

HOW'S THE NEW JOB, MR. MAYOR?

Tourism, State's Sleeping Giant, Due Awakening Says Gilmore, New Travel Council President

"What about your new job, Mr. Mayor?"

"What about it?"

"Well... you had your first official meeting last Thursday, didn't you? Did you do anything? You must have done something."

"We did things. And we talked over a lot of other things."

"Could you, well: GIVE, as you folks put it?"

Mayor Voit Gilmore of Southern Pines, who was appointed not long ago, to Governor Luther Hodges' Travel Council of North Carolina, was recently elected president of the group. Now, sitting over a cup of tea in his newly established touristy restaurant, i.e., the Howard Johnson between here and Aberdeen, he gazed out through the big plateglass window at the bare sand outside on which were neatly spaced rows of newly planted shrubbery. It was a view indicative, perhaps, of things to come: of planning and accomplishment.

"I could talk all day about the things we want to do and are going to do to help along this state's growing tourist industry, but you want to know what we did..."

"You can talk, too, but it would be nice..."

Four Members Chosen

"Well, the first thing we did, and by far the most important, was to begin to get our executive committee lined up."

"Yes, SIR... This is the executive committee of the Governor's big committee to promote the tourist industry in North Carolina?"

"Right. There is to be an eleven-man executive committee, a guiding board, and then the overall directorate, to be a group representing all the interests involved in any way with the tourist trade. We've started getting together the small group first and I've got four of the best: top people."

"Names, please."

The mayor took a gulp of tea. "Names," he said. "First: Lynn

Nisbet, newspaperman; Raleigh representative of the Association of Afternoon Daily Newspapers. He knows the state from top to bottom. He has accepted the job of secretary-treasurer for our committee. Next: vice-president: T. E. Pritchard, Jr., of Charlotte, executive vice-president of the Carolina Motor Club. Then: Beekman Huger, vice-president of Champion Paper and Fibre Company of Canton; last of these first to reply, Mrs. Lucile Winslow. Mrs. Winslow manages The Carolinian, a leading hotel at Nag's Head, and heads the Dare County Tourist Association. That's as far on the list as I can go today, but I feel it's a good omen for the committee: the calibre of the personnel who want to work with us, and their enthusiasm."

Variety of Interests

"This, you understand," Mr. Gilmore continued, "is the executive committee. The main group, according to Governor Hodges' plan, will number 50 people to be drawn from the entire tourist industry of the state—hotel owners, restaurant owners, oil men, transportation people from the bus lines, airlines, railroads, and so on. When you get to studying the thing, it's amazing how many people, and what a wide variety of interests, are concerned in some way with tourists and travel. Take the textile industry..."

"Not the textile industry."

"Absolutely. Do you know how many sports shirts are fabricated by the textile industry each year? A fantastic number. And shorts, blue jeans, bathing suits—play clothes of all kinds. You can bet the textile industry is interested in tourists. Another sign: take the success of 'Holiday Magazine.' Started as a shot in the dark, 'a long chance,' everybody said. But the smart publishers were thinking of the increase in leisure time, and of the rapidly decreasing costs and time consumption of vacation trips. 'Holiday' caught on and ran like wildfire; circulation soared; and has

kept right on soaring. Just another: the climbing sales of cameras.

"Things like that point up the fact that tourism, or whatever you want to call the yen for taking trips and playing golf and riding and swimming and seeing pretty scenery, is here to stay and here to grow. It's going places, in other words."

"You'd say, then, that the future of tourism in North Carolina is assured?"

"The People Are Coming"

"No. But I'd say: the future of tourism in the state CAN be assured and that our committee is here to bring that about. With the cooperation of the people of North Carolina I believe we can bring this third industry of the state right up into first place. Or at least where we're running neck-and-neck with tobacco and textiles. Look at the situation: Thousands of people come to this state every year, but the average length of stay here now is only 18

hours. Right there you have it. The people are coming, just as things are now: what we have to do is to figure a way to persuade them to stay here longer. Or better still, stay here, period.

"There's a five-day week nowadays, for most people. With increased mechanization and other factors, this may well be cut to four. That's so much more leisure time, vacation-time. Again: more people are taking up sports, more want to get away from the cities. Vacation areas, national parks are all reporting increased visitors every year. The improvement of highways and airfields is going to increase this trend, as it cuts down on travel time. All factors point to a great rise in the tourist business. This is something our committee is studying in order to make the most of it..."

"So... did you do anything else last Thursday that folks ought to hear about?"

Program Drawn Up

"I'm coming to that. We set up a program of action, as a starter and will soon be appointing committees to get to work on it. There will be an advisory committee on advertising and promotion, a survey committee to study the pres-

Perley Waterman, A Former Resident, Dies

Word has been received here of the death of Perley J. Waterman, 81, a former resident, who was found dead at his home in Bethlehem, New Hampshire, re-

cently. Death was attributed to a heart attack.

Mr. Waterman, remembered by only a few people here, had been a caterer to resorts in New Hampshire before his retirement several years ago.

Of North Carolina's 31 million acres, approximately 19 million are considered farmland.

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CARTHAGE NEWS

By MRS ALONZO BLUE

Valentine Party

Members of the Grace Worth Sunday School Class of the Presbyterian Church entertained their husbands, members of the Shields Bible Class and their wives, the Sunday School Superintendent, secretary, teachers and pianist at a lovely Valentine party in the assembly room of the educational building Thursday evening.

Guests were greeted at the door by Mrs. Norman Carter, Mrs. Holt McNeill and Mrs. Frank Boing.

Miss Mary Gilbert Cole led the group in a series of Valentine contests and games which were enjoyed by all. Winners were presented Valentine candy as prizes.

A color scheme of red and white was carried out in all contests, blanks, prizes, floral decorations and refreshments.

The table was laid with an Irish lace cloth and centered with an arrangement of red camellias.

Members of the class served vanilla ice cream and cake decorated with red cinnamon hearts, salted nuts and candy hearts.

Mrs. W. H. Currie, teacher of the Grace Worth Class, presented Miss Cole a Valentine gift from the class for her work in arranging and preparing for the party. The party ended with the singing of one verse of "Blest Be The Tie That Binds," "God Be With You Till We Meet Again," and "Goodnight Ladies." Thirty two were present for the gala occasion.

German Jewess to Speak

Miss Hedi Anders of Montreal, a German Jewess, will be the guest speaker on February 27, Wednesday night, at 7:30 in the Presbyterian Church.

Miss Anders will tell the story of her conversion to Christianity. All members of the church and friends are cordially invited to hear her.

Personals

Mrs. J. K. Roberts returned home Saturday from a five weeks' visit to her son and daughter-in-law, Mr. and Mrs. Daniel Roberts, in Wilmington. She was accompanied home by the Roberts family for the weekend.

Mr. and Mrs. G. N. Stillwell and Mrs. R. J. Todd and daughters, Misses Susan and Carolyn Todd, of Charlotte visited their sister, Mrs. Eldon S. Adams, and Mr. Adams Sunday afternoon.

Mr. and Mrs. George Thomas and daughter, Diane, of Cameron were Saturday night supper guests of Mr. and Mrs. O. U. Alexander.

L. Traymhan of Roanoke Rapids were weekend guests of Mr. and Mrs. Wilton H. Brown.

Miss Ess McCaskill left Sunday for Raleigh where she will be employed as secretary during this session of the legislature.

Mr. and Mrs. James Tyson and daughter, Marcia, and Mrs. Ida Tyson were guests of Mr. and Mrs. Sebert Gibson in Laurinburg Sunday. Mrs. Gibson served a birthday dinner honoring her aunt, Mrs. Ida Tyson whose birthday was the 13th of February. Other guests were Mr. and Mrs. C. E. Bowles and son, C. E. Jr. Mr. and Mrs. Harold Hudson and children of Lumberton joined them in the afternoon. Mrs. Tyson was the recipient of many lovely gifts.

Mr. and Mrs. Phil Owen and daughter, Diane, and Mrs. John M. McCaskill of Durham were Sunday guests of Mr. and Mrs. Jim Evans and the Misses McCaskill.

Mr. and Mrs. Myrton Stewart have their three grandchildren, Laura Jane, Michael Thomas and John Drake Stewart, of Washington, D. C., for a week's visit while their parents, Mr. and Mrs. Tommy Stewart, are in Oak Ridge, Tenn., making ready the residence to which they will move in a few days.

Miss Barbara Brown, student at the University, Chapel Hill, was with her parents, Mr. and Mrs. Wilton Brown, for the weekend. Mr. and Mrs. C. R. Mills of Southern Pines and Mr. and Mrs. H. O. Kelly of Apex were Sunday guests of Mr. and Mrs. M. T. Stewart.

John M. McCaskill, Jr., of Durham, who trained at Ft. Benning, Ga., sailed February 4 from New York for Germany, where he will be stationed with the U. S. Army.

Mrs. N. A. MacLeod, Mrs. Ruth MacLeod and Miss Janie MacLeod visited Mrs. Carlos MacLeod a day last week, in Olivia.

Dr. and Mrs. Waylon Blue of Jonesboro Heights, Sanford, visited relatives in Carthage, Sunday.

Miss Lillie Ellen Wise of Yanceyville spent the weekend with her uncle and aunt, Mr. and Mrs. E. H. Garrison.

Dr. and Mrs. W. S. Golden left Tuesday morning for a week's visit with their son-in-law and daughter, Mr. and Mrs. George A. Wallace, in Philadelphia, Pa.

Miss Ann Currie of the Charlotte City School faculty spent Sunday with her parents, Mr. and Mrs. W. H. Currie.

Mr. and Mrs. Luther Nickens of Cameron were Saturday night supper guests of Mr. and Mrs. O. U. Alexander.