

## Chamber of Commerce Report Shows Variety of Activity In Past Year

The annual report of activities of the Southern Pines Chamber of Commerce recently was sent to members by Miss Alice Baxter, office secretary. Following are highlights of Miss Baxter's report of general interest to local readers, indicating the wide scope and practical importance of the Chamber of Commerce's work:

Several hundred mail and telephone inquiries were handled during the year of 1955. The green illustrated folders were dispersed to several travel agencies for display as well as to all persons inquiring about Southern Pines. Information was sent to several magazines, TV and radio stations, and colleges for integration in their respective programs. The North Carolina Department of Conservation and Development, the U. S. Army and the Air Force have prepared brochures of Southern Pines from information obtained at the Chamber office. These are for the benefit of industries or servicemen coming into this area. Special envelopes have been assembled for the hundreds of North Carolina school students who wish information of Southern Pines for their school scrapbooks.

**Clearing House**  
The Chamber office has acted as a clearing house for lost car keys, job hunters and information seekers of all kinds; and has cooperated with the local police department, the state patrol and the F. B. I. It would like also to keep a file of coming events as scheduled by the various organizations in Southern Pines.

The Public Stenography at the office has increased in 1955 with more calls for mimeograph work which involves cutting and running off mimeograph stencils. Being mimeographed at present

are three regular accounts for monthly bulletins, plus other large and small orders. A very large order is being handled at present. Also included in the public steno department is the typing of business correspondence for anyone wishing this done, typing of restaurant menus and the copying of legal documents.

**Auto License Bureau**  
The Chamber of Commerce operates a Grade "B" branch of the Carolina Motor Club and is authorized to sell motor vehicle license plates and to register license and title transfers. This brings individual car owners to Southern Pines and is an advantage to the local merchants. It is also a convenience to residents of Southern Pines and particularly to the auto dealers in Southern Pines, Aberdeen, Carthage, Pinehurst, Pinebluff, Raeford, West End, Cameron, Vass and other surrounding towns. The department has increased in volume each year since opening in 1952. Revenue from the license bureau is at the rate of 9 cents per plate and 14 cents per transfer with a two-cent bonus at the end of the year for all plates issued. Total revenue to date is \$858.23.

Several hundred of the autos registered are from other states. The out-of-state registrations have increased this year due to new residents with Amerotron, construction workers connected with the Highway Bypass, and servicemen transferred into the state. This office is said to have the most out-of-state registrations of any of the 75 branch offices.

The year 1955 is the second in which the Chamber has held a contract with the Town of Southern Pines to issue town plates at a commission of 5 cents each. Sales to date this year total 825 plates, bringing the Chamber revenue of \$41.25.

The Chamber has continued to observe a holiday calendar with coordinated observance by local businesses of the following holidays: New Year's Day, Easter, July 4, Labor Day, Thanksgiving and Christmas.

Again this year the Chamber sponsored a Spring Value Days event with member merchants participating.

In the 1955 program, the Chamber sponsored its "Second Annual Southern Pines Golf Carousal." Director Jack Younts served as General Chairman. Entry fee was again \$25 per team of two golfers and the tournament was again played on all three courses.

The Christmas lighting plans for 1955 are under preparation at this date. Last year, under the supervision of Director Mrs. Jean Edson, the Chamber planned a cooperative Christmas display with the merchants and the Southern Pines Garden Club. The Chamber strung the regular lights in the usual (and so far most practical) manner with the merchants each lighting a small tree in front of their business places. Each tree was connected to the main line of lights. The Garden Club lighted the large tree at the corner of Broad Street and Pennsylvania Avenue. The combined effect brought many favorable comments to the Chamber office. The Chamber rented and displayed in the Town Park an effective Christmas display that was designed and built by Mr. John Tullett of the Air-Ground School. This year will undoubtedly see an equally outstanding display for the Christmas season.

**Special Events**  
Air Ground Operations School—This year certain of the Directors and members of the Chamber were instrumental in action taken to keep the Air Ground Operations School in

Southern Pines.

**Professional Golfers Association**—When word was received by town officials of the desire of the Professional Golfers Association to relocate their offices, local professional golfers, directors of the Chamber of Commerce and the Chamber secretary were called on by Mayor Voit Gilmore to assemble and compile all necessary information needed for consideration. The vote on a new location will be made by the PGA membership in December.

**North Carolina Horseless Carriage Club**—When word was received by the Chamber office of the N. C. Horseless Carriage Club's desire to terminate their annual tour in Southern Pines, the Directors went right to work making arrangements for their arrival, parking facilities, official banquets and housing. The members of the Horseless Carriage Club were very much pleased with the cooperation received in Southern Pines. Several said they enjoyed their stay in Southern Pines more than any visit so far during the four annual tours. They hope to be able to return to Southern Pines in the near future.

**Presbyterian College**—The Presbyterian College committee has called on several directors to serve on various committees in the effort to locate the college in Southern Pines. All Directors have expressed a willingness to help and those on committees at the present time already have done much to help.

Warm temperatures and lots of sunshine are more important than fertilizer in producing high-quality walnuts, but nitrogen fertilizer will increase the nut size and yield, says USDA.



**AT ABERDEEN**—Dr. Norman G. Dunning, British theologian whose preaching has been widely praised in the United States, will conduct a preaching mission at Bethesda Presbyterian Church, Aberdeen, opening Sunday at 8 p.m. and continuing with services at that hour nightly through Wednesday. His general subject will be "A Faith For The Times." The Rev. Jack W. Ewart, pastor of the church, invites the public to attend these special services.

### Home Demonstration

#### Club News

##### Stanton Hill Club

The Stanton Hill Club held its November meeting in the home of Mrs. Wilson Dalrymple. We had a record crowd for this meeting. During the business period, plans were made for the Christmas party which is always an old-fashioned square dance for the whole family.

Mrs. Dumont Smith had charge of the lesson on window fashions. She showed many beautiful cur-

tains showing cleverness at combining materials on hand to make lovely curtains that are within the reach of every homemaker.

—By Mrs. Walter McDonald,

publicity chairman, Stanton Hill Club.

PILOT ADVERTISING PAYS

Nancy Ann Storybook Walking Dolls DEBBIE, 10-inch doll, \$2.98 MUFFIE, 5-inches tall, \$1.59

Complete Wardrobes for Both

Nancy Ann Storybook Dolls, Inc. #500-57 undressed Muffie

### TOTS' TOGGERY

Southern Pines

## Christmas Parade

—in—

SANFORD, N. C.

THIS FRIDAY, 2nd



Be sure and bring the kids! While here we invite you to visit Williams-Belk Department Store . . . Just come in and make yourself at home. You'll see some mighty interesting items that you might like for Christmas Gifts. The low prices are interesting too!

## Williams - Belk

SANFORD, N. C.

## Golden Wedding



\$2 15  
PINT  
\$3 45  
FIFTH

KENTUCKY  
WHISKEY  
A BLEND—

86 PROOF • 30% STRAIGHT WHISKEY  
70% GRAIN NEUTRAL SPIRITS  
JOSEPH S. FINCH & CO.  
ALADDIN, PA. & FRESNO, CALIF.

## B.F. Goodrich

### house of Santa Claus

**13" Horsman DOLL**

- Hair can be combed, brushed, curled.
- She sits alone, kneels.
- Beautiful large eyes.

Her hair can be waved and shampooed, put up in many different styles.

**FOLDING DOLL CARRIAGE**

A colorful carriage in red, yellow and black plaid plastic film. Frame finish baked aluminum enamel.

**DISNEYLAND GAME**

This exciting game takes the players through all the wonders of the Disneyland Park.

**COME IN TODAY**

**"BLACK DIAMOND" FREIGHT**

This three car freight has transformer. Real smoke billows from stack and it choo-choos like a real engine.

**USE OUR LAY-AWAY PLAN**

This little powerhouse includes: Locomotive and Tender, Box Car, Pipe Car, Caboose and Smoke Set.

**Independent-Burning INDOOR LIGHT SET**

- Safe from overloading
- Handy bead fasteners

Light up with color in complete safety. Plug contains automotive-type fuse. Protects against fires—safeguards lighting circuit. Seven separate-lighting bulbs. Noma No. 3010SF.

## Brown Auto Supply Co.

SOUTHERN PINES

ABERDEEN



# B.F. Goodrich

## FIRST IN RUBBER