

Says State Must Dress Up If It Would Get Tourists

Unightly and Ugly Spots Leave More Lasting Impression Than Beautiful Spots, C. W. Roberts Declares; Advertising Is Sound Business

Daily Dispatch Bureau, In the Str. Walter Hotel, Raleigh, June 28—If North Carolina wants to attract more visitors, and especially to keep them coming back year after year, the various communities and the individuals in them must paint up, spruce up, beautify roadsides and vacant lots and eliminate the many eyesores which exist in almost every part of the State at the present time, according to Coleman W. Roberts of Charlotte, member of the State Board of Conservation and Development, and of the special advertising committee which is directing the \$250,000 State advertising campaign, and president of the Carolina Motor Club.

Mr. Roberts maintains that it is very necessary to get the cooperation of every county, city and town in the State in making the State more attractive to visitors in order to make the new State advertising campaign a success. "Believe it or not, but unsightly and ugly spots leave a far more lasting impression in the minds of visitors than do the beautiful places they may see, with the result that it is up to us to eliminate as many of these ugly places as possible before the new visitors start coming into the State," Mr. Roberts said. "We may have become so used to it that we do not realize it but most of our highways enter our most attractive cities either through ramshackle, tumble-down colored sections with paintless, rickety shacks, or through equally unattractive industrial sections, dotted with unsightly dump heaps, poorly built and ill-kept filling stations and other eyesores. And along many rural highways are unpainted, poorly kept farm houses and tenant houses, with tumble-down barns and sheds, ill-smelling pig pens that are most repulsive to visitors from other states. Yet a little paint, a little thought, some vines, flowers and shrubbery could transform most of these places into places of rural attractiveness. Most of the owners of these places are able to stand the slight additional cost of making them look more attractive. They either have not thought of it or have not realized that it would pay them to do so. They must be convinced now that it will pay them to return to beautify and clean up their properties, whether in rural sections or in cities and towns.

"During the great haste in North Carolina's period of industrial expansion, expediency and practicability were the chief yardsticks by which homes, highways, factories and even entire villages were constructed. Undadored industrialism, a powerful though not a beautiful, youth was the fair-haired son of the people. To compensate for the type of architecture which concerned itself only with utility, North Carolina now needs to cover up, dress up and beautify in every way possible.

"There is no structure anywhere whose appearance cannot be greatly improved when tied to the earth with flowers, trees, grass and shrubs. There is no soil in the state that will not lend itself to producing screens of vegetation for the blemishes that need covering.

"North Carolinians must remember

that the best advertisers their State can have are the visitors who come here and who are pleased and surprised at what they find and who then go back home and tell others about it—and that the worst advertising it can get are from those who come here and are disappointed. So it is good business for every one in the state to try to do his or her part to make the state more attractive from a scenic standpoint for the visitors who come here for rest and recreation.

"It is also sound business as well as a fine way to advertise the State and keep more and more visitors coming back to it, for all those who come in contact with tourists—the highway patrolmen, local police officers filling station attendants, tourists home and tourist camp operators, hotel employees, cafe proprietors—always to be courteous and helpful and eager to lend any assistance they can to make the stay of these people in North Carolina more pleasant.

"If the people over the State will keep these things in mind, there is no doubt that our new state advertising campaign will get results and bring hundreds of thousands of new tourists and new dollars into the State."

BROWN WILL HELP LOUISBURG DRIVE

One of District Directors In \$100,000 Drive for College Fund

Announcement of the organization that will carry on the campaign for \$100,000 for Louisburg College reveals Rev. R. E. Brown, pastor of the First Methodist church here, as one of the directors, together with a large group of other well known ministers and laymen well acquainted here and in this field.

Rev. T. G. Vickers, of Lumberton, is also a district director, and is a former pastor here. T. G. Stem, of Oxford, is a district chairman. Other district directors include: Rev. G. W. Perry, pastor of Trinity M. E. church, Durham; Rev. D. M. Sharpe, Hartford; Rev. C. B. Culbreth, Sanford; Rev. T. M. Grant, Greenville, and Rev. J. O. Long, Weldon.

Rev. J. H. Barnhardt, Raleigh, of this district; Dr. J. M. Culbreth, of Rocky Mount, and Rev. H. B. Porter, of Durham, both former pastors here, and all three of these presiding elders, are active in the campaign.

Dr. D. E. Earnhardt, president of Louisburg College, likewise a former Henderson pastor, announced today that local set-ups will be arranged and made public in the near future. Rev. A. P. Brantley, of Chapel Hill, will be general chairman of the movement, and Dr. Earnhardt will act as chairman of the speaker's committee. Dr. Earnhardt will be advisory chairman.

Arrangements for the program were discussed and outlined at a meeting in Durham last week in connection with the pastors' summer school.

TRIPLE SLAYER GIVES SELF UP IN CHICAGO



Robert Irwin, who has been hunted throughout the country since Easter Sunday for the murder of Veronica Gedeon, artists' model, her mother, and Frank Byrnes, a roomer, in their New York apartment, is shown here as he signed a paper in the office of the Chicago Herald and Examiner, where he surrendered to the Universal Service Saturday night, June 26.

MACON CEREMONY TO ATTRACT MANY

Henderson People To Attend Exercises In Warren County Tomorrow

A number of Henderson people are expected to attend the Nathaniel Macon Day celebration at the old Macon homeplace in Warren county tomorrow, the 100th anniversary of the death of the North Carolina statesman, who represented a district in the House and the State in the United States Senate more than a century ago.

Dr. Archibald Henderson, of Chapel Hill, will speak on "Life of Nathaniel Macon," and Governor Clyde R. Hoey will speak on "Our Duty to the Coming Generation To Inculcate the Virtues of Mr. Macon." Another address will be given by John L. Skinner, prominent Warren county man, on "Civic Responsibility as Exemplified by Mr. Macon."

Distinguished guests will be recognized at the meeting, and both North Carolina senators and the entire congressional delegation have been invited. Judge John H. Kerr, of Warren county, congressman from the second North Carolina district, in whose county the Macon homeplace is situated, will be master of ceremonies.

COUNCIL TONIGHT PLANS ELECTIONS

Busy Session in Prospect; Opposition to Angle Parking Rumored

An interesting meeting of the Henderson City Council was promised for tonight, it being the first regular meeting of that body since the change of administrations on Monday, June 7. All city employees not already chosen will be elected, and all salaries will be fixed. It is also anticipated that a report will be made by a special committee appointed at a called meeting a week ago to look into the question of the city's sewage disposal plant a mile east of the city limits.

There was a report today, without confirmation, that a delegation would appear before the Council and ask that the parallel parking system on Garnett street be restored. The present angular parking arrangement was inaugurated a week ago.

Some talk has also been heard of a proposal to match \$2,500 of city funds against some \$20,000 it is hoped can be gotten from the WPA for development of the King's Daughters' park property. This, according to the report, has not progressed beyond the talk stage, however.

Floyd Dell of New York, author born at Barry, Ill., 50 years ago.

HIGHWAY APPEALS TAKEN TO RALEIGH

Influential Help Promised in Fight Against Diverting Route 1

Irvine E. Watkins, former mayor, went to Raleigh this afternoon to take up with the State Highway and Public Works Commission the matter of the agitation for diversion of Route 1's national highway traffic by the building of a proposed alternative route south from Lawrenceville, Va., by way of Warrenton and Louisburg.

Mr. Watkins went as a representative of a local group that has become intensely interested in the agitation reported in Warren county.

An expense fund has been raised for the purpose of fighting any such movement, and aid is said to have been promised from Oxford and Durham, as well as other points along the route who would be affected.

FREE for Gas Pain, Heartburn, Acid Dyspepsia, Nausea, Stomach Ulcers and other distress due to excess acid. More than 24,000 people have written grateful letters praising quick relief they got taking UDGA. Try it yourself. Get generous trial package UDGA, FREE at Parker's Drug Store.

Human Relations Institute Begins University Tonight

Chapel Hill, June 28.—George V. Denny, Jr., of New York, director of Town Hall and Town Hall of the Air, and Dr. E. McNeill, Potat, Jr., pastor, Pullen Memorial Church, Raleigh, will deliver the opening addresses at the second Southern Area Institute of Human Relations tonight at 7:30 at the University here. The program, continuing through Friday, will feature numerous prominent clergymen and educators as speakers. President Frank Graham of the University, Southern Co-Chairman, will preside, and Dr. Potat will act as commentator.

All sessions will be held in Memorial Hall. The Institute is being sponsored by the National Council of Jews and Christians, an organization to promote justice, amity, understanding, and cooperation among Catholics, Jews, and Protestants. The general theme will be "Education and Human Relations."

Headquarters for the Institute will be maintained in the Y. M. C. A. and delegates will be housed in University dormitories. Harry F. Comer, secretary of the University Y. M. C. A., is local chairman on arrangements.

You're Telling Me!

By WILLIAM RITT Central Press Writer Now that the strawberry season is about over in most parts of these United States most of us awaken to the fact that three great privileges of being an American are liberty, opportunity and an introduction to strawberry shortcake.

It is one of the paradoxes of the kitchen that the strawberry shortcake is neither short nor a cake. But it is all good eating.

A visiting European gourmet once said the strawberry shortcake was not a confection at all but a masterpiece of the culinary art painted in red and white by a gase stove genius with the soul of a Titian and the artistry of Rembrandt.

It is more than that. It is the only spring poem that we don't mind sampling over and over again.

The Indians discovered the true usage of the strawberry. That explains why they fought as hard as they did to keep the palefaces out of their country. They were afraid there wouldn't be enough of nature's giant, sweet rubies to go around.

We know one man who refuses all desserts but a bowl of huge strawberries blanketed with chilled, fresh cream. Anyway, he says, strawberries aren't a dessert—they are a privilege.

VANCE
TODAY AND TUESDAY
SYLVIA SIDNEY
In her most dramatic role, as a murderer's wife, who falls in love with another man.
SYLVIA SIDNEY IN HER MOST DRAMATIC ROLE!
SYLVIA SIDNEY OSCAR HOMOLKA
The WOMAN ALONE
Plus Universal News of the Day
And colored comic "All Baba"

Important Notice To Owners and Drivers of Motor Vehicles

On and after July 1, 1937, the laws prohibiting double parking and parking more than one hour on Garnett Street will be strictly enforced.

All offenders will positively be arrested and prosecuted after the above date.

John H. Langston
Chief of Police.

PHOTOPLAYS

STEVENSON TODAY - TOMORROW

HE'S IN THE DOG-HOUSE ONCE MORE!
Wells' BEERY 'THE GOOD OLD SOAK'
Plus Color Cartoons "Behind the Headlines" News of the Day

WEDNESDAY

SCANDAL IN A FAMILY AFFAIR
LIONEL BARRYMORE

Midnight Show
Wednesday Night, 11 p. m.

ZANDU'S
Midnight Seance and Ghost Show—On The Stage
Come prepared to be frightened

Cool and Comfortable

The STATE
TODAY—TOMORROW
Charles Starrett—in
A Gala Musical Western
"DODGE CITY TRAIL"
News—Novelty

WEDNESDAY—THURSDAY
Constance Worth
Vinton Hayworth—in
"CHINA PASSAGE"
Admission 10 and 25c

DR. JAMES CLINTON IN TWO MESSAGES

Encouraging Attendance at Christian Church Sunday to Hear Minister

Dr. James R. Clinton, of Philadelphia, conducting a preaching mission at Congregational Christian church, had most encouraging attendance at two services at the church Sunday, and brought stimulating messages to the congregations.

Dr. Clinton said in part: "There are no indolent forces in this wonderful universe. Moral and spiritual forces are even more active. And in the experiences of those who live in trustful and obedient communion with the living, loving, controlling God, they are working together for ultimate and eternal good."

At the evening service, the preacher said "That life was drifting with us all. We are responsible for choosing the drift. The apostle Paul chose his drifts toward his Lord. The end and goal of all his thinking, planning habits of life was his Lord. Nothing in the Pilgrim could break the trend. Not even death could interrupt the drift. He lived unto his Lord and died unto his Lord. Death had no more significance for the Christian believer than the dropping of a garment at a wayside station from a non-stopping train between Henderson and New York.

If we live wisely and spiritually, we shall die triumphantly. In other words, there is no death in Christian experience. It is eternal life."

Dr. Clinton speaks each evening this week at Congregational-Christian church, and the community is cordially invited to hear his brilliant messages.

PASCHALL REUNION IS SET FOR JULY 6

The annual Paschall reunion will be held this year on Tuesday, July 6, instead of July 4, which comes on Sunday, it is announced by N. H. Paschall, of Manson. The celebration will be at the home of W. H. Paschall, near Drewry. All Paschalls and their relations are expected to come and bring well filled baskets. Rev. J. D. Cranford, of Henderson, Methodist Protestant minister, will be the speaker on the occasion.

High spots of pleasure...

.. any pleasure is more pleasure with Chesterfields..

They Satisfy

Chesterfields add to the pleasure of anything you're doing because ...
They're milder... refreshingly milder.
They taste better... a whole lot better.
And Chesterfield's aroma is more pleasing—different from all the rest.
For the high spots of smoking pleasure — enjoy Chesterfields