

"Billboard Rash" Infecting State

Is It to Be Billboards or Beauty, Asks Correspondent, Who Gives Statistics To Prove Desecration of Highways of North Carolina

(By Susan Iden)

What are North Carolina highways for, anyhow, for traffic or for the advertising of everything under the sun from the nearest place to get barbecue and a cold drink, to North Carolina's finest hotels, one wonders after driving from one end of the State's bill boarded highways to the other.

"Is it to be bill boards or beauty"—after struggling to see the landscape beyond the signs that pay no respect to mountain or river or valley view: "Is it to be bill boards or safety"—after missing the sight of a danger crossing sign lost in a wilderness of billboards at some particular dangerous point along the road.

Bill Board Rash

While North Carolina has not yet become as badly infected as some other states with the "bill board rash," as it has been called by Mrs. W. L. Lawton, chairman of the National Council for Protection of Roadside Beauty, in a recent survey of North Carolina roads, made for the American Nature Association, the disease is rapidly spreading.

In the survey, made about a year ago, careful note was made of the bill board and outdoor advertising situation. The records made at that time showed that as one traveled from Durham to Raleigh, a distance of 22.6 miles entirely out of the city limits 338 signs were passed, not including a count of the signs which swarm over the exteriors of barns, or tobacco houses, or shout raucously from tree trunks and filling stations. Driving at forty miles an hour along this stretch, one averages to pass a billboard of some description every six seconds.

The "Main Street of North Carolina" is the name often applied to Route 10. In a distance of 383 miles on this highway from Beaufort to Asheville, 2,564 signs adorn the route. That is an average of one every 13 1-2 seconds. Again the countless "snipe" signs are not included. They would more than double the figure.

Another heavily-travelled highway is Route 50, which runs across the State from the Virginia line to South Carolina. In a total distance of 180 miles is regaled with 1,524 signs; an average of one every 10 1-2 seconds.

From Greensboro to Winston-Salem, continuing to quote from Mrs. Lawton's survey, made a year ago, you will pass 211 signs in twenty-three miles, or from Charlotte to Gastonia, a total of 240 in eighteen miles. From Gastonia to Shelby there are 149 signs in 22.7 miles. Route 75 from Chapel Hill to Durham boasts of an average of 12 signs in every mile. A billboard declares that Route 26 from Brooks Cross Roads to Elkin is "The Scenic Highway to Roaring Gap." In ten miles forty signs and thirteen sign-plastered barns prove that it is not.

A Dignified Plan

The nearer one approaches the city the more numerous become the bill boards and one wonders what interest the tourist or the driver along the highway has in where to buy coal, roofing and house paint, of where to bank his money. If a resident of the community he has a more direct way of getting acquainted with the business of the town.

It is of interest to strangers along the road to know perhaps what hotels the town has to offer for a comfortable night's lodging, where to store the car and where to eat. Pinehurst with its attractive bulletin board of hotels at the entrance to that lovely town, shows the way to attractive advertising that does not clutter up the whole landscape with constantly recurring blatant signs, sufficient to turn away patronage by those who prefer beauty to bill boards.

Menace To Safety

But greater than the menace to beauty along the roads is the bill board menace to safety. Bill boards are designs to compel attention. If they are not to be read then they are useless as well as a blot on the landscape. Traffic along North Carolina highways leaves a good driver with no time for advertisements. At sharp curves and intersections the driver's attention needs to be in one place, on the road. Both the United States Bureau of Public Roads and the American Association of State Highway Officials are stressing the fact that bill boards menace safety even when they do not hide the road. Bill boards, Mrs. Lawton says in her survey, should be prohibited in every state from any spot within 1,000 feet of any curve or intersection. "Certainly," she says, "They are not justified in adding murder to all the privileges now accorded them."

Recreational Value

Millions are being spent to make accessible the beauty of the State in

a great system of American playgrounds. The tourist trade in North Carolina it is stated, ranks easily fourth in the industries of the State. The people of the State and of the Nation pay for the highways and they are justified in getting full recreational value. Not only good roads but attractive roadsides, windows that will show North Carolina to the stranger passing through the State, is now the demand.

Four steps are required to restore North Carolina highways to their true loveliness, according to Mrs. Lawton.

The first step is to cover scars left by road builders, planting shoulders and banks with grass and vines, a matter of economy as well as beauty as it costs less for maintenance.

The second step is the saving and planting of trees along the roadside, which to be successful should be done with State Highway co-operation. The most effective and practical action to accomplish this step would be for the Legislature to authorize the State Highway Commission to spend a small part of its funds for roadside planting.

Clean Up Litter

The third step toward improvement and perhaps the most vital is the clean-up of the vast amount of litter that leaves little chance for beauty along the highways. Landscape planting along the roads will have little effect with bill boards lined up behind it.

The fourth step in restoring the beauty of North Carolina highways Mrs. Lawton sets forth as ornamental planting, useless to attempt on a general scale until the first three steps, certainly the third step have been accomplished.

In the matter of cleaning up the roadsides North Carolina has now on the statute books a very good law for a start forbidding advertising signs on the highway right of way and on private property without the owner's consent. But for lack of enforcement this law has not been able to accomplish the results that had been hoped for. In fact some property owners have had to almost fight to keep snipe signs off their land.

Proposed Legislation

Included among the measures to be sponsored at this session of the General Assembly by the Legislative Council of Women, which includes the North Carolina Federation of Women's Clubs, the League of Women Voters, Business and other prominent women's organizations, and which has the support of the North Carolina Garden Club is a measure on highway beautification:

A. To give the State Highway Commission power to enforce the existing law in regard to placing advertising signs on the right of way of highways, and on private property without the owner's written consent.

B. To authorize the Highway Commission to spend 1 per cent of its appropriation on highway roadside improvement, which amount will be met by the Federal Highway System.

One of the most effective measures regulating the bill board nuisance, one that would serve both safety and beauty as well as increase the revenue is that section of the Budget Revenue bill that would impose a tax of three cents a square foot on all bill board advertisements and would place a safety regulation on their distance from road intersections and dangerous curves.

This proposed measure is receiving the hearty support of the Legislative Council of Women, the Garden Club Federation, the State Art Society, foresters and others, who believe that it will accomplish much that they have been working for in cleaning up the highways.

DANCE NETS NEARLY \$200 FOR UNEMPLOYMENT FUND

Nearly \$200 was netted by the Unemployment Dance given Tuesday night of this week at the Southern Pines Country Club, at which some 250 persons gathered to dance to the strains of two orchestras, one from the Club Skyline and one from Lovejoys. It was a gala occasion and voted one of the best parties of the winter by those present. Dr. George G. Herr, chairman of the committee of arrangements, reports that large numbers of tickets were sold to persons who did not come to the dance, so that just how much will be realized for the unemployed of Southern Pines is not as yet known.

TALKS TO LEGIONNAIRES

Struthers Burt addressed a meeting of the Sandhill Post American Legion, held Wednesday night at the Civic Club in Southern Pines.

PINEHURST

Mrs. W. L. Dunlap was hostess to four tables of contract at the Club Skyline on Saturday afternoon. Prizes were won by Mrs. C. B. Hudson, Mrs. N. P. Ray, Mrs. I. C. Sledge and Mrs. A. Blackburn. Guests included Mrs. J. S. Dunlap, Mrs. E. G. Fitzgerald, Mrs. S. R. Jellison, Mrs. Harry Vetterlein, Mrs. Charles W. Picquet, Mrs. Beldon, Mrs. Alec Innes, Mrs. E. C. Bliss, Mrs. James Quale, Mrs. C. B. Hudson, Mrs. I. C. Sledge, Mrs. A. Blackburn, Mrs. Tuck, Mrs. N. P. Ray and Mrs. Henry Graves of Lakeview.

Mrs. C. B. Hudson, Mrs. James Quale and Mrs. I. C. Sledge were guests of Mrs. E. G. Fitzgerald at the benefit bridge given by the D. A. R. at the Highland Pines Inn in Southern Pines on Monday afternoon.

Lieut. and Mrs. Matson of Fort Bragg were guests on Sunday of Mr. and Mrs. W. P. Hardin.

Mr. and Mrs. Hulon Cole spent the week-end in Lenoir, guests of Mrs. Cole's sister, Mrs. G. F. Turner.

Mr. and Mrs. C. B. Hudson spent several days last week at Myrtle Beach.

Mrs. W. L. Dunlap and Mrs. N. P. Ray spent Tuesday and Wednesday in Statesville with Mrs. Dunlap's mother, Mrs. R. L. Flannigan.

Announcement has been made of the engagement of Miss Odessa Arnette of Pinehurst, daughter of Mrs. J. M. Arnette of Wagram, to Duncan Thomas Memory of Cincinnati, Ohio, son of Mr. and Mrs. J. L. Memory of Whiteville, the wedding to take place in early summer. Miss Arnette is a popular teacher in the Pinehurst public school and has many friends here who will be interested in this announcement.

The regular monthly meeting of the Parent-Teacher Association was held in the school auditorium last Wednesday afternoon with Mrs. I. C. Sledge, president, presiding. After the business meeting a very interesting program was presented by Mrs. Bertha Freeman, 5th grade teacher and the four boys of the Pinehurst School who are completing in the American Legion oratorical contest.

Mr. and Mrs. Tuck passed the week-end at Aiken, S. C.

Mrs. Murdoch McLeod, Sr., of Montrose is a guest in the home of her son, the Rev. Murdoch McLeod and will remain for an indefinite time.

J. S. Davis of Waynesville is visiting his daughter, Mrs. Hulon Cole.

A Corbett Alexander spent the week-end in Camden, going down for the races.

Mr. and Mrs. J. D. Campbell of New York City are spending some time at Mid-Pines Country Club.

Mr. and Mrs. I. C. Sledge and children, Katherine and Nancy spent Sunday in the home of Mr. and Mrs. W. T. Sledge in Whiteville.

Mrs. W. B. Gouger spent last week in Roanoke, Va., the guest of her daughter, Miss Lula Gouger.

Miss Miriam McCollough of the Teacher's Club spent the week-end at her home in Columbia, S. C.

A. T. Robertson, editor of The Outlook was a visitor in Durham last Monday.

Mrs. Herman Campbell and children spent last week-end in Fayetteville with Mrs. Campbell's parents, Mr. and Mrs. F. M. Harris.

The Pinehurst Shuffle board team won from the Pinebluff team in the tournament Wednesday night.

Dr. and Mrs. J. P. Price of Florence, S. C., were recent guests of Mr. and Mrs. W. M. McLeod, stopping over on their return from a two week's stay in New York city.

HIGHLAND PINES BALL A BRILLIANT AFFAIR

More than 400 guests enjoyed the 20th annual ball of the Highland Pines Inn at Southern Pines last Saturday night, the affair proving a brilliant success. It was a masquerade ball and the costumes ranged from the sublime to the ridiculous. Prizes were awarded as follows:

Prettiest ladies' costume — Miss Alice Blue of Southern Pines as Little Bo-Peep; most handsome costume for men—Harry Pethick, a Japanese emperor; most original—Mrs. A. Montesanti of Southern Pines, the Old Lady Who Lived in the Shoe; most original, men—Dante Montesanti and Morris Eddy as Amos 'n' Andy.

The grand march was led by Mr. and Mrs. Hunter Eckert of Reading, Pa.

MAY CHANGE ROUTE OF U. S. NO. 1 AT MOORE LINE

Engineers are busy making a new survey of Federal Highway No. 1, a point five miles west of Sanford to the Moore county line, a distance of about seven miles. It is understood that a part of this road will be relocated with a number of curves eliminated and that hard surface will replace the present oil surface.

MISS ADDIE A. JONES DIES AT HOME HERE

Miss Addie A. Jones, of Northboro, Mass., died early Saturday morning at her home on Midland Road in Pinehurst, following an illness of several weeks. Miss Jones spent the winter in Pinehurst for a number of years and two years ago completed the attractive home on Midland Road, where she resided up to the time of her death. Mrs. M. M. Mills, a sister and her son, George Mills of Northboro, were with her in her last illness. The body was taken to Northboro for interment.



PUNCTUALITY PROMPTNESS

PRECISION

Stop, look and listen! This concerns a stopper and is a "corker."

If a bottle and stopper cost \$2.10 and the bottle cost \$2.00 more than the stopper, how much did the stopper cost?

The answer to last week's mental teaser anent the frog at the bottom of a well 19 feet and 11 inches deep jumping up 3 feet and falling back 2 each day is 18 days. You see as he gains a foot a day, the seventeenth day finds him 2 feet and 11 inches from the top. His 3-foot jump on the 18th day therefore carries him out.

Well, well, this again demonstrates the fallacy of jumping at conclusions. Therefore, when you are puzzled about some problem in banking bring it to us. We can undoubtedly give you the correct answer, provided, of course, that there is a solution, and if there is not, we are sure we can help you at least.

BANK OF PINEHURST.

Pinehurst, N. C.

EVERY MODERN DEVICE

Handled by skilled mechanics for the rapid and efficient conditioning of your car is at your service.

PAGE MOTOR COMPANY

Broad Street

Southern Pines

Business As Usual

BRIDGES-BOONE COMPANY

MEN'S WEAR

and

THE LADIES' STYLE SHOP

LADIES' WEAR

announce their re-opening after a temporary suspension of business, and with new and attractive lines of men's and women's garments at exceptionally advantageous prices.

VISIT THESE LEADING ABERDEEN STORES

You patronize home industry and **YOU SAVE MONEY**



FOUNDER'S WEEK SALE

Back in 1859 we started out to cut the cost of living. Today millions of families acknowledge as ours, our success. We know of no more fitting way to show our appreciation of this patronage than to invite you to visit an A & P Food Store during Founder's Week. For Founder's Week is not "just another sale"—rather it is our method of commemorating A & P's founding in a way that the founder himself would have heartily approved—by sharing an overflowing measure of value with the millions who have made it possible for A & P to stand today as one of America's foremost forces in keeping living costs lower. It is an extraordinary opportunity to save.

BREAD REDUCED AGAIN

Last Week We Reduced

Grandmother's BREAD

PAN LOAF 16 oz. Wrapped Was 7c NOW 6c Your Saving 1c	WHOLE WHEAT Pound Loaf Was 8c NOW 7c Your Saving 1c
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What a Price!

Your Choice of
Iona Brand
STRING BEANS
Iona Brand
LIMA BEANS
Sumter Brand
SPINACH
Canned
HOMINY
3 cans 25c
Stock up your pantry today at this low price

PINK SALMON Fancy Alaska CAMPBELL'S BEANS TOMATOES Full Pack	No. 1 Tall Can 3 cans Large Can	11c 22c 11c
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Royal Quick Setting GELATIN 2 pkgs. 15c CHEESE Aged lb. 23c	Whitehouse Evaporated MILK 4 tall cans 29c NUCOA Natural color lb. 20c
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PEACHES Del Monte Sliced or Halves CHERRIES Quaker Maid Sour Pitted	Large Can No. 2 Can	21c 19c
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&P Plain or Selfrising FLOUR 12 lb. 37c RESERVES Ann Page Pure Fruit UNNYFIELD BACON	24 lb. 69c 3 Sliced Rindless 4 oz. Jars lb. pkg.	98 lb. \$2.69 25c 35c
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PRODUCE SPECIALS

Green Cabbage, 3 lb. for 25c Fancy Lettuce, 3 heads for 25c Beans, Fresh tender, lb. 20c	Carrots, 3 bunches 25c Ripe Tomatoes, 2 lb. for 25c Calif. Celery, large stalk 15c
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The Great Atlantic and Pacific Tea Company