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Although his work as an accountant requires constant use of his eyes, Philip A. Feoher never misses the opportunity to read avidly during his rare moments of leisure. His tastes are varied and his knowledge voluminous.

Occasionally he runs across something in print that strikes his particular fancy, and he goes to the trouble to send the clipping to us. The latest item is an Arabian proverb that appeared in the Philadelphia Inquirer recently.

Here it is, as good advice for everybody, including newspaper editors who might consider themselves far wiser than they actually are:

"He who knows not and knows not that he knows not, he is a fool — shun him."

"He who knows not and knows that he knows not, he is simple — teach him."

"He who knows and knows not that he knows, he is asleep — wake him."

"He who knows and knows that he knows, he is wise — follow him."

Once this week, on Broad street, and again on Middle street, we saw mother sparrows hustling one of their young to approximate safety on the sidewalk. Trying newly discovered wings on a busy thoroughfare is reckless business. The fledging didn't realize this, apparently, but their traffic-wise mama did.

Exhibiting the bravery that goes with motherhood, the adult sparrows dodged automobiles long enough to nudge their kids repeatedly until they hopped out of danger. It would have been simpler and safer if the young birds had elected to fly instead of hopping, but that's a kid for you. After reaching the sidewalk, where quick flight was less imperative, they took to the air like a rocket bound for the moon.

This is such a good dog story we want to share it with readers of The Mirror. It appeared as the gospel truth the other day in the Mount Olive Tribune, and we have complete confidence in its accuracy.

"And they say animals don't think!" observes the Tribune's editor. "When Tim Williams was visiting his grandmother, Mrs. George Brinson on East Main street, one afternoon recently he had his baseball shoes with him, and played ball with some of the neighborhood boys.

"Somehow, one of his shoes got gone, and although he looked high and low, couldn't find it. Suspecting that a new little puppy belonging to the Harry Lee Cobbs family might have misplaced it, Tim and Mrs. Cobbs decided to try an experiment.

"Taking the shoe they had, they gave it to the puppy. Sure enough he took it in his mouth, trotted around the corner of the house, went straight to the place where he had put the other shoe and laid this one beside it."

Perhaps you're one of the New Bernians who got a telephone call from "Apex Surveys" the other afternoon. If so, you were undoubtedly asked to name your favorite New Bern druggist. Because the sweet young voice at the other end of the line was so courteous, you of course complied.

It so happens that our town has a flock of druggists who could qualify as very obliging, considerate and sympathetic. Each person called had his or her favorite, and we won't make any of our druggist friends mad by revealing the outcome of the survey.

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IN THE LIMELIGHT—Here are some of the leaders who attended the annual convention of the Register of Deeds of North Carolina Association in New Bern this week. Seated left to right are Mrs. Christine W. Williams, incoming president, from Duplin county; Mrs. Eunice Ayers, secretary of the National Association of County Recorders and Clerks, from Forsyth county; Mrs. Blair Wheelers, second vice-pres-

ident, from Pitt county. Standing, left to right, are Thad Cranford, first vice-president, from Montgomery county; Duke Paris, treasurer, from Alamance county; D. G. Kinlaw, immediate past president, from Robeson county, and Dan H. Sloan, president of the National Association of County Recorders and Clerks, from Bartow, Fla.—Photo by Wray Studio.

Don't Forget Those Tourists, For They're an Industry, Too

Is New Bern reaping a full share of the benefits from North Carolina's third largest industry — the business of catering to travelers? Definitely not, and we have no one to blame but ourselves.

While other Tar Heel communities with far less to offer in the way of historic landmarks and beauties of nature are reaching and getting, we are all but ignoring the hundreds of millions of dollars spent each year by folks on the move from Manteo to Murphy.

A good example of our indifference is the manner in which we let countless conventions slip through our fingers. We do land a few, of course, but compare the smattering we are having this year with the dozens that are meeting at Morehead City.

Reliable sources say that a number of conventions didn't come here for just one reason. They weren't extended an invitation, even though some of the organizations hinted broadly that New Bern was their first choice for an annual gathering of delegates.

What makes the situation more lamentable is the fact that citizens here do an excellent job in staging the conventions we do have, and should have an opportunity to display their hospitality oftener.

Talk with delegates on their visits to New Bern, and they'll tell you with genuine enthusiasm that the finest conventions held by their groups are the ones here.

Always they express a desire to come back.

Some New Bernians may contend that conventions don't bring real money into a town, and scoff also at the financial importance of tourists who pause overnight, or for a still shorter period here. Facts and figures prove otherwise.

Latest available statistics indicate that travelers are spending approximately \$400,000,000 in North Carolina each year, and that two-thirds of this money is being spent by out-of-state visitors.

One-half of the out-of-state visitors to North Carolina come from the four border states, and two-thirds from the southeastern states. Tennessee is the largest contributor, with 26 percent of the total.

Altogether, 19 states contribute as much as one percent of these visitors. By comparison, 17 states contribute as much as one percent of Virginia's total, while 25 states send one percent or more to Florida.

In spite of this apparent concentration of the visitors in a few states, visitation to North Carolina is quite widespread in comparison to the usual pattern of interstate travel.

One reason for this may be found in the nationwide popularity of the Great Smoky Mountains National Park. Another is the fact that traffic moves through North Carolina between the Northeast and the Southeast, the Southwest,

and even to the Far West.

These statistics, prepared by the Travel Council, were derived from counts and tabulations of over two million visitors to national and state parks, recreation areas, historic sites, reservoirs and other travel attractions across North Carolina.

Figures show that 28 cents of the traveler's dollar is spent for food, 22 cents for accommodations, 19 cents for gas and oil, 14 cents for retail purchases, 8 cents for entertainment and recreation, 5 cents for tires, parts and repairs, and 4 cents for miscellaneous.

The growth of travel attractions and recreational services in North Carolina in the last decade has been quite significant. In 1959 some 1,115 recreational services, not including movies and sporting and recreational camps, produced \$19 million revenues, as compared with only \$6 million from 560 establishments in 1948. As can be seen, there has been a threefold increase.

These include only commercial recreational facilities changing admission fees, but exclude motion picture theaters. They range from outdoor dramas and sightseeing trains to boat launching sites, and include a foot-bridge swung between mile high peaks, and an elevator operating inside a mountain.

Here in New Bern, as well as elsewhere in North Carolina and the United States, it's true that

many business firms have very little contact with travelers. However, they profit too from tourist trade, since outside tourist money that goes into circulation quickly gets around.

Visitors to North Carolina are quite transient. Half of the out-of-state visitors pass through the state or return home the same way. These require no overnight accommodations. About one-fourth of the out-of-state visitors stay with friends and relatives.

Nationwide, 43 percent of the trip-days are for the purpose of visiting relatives and friends. Enroute, 30 percent of the travel parties stay with friends and relatives, and at the destination the percentage is 48.

This is understandable, when one stops to consider that more than one-fourth of the persons born in North Carolina are living elsewhere. When Tar Heels come back home to visit, they naturally stay with the home folks.

The average visitor stay in North Carolina is one night and somewhat less than two days. Although a great many tourists spend nights and eat meals in New Bern, a high percentage breeze through — headed to or from Florida — and part with little or no cash in these parts.

Any attraction that induces these motorists to stop and linger in town for awhile increases the revenue from travelers. Tryon

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