

### North Carolina's Advertising Program Has Paid Large Returns, Manager Reports; Now Big Business

Salisbury.—North Carolina's advertising program, launched 11 years ago, has returned \$100 on every \$1 invested, or over \$100,000,000, according to a report made in this city before a joint meeting of the Rotary Club and the Board of the Department of Conservation and Development by Bill Sharpe, manager of the State Division of Advertising and News.

The return has come in the form of investments in new industries, agricultural settlers, and in revenue from the travel industry. In gasoline tax revenue alone, said Sharpe, the state today is reaping \$4,000,000 annually more than it would get without an advertising campaign.

Making public figures from a two-year survey of the travel industry, the speaker said North

Carolina's third largest industry, in terms of gross income, is derived from travelers, who, in 1947, spent over \$192,000,000 in the state, ranking the travel industry third in the state, ahead of furniture manufacturing with an annual income of \$165,000,000. "Viewed as a crop," said Sharpe, "the tourist crop is far ahead of either corn or cotton and is outdistanced only by tobacco as a money-maker for this commonwealth."

Other conclusions reached by the survey released today include: Thirty-seven communities in North Carolina with a total population of 124,533 count the travel business as their No. 1 business, and in over half of these there are no other significant enterprises. In 41 other towns (with population of 57,600), it ranks second or third in furnishing employment and income. These centers, primary and secondary, are located in counties having a total population of 854,582.

Nearly 6,000,000 out-of-state visitors come to North Carolina in motor vehicles each year, a third of them "transient tourists" on their way to other areas. Nearly 4,000,000 out-of-staters (aside from the 2,000,000 transients) visited North Carolina in 1947, stayed from a few hours to six months, but with an average stay of six days each. They spent from zero to \$30 or more per day each, but averaged \$6 per day, leaving \$36 apiece, or \$144,000,000. With the 2,000,000 transients, the total contribution is \$152,500,000. North Carolinians traveling away from home overnight or longer, on business or pleasure, and out-of-staters traveling in buses, trains, planes, spent another \$40,000,000.

North Carolina has 61,438 rooms available for tourists or travelers, about a third of them in listed hotels, the others in inns, tourist homes, motor courts, cottage colonies, dude ranches, summer cottages.

These rooms can accommodate 137,801 persons. They are occupied an average of 200 times per year (54% occupancy) and the average expenditure for one person occupying a bed in North Carolina for one night is \$7 for all purposes, including transportation, a total from all travelers of \$192,921,400 per year.

From this travel industry the state of North Carolina derives in taxes at least \$15,000,000. Additional revenue accrues to local towns and counties through privilege and other taxes.

The travel business in North Carolina has more than quadrupled in the past 10 years, and facilities have grown at approximately the same pace.

North Carolina's resorts are attractive to the largest part of the future travel market (middle class), both as to facilities and rates. They lie within two days' drive of 70% of the nation's popu-

### Textile Wages Rise Faster Than Living Cost, Report Shows

Atlanta, Ga.—Cotton textile wages have increased faster than living costs since the end of World War II.

Average hourly earnings in southern cotton mills, as reported by the U. S. Bureau of Labor Statistics, rose 52 per cent between V-J Day and June of 1948.

In the same period, the national consumer price index, commonly known as the "cost of living," advanced 33 per cent, from an index point of 129.3 in August of 1945 to 171.7 in June of this year.

Not only are higher post-war wages helping cotton textile workers win their battle with the high cost of living, but cotton mill wage rates have also advanced more rapidly in the three years since V-J Day than in the four years of war from December, 1941, to August, 1945.

The prevailing average gross hourly wage in southern mills during December, 1941, was 48.3 cents. By August of 1945 this had climbed to 69 cents, an increase of 42.9 per cent. BLS figures for June, 1948, however, show that the average hourly wage rate in mills of the South had gone up to \$1.04, a 52 per cent advance from the average rate paid during the last month of the war.

Not included in these official figures is an additional across-the-board pay hike generally put into effect in southern areas two months ago.

The accelerated pace in wage increases since the war helps account for the over-all rise of 177 per cent in cotton textile hourly earnings from 1939 to 1948, as reported by the Bureau of Labor Statistics. This was a greater relative increase than occurred in any other manufacturing industry in the country.

Voluntary minimum wage rates established by the industry have likewise increased regularly and at the present time are more than double those specified by federal wage regulations.

In addition, textile employees have benefited by vacation pay increases, paid holidays, insurance and similar benefits.

That cotton textile wage rates are keeping well ahead of the rising cost of living is also brought out in a study by the National City Bank of New York, which esti-

### Raleigh Woman Cancer Society Leader For Area

Raleigh.—Mrs. C. M. Brickhouse, leader in women's activities in the Raleigh area, has been appointed commander of District Six in the recent districting move by the American Cancer Society, announced Mrs. George E. Marshall, state commander, today.

"In recognition of her splendid work in Wake County," said Mrs. Marshall, "Mrs. Brickhouse has been appointed the new commander of District Six. This is a progressive step in the organization of the people of North Carolina in the fight against cancer."

It was pointed out that last year more Americans died of cancer than were killed in battle during the entire war. A total of 188,000 died last year, an average of one death every three minutes. During the four years of the recent war, 173,000 American soldiers were killed in battle. During the same period of time 607,000 Americans were killed by cancer.

The state of North Carolina is divided into 10 medical districts. The American Cancer Society has grouped North Carolina county units in these districts in an effort to arrest the increasing number of deaths, many needless, attributed to cancer. District Six includes Caswell, Person, Granville, Vance, Warren, Alamance, Orange, Franklin, Durham, and Wake counties.

## CAROLINA THEATER A

CHAPEL HILL

THURSDAY - FRIDAY

TANGLED WIRES...  
WHISPERING OF MURDER  
TANGLED LIVES...  
FIGHTING TO ESCAPE!



BARBARA Stanwyck  
BURT Lancaster

SORRY, WRONG NUMBER

A HAL WALLIS PRODUCTION  
INC. PICTURE  
A Paramount Release

ANN WENWELL HAROLD RICHARDS-COREY-VERMILYEA  
Directed by ANATOLE LITVAK  
Produced by HAL WALLIS and ANATOLE LITVAK

SATURDAY



TOM D'ANOREA - RICHARD ROBER - RICHARD BART

LATE SHOW SATURDAY  
SUNDAY - MONDAY



TUESDAY - WEDNESDAY



DANNY'S LATEST IS HIS GREATEST!  
Samuel Goldwyn  
DANNY KAYE VIRGINIA MAYO  
"A Song Is Born"  
COLOR BY TECHNICOLOR  
Directed by HOWARD HAWKS

## WE OFFER

For Wheat ..... \$2.25 bu.

### Attention Poultrymen

Engage Your Crushed Cobs for Litter Early. We have a limited supply

In Your Bags ..... 75c CWT.

In Our Bags ..... 90c CWT.

## WE HAVE

Cottonseed Meal ..... \$3.25

New Supply of Meat Salt  
in 25 lb. and 50 lb. Bags

## WALKER MILLING COMPANY

HILLSBORO

### 26 On Honor Roll At West Hillsboro

Twenty-six students at the West Hillsboro school made the honor roll during the first period of the school year, according to announcement this week.

They included the following:

First Grade: Annie Lee Hezring, Johnny Mack Hilton, Billie Ann Hall, Charlotte Hastings, Minnie D. Bowman, Giovanni Crawford, Ronald Bailey, Johnny Dixon, Gracie Hazelip, Ronald Funderburke, Roger Martin, Edward Moore, Avery Watts, Linda Terrell.

Second Grade: Ann Ashley, Bernice Lamb.

Third Grade: Ann Craven, Jane Carol Gregory, Reginald Vick.

Fourth Grade: Jimmy Bowman, Faye Earles, Sammy Andrews.

Fifth Grade: Ronald Gattis, Doris Hicks, Billy Johnson, John Henry Watts.

### Timely Answers To Farm Questions

Question: Are permanent plant bed sites for tobacco recommended?

Answer: Use of permanent sites for plant beds is becoming more common each year. The practice is good—but only if proper measures are taken for weed control well in advance of the seed sowing date. The most practical method of weed control is to apply one pound of Uramon and one-half pound of Cyanimid per square yard at least 90 days before sowing the tobacco seed. If both chemicals cannot be used, either one applied at the rate of one pound per square yard should prove effective.

Question: How should the chemicals be applied?

Answer: The land should be thoroughly prepared and two-thirds of the chemical mixed into the top three or four inches of soil. Then the remaining one-third should be applied and the surface raked lightly with a garden rake. When chemicals have been applied in the fall, not more than one pound of plant bed fertilizer should be used per square yard at seeding time. The farmer should just apply the fertilizer, rake lightly with a garden rake, and sow the seed.

Penguins cannot fly, but undoubtedly are descended from birds that could fly



Good news for the entire family. That extra money you can save by shopping regularly at Fowler's Food Store can now be added to the family budget for clothes and John, Mary, Mother and Dad can all have that well dressed look. At the same time you can eat better too; for when you shop at Fowler's remember that quality always goes hand in hand with low prices.

The "Push Button" way to kill Flies, Mosquitoes, many other insects



NEW GULF SPRAY AEROSOL BOMB

only \$1.19

High content of costly activated Pyrethrins, with safe amount of DDT to give a final "twist of the knife," provides fast knockdown and kill of flying insects such as pesky flies and mosquitoes. It's great against roaches, too.

Livestock Spray, Gal. .... 1.55

### Sunset

Prune Juice  
Qt. 29c

Lang's

Sour Pickles  
Qt. 17c

LARGE

Florida Oranges, doz. .... 25c

J. S. NO. 1

Winesap Apples, lb. .... 10c

FLORIDA

Grapefruit, lge. size, 6 for ... 41c

RED MALAGA

Grapes, 3 lbs. .... 35c

Cubed Round Steak, lb ..... 79c

Gwaltney Sausage, lb. .... 53c

Swift's Franks, lb. .... 57c

Ground Beef, lb. .... 59c

Potatoes, 10 lbs. .... 39c

Large Lettuce, head ..... 15c

FRESH  
California Carrots, 2 bchs ..... 25c

Pinto Beans, 2 lbs. .... 29c

N. C. Cabbage, 3 lbs. .... 13c

Sugar  
10 lbs. 86c

Wesson Oil  
Qts. .... 77c

Pts. .... 39c

Plenty Parking Space

Fowler's Food Store  
Franklin St. Chapel Hill, N. C.