

Made in North Carolina Goods Are Equal or Superior to Others

Reports from June Campaign of Home-Made Products Are Gratifying

Goods manufactured in North Carolina are equal to or superior to similar goods made elsewhere, according to the unanimous opinion of merchants taking part in the second "Made in North Carolina" campaign held during the first week in June. "This opinion completely upsets the old idea held by some people that goods manufactured just around the corner are not equal to those made in some distant city" commented Director J. W. Harrelson of the State Department of Conservation and Development, in whose department reports from merchants in regard to this campaign are now being received.

During the special week in June goods made in North Carolina were labeled and displayed along with merchandise from the four corners of the earth. Casual visitors, purchasers, and experienced sales people thus were given an opportunity to make all sorts of comparisons. The answers of merchants in summing up opinion on this point ranged all the way from the simple assertion that North Carolina-made goods compared favorably with those made elsewhere to such aggressive statements as "None superior," and "some of our best merchandise is made in North Carolina," according to Colonel Harrelson.

Campaign a Success

As was the case at the first made in North Carolina week held in 1930, the event this year not only attracted customers but put money in the tills of those who pushed the sale of home-made goods vigorously. Trade associations secretaries and merchants alike were pleased with the way the campaign was received this year and expressed a desire to see the movement continued "not only because it means a greater consumption of goods

This is News

Lots of Us Have Lost Our Shirts, But Thief Gets Away with J. F. Rhyne's Pants

It's getting so these days it isn't news if a fellow loses his shirt. But if he loses his pants, that's different. This is news, Q. E. D. J. L. Rhyne's house in Aberdeen was entered the other night when Mr. Rhyne was asleep. When he awoke in the morning and started to dress, he couldn't find his trousers. Diligent search failed to reveal them. Then it was discovered that the house had been entered during the night. The trousers were gone, but that wasn't the worst of it. In the pockets was Mr. Rhyne's money.

manufactured in the State but because it seems to be making our merchants and our consumers more State conscious," as one Secretary wrote.

Ideas as to how to make the campaign more effective another year differ somewhat, according to the replies coming to the department. Most merchants expressed the opinion that more promotional work needs to be done by the manufacturers. These suggestions may be summed up in the following statements: more advertising, labelling all goods as being made in North Carolina, and taking steps to make manufactured articles more readily available to wholesale and retail stores in the state. Some of the merchants were frank enough to say that retailers needed to put more force behind their efforts so as to make "Made in North Carolina week" more interesting to buyers. "A sign placard placed in the show window is not enough to build a successful sales campaign on," wrote one merchant.

boro spent Sunday and Monday with Mr. Ray's mother, Mrs. D. S. Ray. J. A. Phillips and daughter, Miss Flora spent Tuesday in Asheville. Mrs. D. B. Teague of Sanford spent last Thursday with her parents, the Rev. and Mrs. M. D. McNeill. The Rev. M. D. McNeill left Fri-

day for Richmond, Va., where he will spend the week-end with his son, Frank McNeill. Miss June McIver Hemphill spent several days with little Ann Muse at the home of Mrs. M. J. McPhail in Sanford last week.

Carthage Locals

Miss Sarah Burns was hostess to her Bridge Club on Tuesday evening. A number of invited guests also enjoyed Miss Burns' hospitality. The home was lovely with a profusion of summer flowers. Tables were placed for sixteen guests and Mrs. F. H. Underwood won high score club prize, while the guest prize was won by Miss Annie McKeithen.

Mrs. Ida Evans of Rowland is visiting her sister, Misses May and Bess Stuart.

Miss Mary Underwood of Augusta, Ga., spent a few days in town with friends.

Miss Elizabeth Willis of Salisbury is visiting Mrs. O. B. Welch.

Miss Mildred Petway of Enfield returned to her home Tuesday after spending a few days with Mrs. C. M. Nicoll.

Dr. and Mrs. A. McN. Blue are spending a few days in Asheville.

Mr. and Mrs. L. C. Wallace spent Sunday in Raeford with Mr. and Mrs. Arch Graham.

Judge and Mrs. W. J. Adams and William Adams are spending a few days at Wrightsville.

Mrs. Herbert Poole is visiting friends in Greensboro.

Miss Gladys Watson has returned from Wilmington where she visited relatives.

H. A. McCallum, Duncan McCallum, Mrs. Coy Fields, Misses Cornie and Janie McLeod attended the funeral of Mr. W. M. McCallum Monday afternoon at McCall, S. C. Mr. McCallum was a native of Carthage.

Howard Muse returned home from New York Sunday accompanied by a friend, Ralph Nore.

The Rev. and Mrs. W. S. Golden and children are spending the week at Montreat.

S. R. Hoyle and Miss Nannie Hoyie attended the funeral of their niece,

Mrs. Wilbur Joliff of Manteo on Thursday afternoon.

Miss Anne Monroe Clegg of Richmond is visiting her aunts, Misses Annie and Marie Clegg.

Mr. and Mrs. Sam Miller spent the week-end in Florence, S. C., visiting friends.

Mrs. Hewitte of Pinebluff is visiting Miss Annie Clegg.

Miss Judith Wainer left Monday for Altamont where she will spend a few days.

Miss Catherine Woltz of Gastonia is visiting her sister, Mrs. W. H. Currie.

Mr. and Mrs. B. C. Wallace are spending a few days at Wrightsville Beach.

Mr. and Mrs. Walter Burrell and Mr. and Mrs. Scott Burrell of Henderson spent Sunday in Carthage visiting Mrs. W. H. McNeill.

Ruth McIver Barringer and Betty Barringer left Sunday to spend a while in Richmond with their uncle, Ben McIver.

Mr. and Mrs. C. G. Spencer and family and Mr. and Mrs. L. W. Barlow and family spent the week-end in Blowing Rock.

Mr. and Mrs. Edgar Jenkins have returned to Carthage after spending some time in Laurinburg with relatives.

Dr. and Mrs. F. H. Underwood spent Sunday in Durham.

Mrs. Nealie Black has returned home after spending a week at Kure's Beach.

Miss Mildred Sinclair and Miss Catherine Shields have returned home from a visit to Beaufort and Moorehead City.

Mrs. W. D. Holliday of Wake Forest has returned home after spending some time here with her sister, Mrs. H. Lee Thomas.

HENRY HURLEY WEDS

Of much interest to friends in Aberdeen is the announcement of the wedding of Miss Beatrice Mae Smyers, daughters of Mrs. Daisy H. Smyers, and Henry Clay Hurley on Friday, August 7th at Valley Forge, Pa.

The young couple will be at home after September 1st, at 6710 Grant Avenue, Merchantville, New Jersey.

EVEREST WINS CLOCK

Charles Everest of Southern Pines is the proud possessor of a handsome electric clock. Charlie is now associated with L. V. O'Callaghan in the

Frigidaire end of the business, and because he so far exceeded sales quota for July, he received the clock from the division headquarters in Virginia.

ENTERS TRAPSHOOT

C. A. Chandler, prominent Pinehurst sportsman and one of the leading trapshooters in the winter tournaments here, is among the entries in the Grand American Handicap of the Amateur Trapshooting Association, to be held at Dayton, Ohio starting August 24th.

License to marry has been issued to Dalton Harrison Davis of Hemp and Miss Sallie Frances Cockman of Carthage.



Best Quality Foods at LOWER PRICES

With prices at their lowest in ten years most everybody can now eat food of the best quality. That's the kind of food you will find in this store of real value.

Choicest MEATS in our Market

Men's Furnishings Dry Goods

PINEHURST DEPARTMENT STORE PINEHURST

Cameron and Community

Circle No. 1 of the Woman's Auxiliary of the Presbyterian Church met Friday afternoon with Mrs. Loula Muse. Mrs. H. P. McPherson conducted the devotional. Mrs. J. M. Guthrie had charge of the program, using a large map of N. C. Synod, giving much church information. This was followed by brief papers on "Churches, Schools and Colleges," and "Christian Education." After the Bible study from John conducted by Mrs. Loula Muse, ice cream and cake were served.

Miss Jacksie Muse entertained delightfully at bridge at her home on Carthage street last Wednesday afternoon in honor of Mrs. Earl York of Raleigh, guest of Mrs. W. M. Wooten, and Mrs. Leonard Huggins of Norman, Oklahoma, guest of Mrs. D. S. Ray. Amid a setting of colorful summer flowers three tables were set for the game it was found that placed for bridge, and at the conclusion Mrs. Huggins held high score. Consolation fell to Mrs. L. B. McKeithen.

Mrs. J. M. Guthrie was charming hostess Friday evening when she entertained at dinner complimenting Mrs. Earl York of Raleigh and Misses Mary Emma Thomas and Jacksie Muse.

Little Frank Rice, aged 2 1-2 years, died at the home of his parents, Mr. and Mrs. Frank Rice of Washington, D. C., last Wednesday. The little baby was brought to Moore county and funeral was conducted on Thursday at White Hill Church by the Rev. M. D. McNeill, and interment was in the church cemetery.

Miss Annie Thomas wishes to thank her many friends for their numerous kindnesses during the illness and death of her mother, Mrs. Sandy Thomas. She deeply appreciates their sympathetic thoughtfulness.

Mr. and Mrs. Taylor of Clearwater, Fla., and Mrs. E. M. Harrington and children of Plainfield, Ga., were supper guests of Mr. and Mrs. G. M. Thomas last Wednesday evening.

Miss Frances Matthews spent Sunday at White Lake.

Miss Bertha Norris of Charleston, S. C., and Prof. Edward Cheeves of Chapel Hill were supper guests of Mr. and Mrs. J. M. Guthrie Saturday evening.

Miss Nancy Benson and a party of friends from Mebane were in town Monday. Miss Benson will teach in the High School this year.

Miss Margaret McLeod of Carbon ton spent last week with her sister, Mrs. G. M. Thomas.

Mrs. J. A. McPherson and Mrs. J. M. Guthrie and children left Tuesday for a motor trip to Washington and Baltimore.

John Wicker of the White Hill community and Ralph McDonald of Route 1 are the two new members of the school board.

Miss Mattie Snow of Morganton is spending her vacation with her parents, Mr. and Mrs. Frost Snow.

Mr. and Mrs. J. R. Loving, Miss Lucille Loving and Carl Loving are visiting relatives in Charlottesville, Va.

Miss Miriam Graham is visiting her grandmother at Jackson Springs this week.

Miss Gather Wilson, Route 1, was Sunday guest of Miss Jessie Thomas.

Miss Ellen Royal Jones has returned from Summer School at Wake Forest.

Mrs. Frost Snow and Miss Mattie Snow of Morganton spent Sunday with relatives in Carthage.

Misses Cathrine and Mary McDonald, after spending some time in Norfolk, Va., returned home Friday.

Miss Lillian Cole, who is attending summer school at Chapel Hill, was at home for the week-end.

Mrs. M. D. McIver, Miss Mamie Arnold and Tom Arnold left by auto Thursday for Alabama, where they are visiting their brothers, Henry and Will Arnold.

Mrs. K. E. Fooshee and son, John of Sanford were guests of Mrs. A. J. McRae Thursday.

Mrs. H. C. Gibson of Rockingham is spending this week with her mother, Mrs. Janie Muse.

Mr. and Mrs. W. G. Parker and daughters, Misses Helen and Marie and son William left Friday for Washington, D. C., where they will be the guests of Mr. and Mrs. Clarence Parker for several days.

Mrs. J. D. McLean is spending a week at Carolina Beach. She will visit her mother, Mrs. Sally Smith of Vanceboro before returning home.

W. M. Muse, Early Beck and little daughter, Helen of Durham, spent Sunday with Mrs. Janie Muse, Mr. Beach returned in the afternoon, while Mr. Muse remained for a week's visit with relatives.

Mr. and Mrs. Ben Jones and children of Wadesboro, Mr. and Mrs. Jeff Flake of Wachula, Fla., were guests of Mr. and Mrs. J. W. Hartsell last Friday.

Mr. and Mrs. Ernest Hartsell of Illinois, the Rev. and Mrs. J. W. Hartsell, Mrs. A. M. Snipes and Miss Annie Hartsell spent Sunday in Goldston, guests of Mr. and Mrs. H. M. Phillips.

Mr. and Mrs. Arch McKeithen and Mr. and Mrs. Dan McKeithen of Aberdeen were guests Sunday afternoon of Mrs. M. McL. McKeithen.

Emma Muse Burns of Carthage spent Wednesday with June McIver Hemphill.

Mr. and Mrs. Duncan Matthews and children of Vass were in town Sunday visiting Mr. and Mrs. J. J. Irvin.

J. E. Snow of the Fairmont tobacco market was at home for the week-end. Mr. and Mrs. Ervin L. Ray of Ashe-

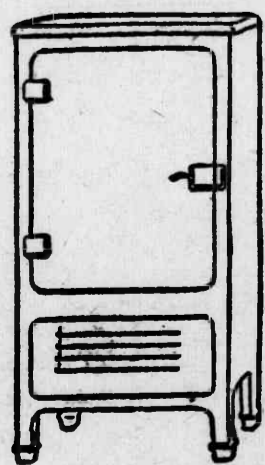


Wow! what a ball game!

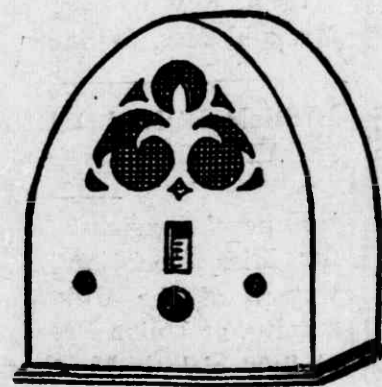
It certainly is worth the price

Oh Boy!—two runs—two homers apiece— and it's the ninth inning. • The thrills of such a game are well worth the price to a ball fan — and he feels pretty well satisfied with the old home team when it crashes through. • When you compare the cost of the three hours spent in enjoying a ball game, with the cost of three hours use of electricity, you know electricity is cheap. • Look at the home runs for your money pictured below.

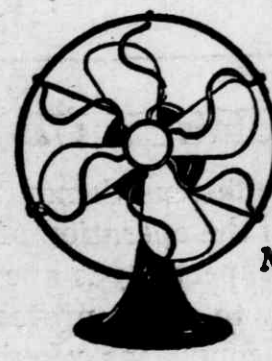
. . . . but where do you get more for your money than in buying Electric Service?



More than an hour for 1c



More than an hour for 1c



More than 2 hours for 1c

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