

The Chapel Hill Weekly

LOUIS GRAVES Editor

SUBSCRIPTION RATES

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Advertising the State

When we first heard of the proposal that \$250,000 be appropriated for advertising the state, and when it was under consideration in the legislature, we didn't like it. We supposed it would be a familiar sort of ballyhoo campaign, with a lot of newspaper and magazine displays extolling the high mountains, the smooth beaches, the abundance of duck and quail for hunters, the splendid roads and golf courses and trout streams, and other so-called "attractions" of North Carolina. It turned out that we were wrong. No such stereotyped and vapid course is to be followed.

"No superlatives," announces Joshua Horne of Rocky Mount, chairman of the committee that directs the advertising program, and we learn that the emphasis is being laid upon training North Carolinians to do things which will make the state inviting to investors and settlers and make it an agreeable place for tourists. In short, instead of giving voice to boasts about its scenery and roads and recreational opportunities and what not, North Carolina is setting out to educate and improve itself in ways that will deserve and win the goodwill of outsiders. And that kind of education is something worth spending money for.

The proper note is sounded in the opening manifesto, "An Important Message to North Carolinians," issued by the Governor's Hospitality Committee.

"Let us put our house in order," runs this message. "Every citizen of the state and every community must cooperate if North Carolina is to reap the maximum results and the increased prosperity that will come from our advertising. Let our communities put on bright, clean faces. Let us beautify our highways. Let every North Carolinian greet strangers with the spirit of hospitality for which North Carolina is justly famous. Let our Police Forces and other Peace Officers exert every effort to be friendly, courteous, and obliging to the stranger within our gates. Let each and every one of us assume our new responsibility in North Carolina's March of Progress."

One of the country's large advertising agencies, Eastman, Scott and Company of Atlanta, Ga., which has a score or more offices scattered over the country, has been retained to carry on the advertising work under the direction of the state's committee. Mr. MacArthur, the alert and enthusiastic staff member to whom the North Carolina assignment has been given, was in Chapel Hill this week, and after a talk with him we were convinced that his agency and the committee were on the right track. We believe that their plan gives promise of real benefits to the state.

One particularly wise decision is that none of the appropriation shall be spent on advertising in newspapers and periodicals inside the state. At its recent meeting the North Carolina Press Association adopted a resolution pledging cooperation with the state authorities, and when you see in a North Carolina paper an advertisement of the state of North Carolina, the space is given, not sold, by the newspaper.

Attacking the Gray Squirrel

Lawrence Flinn sends us a London Times editorial which damns the gray squirrel as a scourge and calls upon all loyal Englishmen to help exterminate it in the British Isles.

The Times says that the Minister of Agriculture and the Secretary of State for Scotland have united with Parliament in declaring the gray squirrel a public enemy and causing its importation or protection to be unlawful.

The editorial terms the animal "a tree-rat as catholic in its appetite as the land-rat" and says that "it kills trees by ringing the bark and eating off the shoots and buds, encourages the insect pests by eating the eggs and nestlings of the small insectivorous birds, drives out the indigenous red squirrel, plunders gardens and orchards, and destroys property out of all proportion to the value of its pelt to furriers."

"There are creatures," says the Times, "which man, speaking generally, has an instinct to destroy. The gray squirrel is far too engaging to be one of them. But it is mischievous. It does more harm to other creatures and robs man of more of the fruits of his labour than the rabbit, the wild deer, even more than the little owl. To be kind to the gray squirrel is to be cruel to much else; and it is a plain duty to harden the heart. For organized attack the best period is between the end of the shooting and the beginning of the breeding season; but individual effort can do much meanwhile."

This bitter arraignment of the gray squirrel is perhaps surprising to people here where this animal is considered an asset to the campus and the village. Certainly the Chapel Hill squirrels have done no such injury to trees and birds and gardens and orchards as the English squirrels are accused of doing.

It might seem then that the actions of the gray squirrel in England are an anomaly. But they are not. They are the rule. The gray squirrel is not native to the English countryside; it was introduced there by man, and those species of wild animals and birds that have been transplanted by man have been notorious for becoming pests in their new environment, even though they were desirable on their native heath.

The European starling and the English sparrow, not generally considered pests in Europe and England where they long ago assumed their proper and normal place in the scale of nature, have been detested by American bird-lovers and gardeners and orchardists and farmers almost ever since they were introduced into this country. A few years after an English colonist had introduced the rabbit to Australia it became a scourge that threatened to denude the continent. Thousands of miles of close-weave wire fences, great rabbit drives, and the expenditure of millions of dollars were necessary to bring the plague under control.

The mongoose, killer of cobras, is held in high esteem in India, but when carried to other parts of the globe it has been merely a giant, bloodthirsty weasel with an appalling capacity for the slaughter of poultry and game. Its importation into this country is prohibited by federal law.

Great Britain's Parliament and Minister of Agriculture and the Secretary of State for Scotland are in a like manner now forbidding the gray squirrel entrance into England. But their action is a bit late, for the gray squirrel has already established itself in the English woods and coverts. Barring squirrels is one thing, banishing them is another.

Death of John Suel Hazen

Mrs. A. E. Ruark was called to San Diego, California, by the illness of her brother, John Suel Hazen, and he died July 16. He was buried with Masonic honors in the military cemetery in San Diego. About 1888 he was the first weather forecaster at Cape Hatteras. Mrs. Ruark will remain in San Diego a few days with her sister, Miss Helen Hazen.

Qualifications of Lawmakers

(By H. L. Mencken in the Baltimore Evening Sun)

Nearly all the states have set up boards of examiners to inquire into the qualifications of doctors, lawyers, osteopaths, chiropractors, beauticians, plumbers, electricians, barbers and other such practitioners of the more occult arts and mysteries, and it is usually a serious offense for anyone not qualified to enter into practice. But any idiot is assumed to be fit to make laws. No one asks him what he knows of the subject. No one asks him, even, if he can read and write. In Maryland the only condition is that he must not be a clergyman. The idea seems to be that clergymen as a class are dangerous characters. Maybe they are, but certainly they are not more dangerous than morons.

There are blue days when I toy with the notion that it might be a good plan to abolish legislatures altogether, and hand over the making of laws to the judges, who are experts in the matter, and, taking one with another, men of reasonable honesty. They make a great deal of our law, in fact, even today, and most of it, it seems to me, is pretty good. To be sure, it is denounced by radicals, but it is not often that the ideas of radicals have any validity. Certainly any sane man would rather live under laws made by the Nine Old Villains of Capitol Hill than under laws made by such fellows as the Hon. H. F. Ashurst, LL.D., of Arizona, one of the chief torpedoed of the New Deal in the United States Senate, who was lately confessing shamelessly, and even proudly, that principles meant nothing to him.

"Audacious" Highway Billboards

(Manchester Guardian)

The disfigurement of rural scenery by advertisement boardings is a problem that troubles the United States acutely because the evil over there is greater and more audacious than with us. The societies concerned with the preservation of American scenery have been heartened in their struggle by a pronouncement of the Massachusetts Supreme Court a few months ago which said:

"Grandeur and beauty of scenery contribute highly important factors to the public welfare of the State. It is in our opinion within the reasonable scope of the police power to preserve from destruction the scenic beauty bestowed on the Commonwealth by Nature, in conjunction with promotion of safety of travel and the protection of travelers from the intrusion of unwelcome advertising."

With this encouragement from high places the Connecticut General Assembly has promoted a bill for the regulation of outdoor advertising, part of which aims at prohibiting altogether poster and billboard advertising in a rural area, leaving town and village advertisements to be regulated by license and tax. A rural area is defined as a space where there are less than ten buildings owned or occupied as residences or places of business within a half-mile stretch of highway.

When the bill becomes law the cartoonists' joke depicting the

Connecticut citizen taking a step-ladder with him on his country walks so that he might look over the boardings at the scenery will have lost some of its point.

Doc Weaver Opens a Market

C. H. Weaver, known to people here for many years as Doc Weaver, has opened the Chapel Hill Market on Columbia street near the Bus Station. He sells melons and other fruits, green vegetables, and soft drinks, candy and cigarettes. Mr. Weaver used to run a dairy north of the village, and afterward he worked in New York.

A prophet says the world will come to an end Monday afternoon, September 20, 1937. Monday is always an awfully busy day with us, but we shall try to arrange to take time out and attend this event. —Washington Post.

The national inventors' congress, we see, has on display a tearless onionslicer. Now won't the tree people accommodate us with a weepingless willow? —Christopher Billopp in Baltimore Evening Sun.

FURNITURE FOR SALE

Furniture and furnishings for five-rooms at a bargain. Apply Graham Court, Apt. D-1. Phone 6941.

GARAGE FOR RENT

Garage for rent: 2 blocks from Arboretum. Telephone 7391.

HEMSTITCHING MACHINE

For sale: hemstitching machine. Write Mrs. Laura Bryant, Chapel Hill.

RANGE FOR SALE

Electric range in good condition. See H. C. Holloway, Post Office.

LOST, A PERSIAN KITTY

Orange Persian Kitty. Phone 8591. Mrs. F. J. Barnes, 208 Vance St.

LOST, GLASSES

Pair of pink-rimmed glasses in black case; name and address of owner inside of case. Reward. Miss Charlotte Crews, 7 Steele.

BOSTON PUPS, SCOTTIES, CAIRNS, CHIHUAHUAS

Boston Pups, Scotties, Cairns, Chihuahuas, Canaries, Parakeets, Plants. K. Tack, Box 121, R.F.D. 2, Chapel Hill. (On Hillsboro road, 3 miles from Strowd's garage).

Fresh Country Produce

The Chapel Hill Market

Columbia Street—Near Bus Station

Butter — Chickens — Eggs

Vegetables and Fruits of All Kinds

Watermelons — Cantaloupes — Peaches

Truck Brings in Fresh Supply Daily

C. H. Weaver, Proprietor

THE GREAT NEW DRAMA OF MEN IN WHITE - - - AND THE WOMEN WHO MAKE AND BREAK THEM!

FRANCHOT TONE

Maureen O'Sullivan Virginia Bruce

"BETWEEN TWO WOMEN"

—Also— Musical Novelty—News

—Sunday—



A HONEYMOON SHIP OF HORROR!

MUTINY!

... yet they love the more for the hours remaining!

... manned by a crew gone mad! ... hunted by every nation's fleet! ... trailing blood in its wake! ... sailing seas of shame! ... cleaving a course of doom! ... the last slaver on its last mutinous voyage! ...

WARNER BAXTER WALLACE BEERY

ELIZABETH ALLAN

"SLAVE SHIP"

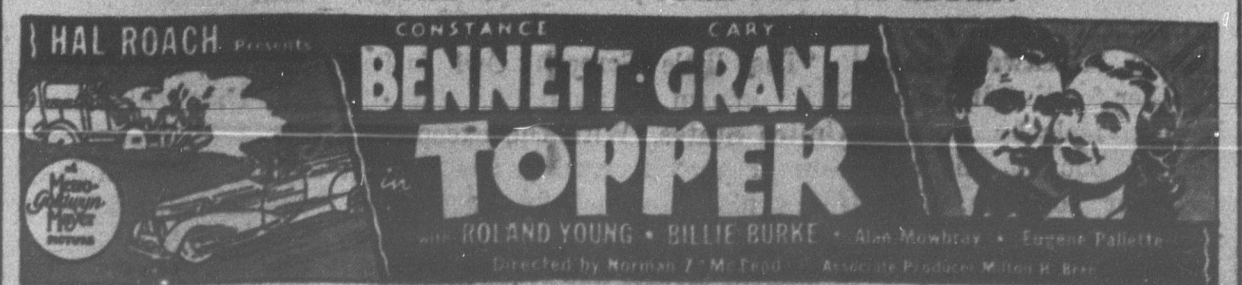
SPECIAL FEATURE

"Land of the Magyar," a most interesting Travelogue of Hungary, in Cinecolor.

—Monday—

—Tuesday— ERNEST TRUEX in "Everybody Dance"	—Wednesday— DONALD WOODS in "The Case of the Stuttering Bishop"	—Thursday— ERROL FLYNN ANITA LOUISE in "Green Light"	—Friday— WENDY BARRIE in "Wings over Honolulu"	—Saturday— BRUCE CABOT in "Legion of Terror"
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THIS PICTURE IS A SURE-CURE FOR THE BLUES!



COMING SUNDAY, AUGUST 1st