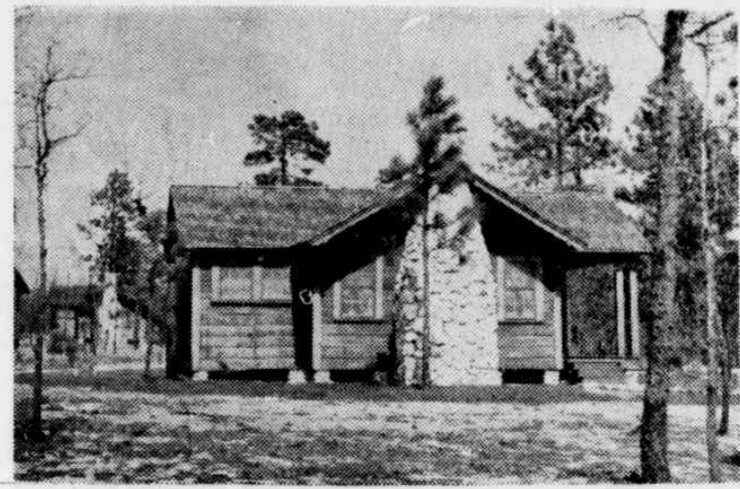
Daughter of Mr. and Mrs. James B. Swett To Wed Son of Prof. Barney of University of N. C.

Mr. and Mrs. James B. Swett of Southern Pines yesterday announced the engagement of their daughter Mary to Marshall H. Barney of Raleigh. The announcement was made at a bridge-tea given by Mrs. Swett in honor of her daughter at the Southern Pines Country Club. Her guests include Mrs. John Howarth, Mrs. Morris Johnson, Mrs. Earl Overcash, Mrs. George London, Mrs. Earl Merrill, Mrs. Grier Stutz, Mrs. George Rose, Mrs. Emmett Golden, Mrs. Clarence Eddon, Mrs. H. G. McElroy, Mrs. W. S. Barney, Miss Miriam Johnson, Miss Laura Kelsey, Miss Lois Swett, Miss Susan Swett and Miss Ruth Stebbins.

Miss Swett was graduated from Southern Pines High School with the Class of 1931 and from the University of North Carolina, Woman's College, in 1935. She also attended Simmons College in Boston, Mass., for one year. She is secretary to the general manager of the Central Carolina Telephone Company here.

Mr. Barney is the son of Dr. and Mrs. Winfield S. Barney of Greensboro. Dr. Barney is professor of Roman Languages on the faculty of the University of North Carolina. The

## Camp Cabins at Uncle Sam's New Park



Ten Cabins like the above have been built at Indian Camp Recreational Park in the Resettlement Administration's Sandhills Land Project at Hoffman. These, with a large recreation building, surround a ten-acre lake just completed. The cabins are equipped with beds, cook stoves, ice boxes, running water and shower baths. They will be available to the public for overnight stops, week-end camping trips, etc. at a small fee.

## COUNTY TO SPEND \$1,800.00 YEARLY TO AID THE BLIND

With State Adding \$5,400 Total \$7,200 Will Be Available For Needy

On Tuesday afternoon of this week the Moore County Board of Commissioners met with Mrs. J. D. Wall of Raleigh, representing the chairman, and other members of the State Blind Commission to discuss the matter of Moore county's participation in an organized program of financial aid to the needy blind.

As a result of the meeting the County Board agreed to appropriate approximately \$1,800 yearly as the county's share of this work, the State appropriating \$5,400 as its share.

Although the county has previously appropriated sums for the aid of the blind, it has always been a strictly local program and as the set-up now stands, the work will be carried on under the supervision of the State Blind Commission at Raleigh.

Moore county's contribution will henceforth be paid to the State Treasurer's office and all checks to approved beneficiaries will be mailed from Raleigh. The matter of determining who shall and who shall not be eligible for aid will rest first with the Moore County Board of Commissioners and finally with the State Blind Commission, and the decision will be based on the degree of total blindness of the applicant, his capacity to earn and his financial circumstances. Payments will average around \$15.00 per month per person.

## RAIN HALTS GAME WITH RALEIGH IN SECOND INNING

Sandhills Peaches, Now Fourth in Legion Race, Tackle Hamlet Here Today

### DISTRICT STANDINGS

	W	L	Pct.
Dunn-Erwin	3	1	.750
Hamlet	3	1	.750
Raleigh	2	2	.500
Sandhills	1	2	.333
Troy	1	4	.250

### By BEN BOWDEN

A late afternoon thunder shower Wednesday afternoon broke up the scheduled Junior American Legion baseball game between Sandhills Post and Raleigh just after the first man had batted in the first half of the second inning and left the dopesters, who were counting on the results of Wednesday's games to furnish them with the wherewithal to prognosticate the eventual outcome of the district series, hanging on the ropes.

There were two games scheduled for Wednesday; one between Sandhills and Raleigh, and the other between Hamlet and Troy and both games were figured to have an important bearing on the series outcome.

Hamlet, one-half game behind the league-leading Dunn-Erwin team before Wednesday's game, won a 3 to 2 decision from the tail-end Troy club and went into a first place tie with the idle Dunn-Erwinites. On that basis, a Sandhills win would have put them in undisputed possession of second place, one full game behind the leaders, and within easy striking distance of the top. While a loss would have dropped them to fourth place, practically out of the running.

As the situation now stands the Peaches are in fourth place, a game and a half behind the leaders, but with the saving circumstance of having an extra game to play and the chance of climbing right up into the thick of the fight.

The postponed game against Raleigh will probably be played some time next week, but the exact date will not be known until after the American Legion baseball meeting in Raleigh next Monday night. The Peaches have open dates next week on the 7th, 9th and 10th and the game will be played at Southern Pines on one of those dates. The Sandhills Post officials are campaigning for the 7th, but whether or not they will be successful is a matter of conjecture.

### Defeat Troy, 11 to 5

At Troy, last Friday, the Peaches staged a four-run rally in their half of the fifth to overcome a 5 to 4 Trojan lead, and then went on to win the ball game, 11 to 5.

Lefty Brown, who started for the Peaches, gave up four hits and three runs in the first and issued three passes that resulted in two more runs in the second before Buss Thomas went to his rescue and put the quietus on the Trojan uprising. Thomas was nicked for only two hits during his seven inning tenure of the mound and in five of those innings he retired the opposition in order. He struck out

(Please turn to page four)

## BIG CELEBRATION TO OPEN SANDHILLS PROJECT JULY 16

Public Will Be Invited to Inspect Resettlement Development at Hoffman

### NOTABLES TO BE PRESENT

Friday, July 16, has been set as the tentative date for the public celebration and formal opening of Sandhills Land Project of the Resettlement Administration, U. S. Department of Agriculture, in which civic organizations, officials and interested citizens of surrounding counties will take part near Hoffman.

Plans for the celebration were laid at a preliminary meeting at the project headquarters Friday and a committee was named to take charge of the program and arrange a barbecue dinner for 2,000 people.

Secretary of Agriculture Wallace, Resettlement Administrator W. W. Alexander, Governor Clyde R. Hoey, Senators Bailey and Reynolds, Congressman Lambeth and Cooley, and other prominent officials will be invited to attend.

The 62,000-acre Project, on which general development features and recreational facilities have been completed or are nearing completion, is located in Richmond, Scotland and Moore counties, Rockingham, Hamlet, Laurinburg, Maxton, Red Springs, Lumberton, Wagram, Raeford, Aberdeen, Vass, Pinehurst, Southern Pines, Carthage, Sanford, Ellerbe, and Hoffman. (Please turn to page six)

## Mrs. Evelyn MacDonald Dies Suddenly on Trip

Patch Store Bookkeeper Came To Southern Pines in 1919 at Age of 10 Years

To her many associates in business, former classmates, members of the choir of the Church of Wide Fellowship, and friends of every day life in Southern Pines and Niagara, the news of the sudden death of Mrs. Evelyn Gertrude MacDonald at Kingstree, S. C., on Monday came as a distressing shock, as in apparent good health she was enjoying a short vacation with her husband who is temporarily employed in that town.

Evelyn, adopted in very early life by Mr. and Mrs. L. M. Rhodes, was born in Kenkad, Pa., on November 18, 1909, and at the age of 10 years came with them to Southern Pines and then to their home in Niagara, Graduating from the Southern Pines High School with the class of 1928, her temporary employment with the Patch store led to a permanent position as confidential bookkeeper, a position which she held following her marriage to Irmon P. MacDonald on April 14, 1933.

Funeral services were held in the Powell Funeral Home at 4:00 o'clock Thursday afternoon, the Rev. Myron Adams officiating. Interment followed in Mt. Hope cemetery.

Noted for her pleasing personality, modest and unassuming demeanor, her untimely death at the early age of 28 years leaves to mourn her passing her husband, her adopted parents, her father, W. B. Smock, of Greenville, Pa.; two brothers, Cleatus of Greenville and Ernest of Sharon; two sisters, Mrs. Clement Garrison of Sharpville and Mrs. Roy Herman of Kinsam, Ohio.

## LEGION POST TO ELECT NEW OFFICERS THURSDAY

The regular monthly meeting of Sandhills Post No. 134, American Legion, will be held at Legion Hall in Southern Pines on Thursday night, July 8th, at 8:00 o'clock, at which time the post will elect officers for the coming year and delegates and alternates to the department convention to be held in Durham, commencing July 26th.

Nominations for all officers and delegates will be made from the floor and all Legionnaires are requested to attend this important meeting.

### Bride-To-Be



MISS MARY SWETT

prospective bridegroom attended college at the University and also Guilford College, after which he entered the Air Service, earning his wings at Randolph Field in Texas. He is at present employed in the Raleigh office of the Social Security Board. No date has been set for the wedding.