

Sixty Million Spent In State By Vacationists

Gain In Travel Business Shown By Heavy Increase In Gasoline Use

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, as announced today by Director Bruce Etheridge of the Department of Conservation and Development.

Persons from other states visited North Carolina this past year. These 1,362,660 visitors spent a total of \$61,319,700 in North Carolina, assuming the each remained in the state six days (the national average is seven days) and spent \$1.50 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 of 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

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A CHRISTMAS ADVENTURE

AS IF BY MAGIC, SUE AND BILLY WERE WHISKED BY NIGHT TO SANTA'S NORTH POLE WORKSHOP TO HELP MAKE CHRISTMAS TOYS.

Morning and Santa awakes them



WAKE UP, SUE AND BILLY! BREAKFAST IS WAITING AND WE HAVE WORK TO DO!

SUE! IT'S SANTA CLAUS!



MOTHER CLAUS, THIS IS SUE AND BILLY, THEY'RE GOING TO HELP ME GET THE TOYS READY FOR CHRISTMAS!

WELCOME, MY DEARS!



I'M UNCLE CLAUS

--AND I'M COUSIN CLAUS!



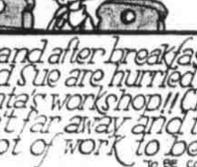
Meet the Folks!

...and after breakfast, Billy and Sue are hurried away to Santa's workshop! Christmas isn't far away and there's a lot of work to be done!!



TO BE CONTINUED

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High Cost Of Arms; A \$75,000,000 Warship

Three New Battleships Planned By Navy Would Be Most Expensive Ever Built

The United States got a sobering lesson in what participation in the world arms race costs when the Navy Department opened bids on three projected new battleships.

The Newport News Shipbuilding and Dry Dock Company proposed to charge \$49,640,000 for just the hull of a new 35,000-ton battleship. If this bid were accepted the Navy would still have to provide machinery, armor, and guns which would bring the total cost roughly to about \$75,000,000.

Bethlehem Shipbuilding Corporation's bid on hull and machinery combined was \$52,145,000.

New York Shipbuilding Corporation, bidding on the same basis of both hull and machinery, bid \$54,794,000.

Three Bids, Three Ships

These last two bids do not include cost of guns and armor, which is estimated at about \$20,000,000 a battleship.

The three companies were each bidding on a single one of three ships proposed to be built in private yards. In a sense their bids were not competitive since there are three ships to go around among the three of them and since none of the three is understood to be anxious to get the contract for more than one ship.

However, it is taken for granted that a contract could not be let at a higher price than the lowest awarded to any one.

What will result is uncertain. High naval officials were disappointed in the amount of the bids. Their construction plans call for having a total of six battleships under contract by the end of this fiscal year.

There are two already building in navy yards. A third is also scheduled for a navy yard. But there are only three navy yards capable of building battleships.

Therefore, to get their building program under way in accordance with their hopes, it is important that private companies build the other three.

The bids this time are not only slightly different from bids by private companies in June, 1937, for the first new pair of American battleships. At that time the low bid was \$47,829,994 for a hull and machinery. It was rejected by the Navy Department as being too high and the contracts were given to Navy Yards.

The ships for which bids were open 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 does not take into consideration the large number of visitors who came by rail or bus.

Wins Million



Jessie Barker

Now that Jessie Barker, 22-year-old Louisville, Ky., debutante, has convinced the court she is Jessie Barker, a final legal hurdle, she comes into a \$1,500,000 fortune left by her father 21 years ago. Miss Barker said she was happy all over, but not excited. "You see," she said, "I've always known that I would have the fortune. Besides I have had a monthly allowance which started at \$500 and now is \$1,500, so I have everything I need." When Miss Barker becomes 25, she will receive another \$1,500,000 from the estate of her paternal grandmother.

ed today are more expensive than the 1937 pair. The Navy had expected them to cost about 10 per cent more than the previous due to changes to make them heavier and more powerful ships. But if \$47,000,000 was too much in June, 1937, it is difficult to see how the Navy can accept a \$52,000,000 bid now.

The difference between Navy Yard and private company bids is calculated to strengthen the hands of the congressional group which favors nationalization of the American armament industry. Private shipbuilders claim they can not compete in costs with navy yards because of higher overhead. However, advocates of nationalization point out that the total cost of maintaining a navy yard is allocated to the construction cost of ships it builds. Thus while the private yard has financing costs and such items as insurance which the government does not have, the navy yard saddles ship construction with many items which the private yard does not have.

4-H CLUB NEWS

CRABTREE 4-H CLUB

Richlyn Holt, Reporter.

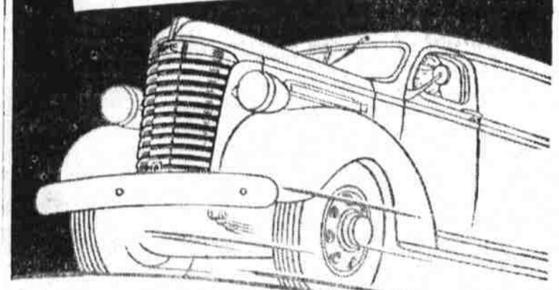
The Crabtree 4-H club held its annual meeting, Tuesday, November 15, at the Crabtree school house. The American.

meeting was called to order by the president, Jack Rogers. Eva Jane Rogers read the Constitutional By-Laws. County Agent R. R. Smithwick then gave some of the objects of the 4-H club. The president led a discussion on ways and means of raising money for the club. The meeting then adjourned.

Three-fourths of the feature motion pictures shown in Uruguay are at the Crabtree school house. The American.

Only GMC OFFERS

ALL-NEW TRUCKS ALL-NEW ENGINES



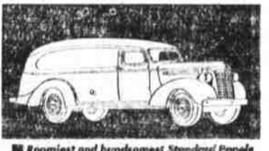
GMC PRICES STILL CROWDING THE LOWEST

GMC introduces completely new trucks and engines for 1939. Now, GMC gives valve-in-head engine performance (much more power and greatly increased economy) even in the new light-duty models!

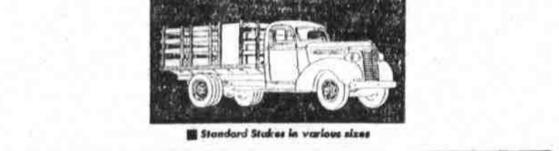
And GMC's new low prices are astonishingly close to the very lowest! New, larger, roomier cabs—all with V-windshields—add comfort and dashing appearance. Bigger standard bodies add utility. And new, easy-shift SYNCRO-MESH transmission, plus ball-bearing steering on the larger models, places GMC first in comparison with any other truck! Let us prove it.



Biggest Standard Pick-Ups on 1/2 and 3/4 models



Roomiest and handsomest Standard Panels



Standard Stakes in various sizes

Davis Brothers Motor Co.

MAIN STREET WAYNESVILLE, N. C.

GMC TRUCKS • TRAILERS • DIESELS



Santa's in Town! TOYLAND Opens!

Saturday, Dec. 3rd. If you want to get the Xmas Spirit, just bring the children to our Basement Saturday. We are showing the largest stock of toys, dolls, wagons, and games we have ever shown. You will be surprised at the lovely toys you can find here and the price is surprisingly low. Try at home first.

AT MASSIE'S DEPARTMENT STORE