

92 New Industrial Plants in 8 Months

More Than \$10,000,000 Worth Announced By State Dept., with Hosiery Mill Leading

More than \$10,000,000 worth of new industries located in North Carolina during the eight months period from January through August, 1938, according to figures announced by Director R. Bruce Etheridge of the Department of Conservation and Development.

These figures, based on a survey just completed by J. T. Anderson, industrial engineer of the division of commerce and industry of the Conservation Department, show that a total of 92 new industrial plants located in North Carolina during this period while additions were built to 53 industrial plants already in operation.

While many of these new plants located in the state without any assistance from the industrial division, the new state advertising campaign has had a good deal to do with bringing a number of these plants to North Carolina, Mr. Anderson is convinced. Some of these new plants were brought to the state directly and solely as a result of the advertising campaign and the effects of the division of commerce and industry.

Not Lured Here

"None of these new plants were lured to North Carolina with promises of tax exemptions, free use of buildings or with any of the many baits used by some other states," Mr. Anderson said. "These new industries located in North Carolina because this state offered superior advantages, such as nearness to markets and raw materials, mild climate, low maintenance costs, fair taxes and an adequate supply of native-born labor."

A larger number of new industries located in North Carolina during the four months from May through August than during the previous four months the figures show. In this period 51 new industries and 27 additions are listed as compared with 42 new industries and 26 additions during the first four months from January through April.

The list of new industries locating in the state shows that hosiery plants are in the lead, since 13 of the 51 new industries recorded for the second four months of 1938 were hosiery mills while 16 of the additions were to existing hosiery plants. The 51 new industries which located in North Carolina during the second four months period are: cotton goods, 1; dyeing and finishing, 2; hosiery, 13; knit goods, 2; silk throwing, 1; feed and meal, 1; furniture, 5; food processing and bottling plants, 10; mines and quarries, 3; chemicals, 1; warehouses, 2; paper and paper products, 3; miscellaneous, 5.

The 27 plants to which additions were made during this same period are: hosiery, 16; dyeing and finishing, 1; knit goods, 1; silk throwing 1; furniture, 1; cotton goods, 2; and miscellaneous, 5.

JUNIOR CHAMBER MEMBERS SELLING CHRISTMAS CARDS

The beautiful Christmas cards now on sale by members of the Junior Chamber of Commerce are attracting wide-spread attention and the demand has been extremely gratifying to the sponsors.

These are the official State of North Carolina cards, all with scenes taken from each section of the state and only samples are available to the local members. This means that each order is taken separately and your order is filled in Raleigh, then mailed promptly back to your Jay-Cee representative, Mr. George London, of the Carolina Power & Light Co.

So don't wait until the last minute to get your order in. Remember that it will take several days to get it back. Also that the supply is not unlimited.

GENERAL WELFARE CLUB HOLDS REGULAR MEETING

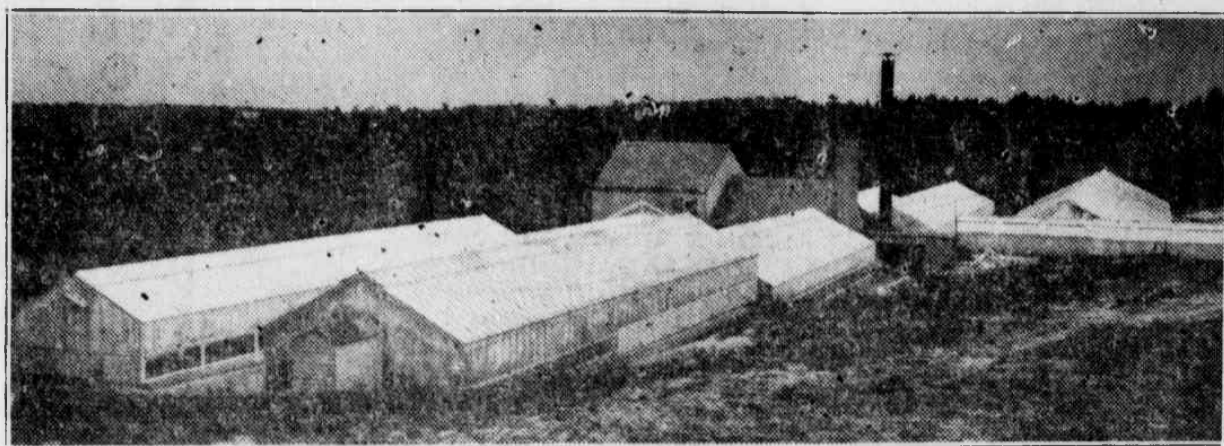
The Southern Pines General Welfare Club held its regular meeting Monday night at the home of Mrs. Dorothy Crosby, No. 9 East Broad street.

The program consisted of the reading of letters from national officials of the General Welfare Federation, Inc., at Washington, D. C., and the reading of a letter relative to a bill that will be presented in the next session of Congress by the national organization.

An entertainment and social period followed the meeting.

The club's next meeting will be held at the home of Mr. and Mrs. J. F. Cole on North Ridge street, on Monday evening, November 28th.

Largest Orchid Nursery in the Mid-South Located Here



A fascinating place to the Sandhills visitor is the nursery of the Carolina Orchid Growers, on the outskirts of Southern Pines. Here Judge and Mrs. William Way raise the

colorful flowers from minute seedling to the finished product, shipping them to florists in New York and other cities along the eastern seaboard. This is the largest orchid

nursery between Wilmington, Del., and Florida. A charge of one dollar is made to visitors to the greenhouses, the money going to the Sandhills Kiwanis Club's Charity Fund.

Sixty Million Dollars Spent By Visitors to State in 12 Months

Figures, Based on Gasoline Consumption, Show Results of First Year of Advertising

More than \$60,000,000 was spent by visitors and vacationists in North Carolina during the fiscal year from June 30, 1937 through June 30, 1938, according to a study just completed by the division of State advertising. It was announced this week by Director R. Bruce Etheridge of the Department of Conservation and Development.

Estimates made last spring were that the travel business this year would amount to at least \$50,000,000. But these new figures, based both upon gasoline consumption and actual counts of visitors to the Great Smoky National Park, indicate that this early estimate was too conservative and that visitors and vacationists from other states spent at least \$60,000,000 in North Carolina.

This last fiscal year during which the travel business amounted to at least \$60,000,000 was the first during which the State of North Carolina carried on its nation-wide advertising program under the direction of the Department of Conservation and Development.

A total of 388,522,000 gallons of gasoline was used in North Carolina for the fiscal year 1937-38, according to the records of the Department of Revenue, of which 65 per cent or 252,539,300 gallons was used by passenger cars and 35 per cent or 135,982,700 gallons used by trucks.

Facts and Figures

Some of the facts learned from the study of these gasoline consumption figures for the year 1937-38 are as follows:

Cars from other states traveled 1,135,200 miles in North Carolina, which is the excess of car miles over the miles traveled by the 400,000 cars owned and registered in North Carolina.

The 400,000 passenger cars owned and operated in North Carolina averaging 14 miles to each gallon of gasoline (the national average) and traveling an average of 6,000 miles a year, covered a total of 2,400,000 miles.

Passenger cars from both North Carolina and other states traveled a total of 3,535,550,200 miles, figuring 14 miles to the gallon for the 252,539,300 gallons of gasoline consumed by passenger cars.

A total of 454,200 passenger cars from other states visited North Carolina, assuming that each of these cars travelled an average of 2,500 miles while in the state.

Taking the national average of three persons to a car, 1,362,600 persons from other states visited North Carolina this past year.

These 1,362,600 visitors spent a total of \$61,319,700 in North Carolina, assuming that each remained in the state six days (the national average is seven days) and spent \$7.50 a day (the average expenditure by tourists is \$8 a day for the nation as a whole, according to the American Automobile Association.)

Using the figures derived from the traffic count by the National Park Service in the Great Smoky Mountains National Park, the following facts are obtained:

A total of 694,634 persons visited the park during the past year.

Assuming that 675,000 of these were from states other than North Carolina and that this represents only half the total number of visitors and tourists from other states, the total number of visitors to the entire state is 1,350,000.

These 1,350,000 visitors spent a total of \$60,750,000 while in North Carolina on the basis that they spent an average of six days in the state and spent an average of \$7.50 a day. The fact that an expenditure of

Auto Tags On Sale

First Batch of Applications for 1939 Licenses Mailed Out By State

The first batch of applications for 1939 automobile license plates, approximately 100,000 of them, went into the mails this week and will continue in daily lots of 100,000 until approximately 700,000 are mailed.

The tags go on sale December 1, can be placed on cars that date and are compulsory after January 1.

Through Wednesday, 589,638 tags had been sold for this year, a record number. Approximately 586,000 were sold last year and through November 16, 1937, the figure was 583,521.

Lakeview Takes Place In Sandhills Picture

Newly Remodeled Hotel Is Mecca of Hunters and Fishermen

Lakeview and Crystal Lake take their places in earnest this season among the Sandhills resort communities, with the reopening of the completely remodeled and beautifully equipped Crystal Lake Hotel, there, under the personal ownership of Ted Barrow. Mr. Barrow has spent 20 years in the hotel business in Richmond, Washington, Philadelphia, Syracuse and more recently at the Sheraton Hotel in High Point, the management of which he resigned this past summer to devote all of his time to his personal enterprise here at Lakeview.

With a 100-acre live water lake and 600 acres of private hunting preserves as a part of the property, hunting and fishing parties have found Crystal Lake Hotel an ideal week-end vacation spot. There are deer, duck, quail, dove, and quail in abundance on the private preserves, and the lake abounds with bass, jack, bream and perch.

Mr. Barrow, having completed the remodeling of the inside of the hotel, is presently engaged in landscaping the grounds and altering the exterior of the building, which work will be completed some time within the next few weeks.

MISS FLORA McDONALD RAINBOW CLUB SPEAKER

"Home Beautification" was the topic of the lesson presented by Miss Flora McDonald, home demonstration agent of Moore county, to the Rainbow Club at its monthly meeting held Monday afternoon at the home of Mrs. L. D. Thomas near Vass, with twenty-one ladies in attendance.

Plans for home grounds and the selection and planting of shrubs were discussed in an interesting way by Miss McDonald, and Mrs. Herman Thomas, leader of this project, gave a comprehensive report of the home beautification work accomplished.

The meeting was presided over by the president, Mrs. J. B. Parker, and the minutes were read by Mrs. Fairly Cameron, secretary.

More than \$60,000,000 is shown whether the gasoline consumption or National Park attendance figures are used, indicates that these figures showing the volume of travel business in North Carolina last year are fairly accurate, Mr. Etheridge believes. He also believes that the figures are conservative.

These figures show only the travel into North Carolina by passenger automobiles and do not take into consideration the large number of visitors who come by rail or bus.

ABERDEEN

Richard David has returned from the Hawaiian Islands, after completing his period of enlistment in the U. S. Army.

Mrs. Mary Youngblood and daughter, Miss Dollie, of Columbia, S. C., visited Mrs. Gordon Keith last Sunday.

Mr. and Mrs. J. W. Harrington, of White Hill, and Mr. and Mrs. John Fields and children, Jack and Gladys, of Sanford, were Sunday guests of the L. B. Harringtons.

Miss Thelma McFarland of Raleigh is spending this week in Aberdeen visiting her parents, Mr. and Mrs. A. T. McFarland.

Mr. and Mrs. A. L. Nuaney and daughter, Miss Annie of Roanoke, were Sunday guests of Mr. and Mrs. H. Clifton Blue.

Mr. and Mrs. Hector McMillan of Lumberton were guests of Mr. and Mrs. Fred Blue last Sunday.

Mrs. G. C. Seymour had as her guests last Sunday Mrs. Julian Brown of Greenville and Miss Julia Brown of Charlotte.

The Rev. and Mrs. E. M. Harris attended the funeral services of their friend, Simms Easterling, in Bennettsville, S.C., last Monday.

Mr. and Mrs. Henry Shellos of Sumter, S. C., and Mrs. Jean Harris of Columbia, were recent guests of Mr. and Mrs. Robert Gwyn.

The Week in Carthage

Book Club Entertained
Miss Mary Currie entertained the Carthage Book Club and several guests at a spaghetti supper at her home last Friday evening at 6:30.

Following the supper the regular business meeting was held. The main feature of the evening was a play, "High Tor," by Maxwell Anderson, which was read by Mrs. L. P. Tyson. Special guests were Mrs. Walter Wafford, Mrs. H. Lee Thomas, Mrs. John Currie, Mrs. Joe Allen, Mrs. S. F. Cole, Miss Frances McKeithan and Miss Flora McDonald.

P. T. A. Meets

The regular meeting of the Carthage Parent-Teacher Association will be held in the High School Auditorium Monday evening, November 21, at 7:30. An interesting program has been planned. Everyone is invited to attend.

Mrs. Miller Fetes Club

Mrs. S. H. Miller was hostess to her contract club and a number of additional guests on Friday afternoon. Contract was played at three tables and high score prize was presented to Mrs. James A. Davis, Mrs. H. F. Seawell, Jr., received the visitors prize. The hostess, assisted by Mrs. J. E. Muse served a salad course and coffee.

Music Club Meets

Mrs. R. L. Burns was hostess to the Carthage Music Club at her home on Friday afternoon. Mrs. T. A. Riddle of Sanford, an officer of the State Federation of Music Clubs, was a visitor at the meeting. The president, Mrs. H. Lee Thomas, presided. The study on American music was given by Mrs. W. G. Brown, Mrs. H. F. Seawell sang a vocal solo and instrumental numbers were played by Mrs. L. A. Watts, Mrs. J. K. Roberts and Mrs. J. G. Downing.

The hostess, assisted by Mrs. Paul Burns, served a delicious salad course with nuts and coffee. There were ten members and one visitor present.

Mrs. Baker Hostess

Mrs. John Baker, Jr., entertained her contract club at her home on Thursday evening. Mrs. Earl McDonald received a pair of pillow cases as high score prize. Second high, a double deck of cards, was won by Mrs. Clinton McCaskill. Low score

prize was presented Mrs. Hugh Jackson. A salad and sweet course was served with sandwiches and coffee.

Birth Announcement

Mr. and Mrs. James Pleasants announce the birth of a son at the Moore County Hospital on Saturday, November 12. Mrs. Pleasants was formerly Miss Jean McIver of Sanford.

Birth Announcement

Mr. and Mrs. Fred Flinchum announce the birth of twin boys at the Lee County Hospital on Wednesday, November 9, 1938.

Carthage Girl Outstanding Student

Miss Anne Golden, daughter of the Rev. and Mrs. W. S. Golden, and a freshman at Queens-Chester, was among the students named as outstanding ones in the college this year.

Will Tyson Loses Leg

While ginning cotton at his home near Carthage last Wednesday, Will Tyson accidentally caught his leg in the machinery and it was badly crushed. He was rushed to the Moore County Hospital and the leg has been amputated just above the knee.

Personals

Miss Dorothy Cole of Raleigh spent the week-end with her mother, Mrs. S. F. Cole.

Mrs. Watty Bridges of Georgetown, S. C., is visiting her parents, Mr. and Mrs. Fulton Stutts.

Mrs. Bill Dalrymple, who recently underwent a major operation at the Moore County Hospital, is slowly improving.

Mrs. Fred Flinchum has returned home from the Lee County Hospital and is able to receive visitors.

Mr. and Mrs. B. F. Whitlock and Miss Dorothy Whitlock spent Sunday with Mr. and Mrs. H. J. Holt in Troy.

Mr. and Mrs. Eldon Adams spent Friday in Charlotte, while there they visited Mrs. Adams parents, Mr. and Mrs. R. L. Hunter.

Mrs. Marie Burgardner spent the week-end with Mrs. R. L. Phillips and Miss Eliza Green.

Mr. and Mrs. George Farrar of Apex visited Mrs. Fred Flinchum Sunday.

Mrs. Carrie McIver spent the week-end with her sister, Mrs. Ella Shields.

MODERN NURSERY RIMES



The Queen of Hearts,
She made some tarts,
In a new and different way.
She advertised
And you may be surprised
But she sold them all that day.

The Pilot

Moore County's Leading News Weekly