

### Aberdeen Outdoor Advertising Firm Recognized For Help In Road Safety

The Mid South Company, an outdoor advertising concern with headquarters in Aberdeen, has been recognized by the National Safety Council and the North Carolina State Highway Patrol for outstanding service to the cause of highway safety.

The company, owned and operated by Jere and Marcie McKeithen, is one of only four North Carolina concerns receiving the National Safety Council's "Public Interest Award" for 1958. The others are the Charlotte Observer, WBTB television station, and the Reynolds Tobacco Company.

Mr. and Mrs. McKeithen went to Raleigh this morning to receive the award from Mayor Charles A. Steed, director of the safety division of the State Highway Patrol. Present for the award ceremony were Senator Wilbur Currie and Representative H. Clifton Blue.

The awards are made nationally to radio and television stations, networks and syndicates, newspapers, general and specialized magazines (except those specializing in the field of safety), labor publications, advertisers and outdoor advertising publications, in appreciation of their dedication of a praiseworthy percentage of their time or space to keeping the public informed and alert to

highway safety. In listing 428 such awards made throughout the nation—with only four coming to North Carolina—Howard Pyle, president of the National Safety Council, said: "A study of these 1958 public interest awards shows the tremendous contributions of mass communication media to the sharp reduction in the number of accidental deaths a year."

The McKeithens bought their small outdoor advertising company in 1954 and have since built it up to the largest North Carolina owned concern in its field.

It is a sideline, however, as Mr. McKeithen devotes most of his time to the Aberdeen Supply Company, of which he is a partner. During the past year, he said yesterday, the company has, at its own expense, ordered at least one new safety poster each month and posted it on a billboard in its coverage area, which is concentrated in several central Carolina counties.

In addition to the safety posters, the company has provided free space (about \$21 per month) in the interest of 29 different public service projects, including the March of Dimes, Better Schools, Sandhills Veterans Association, Religious Overseas Aid, Red

### Presbyterian Men To Hear Textile Executive Tuesday

Halbert M. Jones, textile executive of Laurinburg and a member of the Board of Trustees of the new consolidated Presbyterian College, will be the speaker at the monthly meeting of the Men of the Church of Brownson Memorial Church next Tuesday evening.

The meeting, which includes supper, will be held in the Fellowship Hall. Supper will be served by Circle No. 5 under the chairmanship of Mrs. W. O. Spence.

Mr. Jones, who is with Morgan Mills in Laurinburg, is a former moderator of Fayetteville Presbytery, a prominent member of the General Assembly of the Presbyterian Church, and served recently as president of the Textile Association of North Carolina.

Cross, Boys Club of America, Heart Fund, Savings Bonds, Cancer Society, Employ the Physically Handicapped, TB Seals, Help the Mentally Ill, Civil Defense, Muscular Dystrophy, Salvation Army, and recruiting by the armed forces.

The company owns about 80 billboards.

### MRS. EWING IS CHAIRMAN

### Camp Season For Girl Scouts Opens June 1; Several Sessions Planned

### Dick Chapman To Conduct Clinic For Local Golfers

Dick Chapman, ousted yesterday in his bid for a second straight North-South amateur golf title, will give a clinic to members of the men's and women's summer golf organizations at the Pinehurst Country Club next Wednesday.

The clubs, composed of golfers in Moore County, and others who might be interested are invited to watch Chapman demonstrate some of the finer points of golf at 3 o'clock.

Mrs. J. W. Rettew, president of the women's organization, known as the Sandhills Summer Club, has called a meeting at 2 o'clock for the discussion of important business matters.

There are more than 50 women in the club, and about 75 in the men's organization, known as MORCO.

Tournaments for the women, Mrs. Rettew said, will begin May 5 and last throughout the summer.

Plans for the summer camp season in the Central Carolina Girl Scout Council are rapidly taking form, according to Mrs. Robert Ewing, camp chairman, and the best program ever to be offered to registered Scouts will begin June 1.

Day camp for a five-day week at a registration fee of \$1.50 per girl will be available on the following schedule: June 1-5, Erwin; June 8-12, Robbins; June 15-19, Angier, Buies Creek, Lillington; June 22-26, Chatham County, lower Moore County; June 29-July 3, Lee County at Wildlife Lake.

Miss Sophia White, field director of the Council, will serve as day camp coordinator.

Camp Gertrude Tufts, troop camp near Pinehurst, will open June 8 and remain in operation until July 17. The first two weeks will be three day sessions, Monday through Wednesday and Thursday through Saturday, for first year intermediates, and the remaining four weeks will be five day sessions. Cathryn Creasman, Council executive, will direct activities at the camp, assisted by Sara Jo Allen of Carthage and Judy Harrington of Sanford.

In charge of the camp will be

the following committee members: J. P. Brown of Pittsboro, chairman; J. M. Caddell, Ed Davis and Tom Salmon of Sanford; Dr. J. C. Grier, Jr., Charles Herman and Albert Tufts of Pinehurst;

and Dr. K. M. Mathieson of Pittsboro.

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KENTUCKY STRAIGHT BOURBON WHISKEY

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THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY

**GRAND OPENING**

**The Southern Pines Coin Laundry, INC.**

FRANK H. COSGROVE, PRESIDENT

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**FRIDAY APRIL 27th**

GET ACQUAINTED OFFER — FRIDAY AND SATURDAY ONLY!

**FREE - 1 Wash and Dry Per Customer - FREE**

9 A. M. TIL 9 P. M. NO OBLIGATION

REGULAR PRICES 20c PER WASH 10c PER DRYER 7 DAYS A WEEK

**Open 24 Hours A Day**

SAVE 50% ON YOUR WEEK'S WASH

NO WAITING — CONTINUOUS SUPPLY OF HOT WATER

**27 Washing Machines 8 Large Dryers**

3,000,000 AMERICAN WOMEN TAKE THE BLUES OUT OF WASH DAY AT NEIGHBORHOOD AUTOMATIC LAUNDRIES. COME IN, SEE FOR YOURSELF HOW BEAUTIFULLY WHITE AND BRIGHT GARMENTS COME OUT OF OUR WASHERS, HOW FLUFFY AND SOFT FROM OUR DRYERS. NO OBLIGATION.