

### Expect Heavy Tourist Trade This Summer

Raleigh, July 9.—Inquiries about North Carolina from 17,000 persons in every state in the United States and most Latin American countries received from the state advertising program in the first six months of 1931. Charles Parker, director of the state news bureau of the Department of Conservation and Development, announced today.

"These inquiries have been coming in at a rate of about 100 a day and indicate a record tourist season, especially for the Great Smokies and the Blue Ridge Park regions—these being the areas which most inquiries are being frequently sought," said Parker.

The head of the State's national service said that there had been no relaxation of program to attract tourists during the Federal emergency and the postponement of the program of the Department of Commerce and Industries with a portion of funds allotted to State advertising.

The Washington office has been maintained by the division as a point of contact between North Carolina business and industry and federal departments concerned to let government contracts be kept maintained while the national appropriation takes from the Federal fund for the advertising of the State's industrial advantages. It is daily contemplated to be State advertising plan. It was regarded as wise to side-track the plan from plan for a program of development at this time with the idea of returning to the original plan with the emergency over and business and other defense industry no longer restricted movement of the industry," said Parker.

### Auto Dealers Face Serious Convention

Daily Dispatch Bureau, In the St. Walter Hotel, By HENRY AVERILL

Raleigh, July 9.—The annual convention of the North Carolina Automobile Dealers Association is something of a farce without the serious business brought in by the side; but this year's gathering in Asheville on July 20 to 22 is going to find the car merchants confronted with conditions which affect their very existence.

As a result, it is certain that there will be more attention paid to the serious than to the frivolous and amusement ends. Mr. Benson H. Phoenix, the association's executive secretary, has already gone to the Buncombe capital to coordinate plans for the three-day session.

The national defense program has put the dealers squarely in the spot. From now on they are going to find it hard to get cars to sell to their customers, because manufacturers are so busy making airplanes, tanks and other war supplies that it is certain there will be a shortage of automobile output. There are Federal government proposals, apparently to stack a pile of new and heavy taxes on the motorists' back and Leon Heide, car price control czar, is threatening to hold down the advance in auto prices when naturally results from times like the present.

In order to get the ideas of a really big man in the relationship of the industry to national defense, Mr. Phoenix has asked W. J. Cameron of the Ford Motor Company to speak on that subject. He has accepted and will make his talk at the afternoon session of Monday, July 1. Before going with the Ford company in 1924, Mr. Cameron was on the editorial staff of the Detroit News.

The major portion of North Carolina's hay crop will be harvested within the next three to four months, says John A. Avey, Extension dairyman of N. C. State College.

### Rural Tar Heel Suckers Warned Of Stock Sharks

Daily Dispatch Bureau, In the St. Walter Hotel, By HENRY AVERILL

Raleigh, July 9.—All the suckers in North Carolina are not being swindled around in some and books and all the sharks aren't loaded from the sea's waves. It is said in the light of a warning from the State that they are.

Investment men, who are in the "business" of buying and selling securities, are in the habit of holding a "road show" in the State. It is the duty of the State to warn the public of the dangers of such a "road show" and to advise them of the proper way to invest their money.

In other words, two-legged suckers are going about their business and the sharks are in the water. The State is warning the public of the dangers of such a "road show" and to advise them of the proper way to invest their money.

### Movies Made In Carolina

Raleigh, July 9.—James Fitzpatrick, "The Voice of the Globe," has completed a travelogue of the Great Smoky Mountains. The motion picture globe-trotter and crew spent a week in western North Carolina with Dan Thompson of the Asheville branch of the Asheville Chamber of Commerce and Bill Baker of the state news bureau available and expressed satisfaction that he got some striking shots, especially of the Cherokee of the Great Smoky Mountains and of a trip to the Cataloochee Ranch. Charles Brown, director of the State News Bureau, said.

Viewing movies in the Great Smoky Mountains was the South Carolina Pictures.

James Fitzpatrick, "The Voice of the Globe," was at Camp Davis and the State News Bureau in Onslow county during the week. The event managers at those camps are.

### 'Lost Colony' Has Biggest Opening

Weldon, July 9.—With more than 60 dresses from every state of the Union, including the first three dresses of Paul Green's first and last designs. The Lost Colony has its most impressive opening since it was first presented in 1927.

The little island village had its largest number of visitors over a day's period and did its best to accommodate them. Hotels, inns, and board houses extended their friendly hospitality to hundreds that came from points as far as California and Oregon. From every standpoint this was the largest opening in the history of The Lost Colony. Those who have seen it for the past five summers described this production as the best and most brilliant.

## STORE WIDE

Store Closed Wednesday, July 9th To Arrange For Sale

# CLEARANCE SALE ROTH-STEWART CO. LADIES' DEPARTMENT Starts Thursday, July 10th You May Expect 'a Riot of Values'

### No Approvals! No Alterations! But You Will Be Delighted With The Savings

127 <b>Dresses</b> Cottons, Bembergs. All sizes. Former price, \$3.95 Now <b>\$2.65</b>	76 <b>Dresses</b> Cottons, Bembergs, Sheers Including large sizes. Former price, \$5.95 and \$6.95 Now <b>\$4.35</b>	147 Lovely <b>Dresses</b> Voiles, Batiste, Chiffons, Shantung For dress and sports wear Including large and 1-2 sizes. Former price \$7.95 and \$9.85 Now <b>\$5.65</b>	41 Smart <b>Dresses</b> In all wanted materials Redingotes, Jacket Styles Including fine navy sheers. Former price \$12.95 Now <b>\$7.00</b>
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## 61 DRESSES

### Our Finest Choice \$10<sup>00</sup>

Former price \$14.95 to \$29.75 "A Riot of Value" for the well dressed women All sizes.

### Beach-Wear Shorts, Slacks Bathing Suits 25% Off

### 'Claussner and Mojud' HOSE During This Sale—Only 2 pr. for \$1.50 Regular \$1.00 quality

### MILLINERY Choice of any Hat in Stock—Former Price Up to \$5.00 Final Clearance Now \$1.00

### BAGS Smart Collection—All Types 1-3 Off GLOVES Values to \$1.98 50c

## A Good Time to Buy a Spring Coat

## STORE-WIDE S-H-O-E CLEARANCE

Whites, Brown and Whites, Blacks.

A Shoe For All Occasions.

A Size For Every Foot.

A Price For Every Purse.

### Enna Jetticks

## JULY NATION-WIDE SALE

DISCONTINUED STYLES

\$3<sup>95</sup> and \$4<sup>45</sup>

REGULAR STYLES '5 to '6

Come in NOW! Get first choice! Wide selection of sizes, styles, leathers and colors.

### ROTH-STEWART CO.

### "Rhythm Step"

## SHOES

Nationwide Sale

Regular \$7.75—Now

## \$5.85

Including Every Pair in Stock

A Good Buy

### Roth-Stewart Company