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

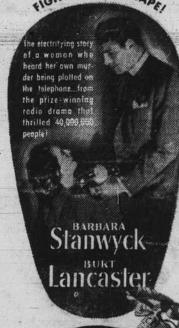
form of investments in new industries, agricultural settlers, and in revenue from the travel indus- the survey released today include: Not only are higher post-war lina in the fight against cancer." try. In gasoline tax revenue alone, than it would get without an advertising campaign.

Making public figures from a two-year survey of the travel industry, the speaker said North tion of 57,600), it ranks second or 1941, to August, 1945.

CHAPEL HILL

THURSDAY - FRIDAY

ANGLED WIRES HISPERING OF MURDER TANGLED LIVES ANTING TO ESCAPE



SORRY INC., PICTURE

BICHARDS - COREY - VERMILYEA Directed by ANATOLE LITVAK Produced by HAL WALLIS and AMATOLE LITVAL

Salisbury.-North Carolina's ad- | Carolina's third largest industry, vertising program, launched 11 in terms of gross income, is deyears ago, has returned \$100 on rived from travelers, who, in 1947, living costs since the end of ties in the Raleigh area, has been every \$1 invested, or over \$100,-! spent over \$192,000,000 in the World War II. 000,000, according to a report state, ranking the travel industry made in this city before a joint third in the state, ahead of furnimeeting of the Rotary Club and ture manufacturing with an an- by the U. S. Bureau of Labor Sat- announced Mrs. George E. Marthe Board of the Department of nual income of \$165,000,000. tistics, rose 52 per cent between shall, state commander, today. Conservation and Development "Viewed as a crop," said Sharpe, V-J Day and June of 1948. by Bill Sharpe, manager of the "the tourist crop is far ahead of In the same period, the national State Division of Advertising and either corn or cotton and is out- consumer price index, commonly The return has come in the money-maker for this common- vanced 33 per cent, from an index mander of District Six. This is wealth."

Other conclusions reached by to 171.7 in June of this year. Thirty-seven communities in

tion of 854,582.

(aside from the 2,000,000 tran- ing the last month of the war. sients) visited North Carolina in from zero to-\$30 or more per day months ago. each, but averaged \$6 per day, leaving \$36 apiece, or \$144,000,-000. With the 2,000,000 transients, 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 cot-

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 pertation, a total from all travelers of \$192,921,400 per year.

From this travel industry the state of North Carolina der taxes at least \$15,000,000. Addi- large areas are almost completely tional revenue accrues to local towns and counties through privition of the Blue Ridge Parkway, lege and other taxes.

cilities have grown at approxi- further investment in this field mately the same pace. North Carolina's resorts are attractive to the largest part of the North Carolina's travel industry

class), both as to facilities and Florida, Georgia, Ohio, South Carrates. They lie within two days olina, New York, Virginia, Tendrive of 70% of the nation's popu- nessee, in that order.

Textile Wages Rise Raleigh Woman Faster Than Living Cancer Society Cost, Report Shows Leader For Area

Atlanta, Ga. - Cotton textile

southern cotton mills, as reported by the American Cancer Society,

distanced only by tobacco as a known as the "cost of living," adpoint of 129.3 in August of 1945

wages helping cotton textile worksaid Sharpe, the state today is North Carolina with a total popu- ers win their battle with the high reaping \$4,000,000 annually more lation of 124,533 count the travel cost of living, but cotton mill than were killed in battle during business as their No. 1 business, wage rates have also advanced and in over half of these there are more rapidly in the three years died last year, an average of one no other significant enterprises. since V-J Day than in the four death every three minuts. During In 41 other towns (with popula- years of war from December,

> and income. These centers, pri- hourly wage in southern mills mary and secondary, are located during December, 1941, was 48.3 in counties having a total popula- cents. By August of 1945 this had climbed to 69 cents, an increase Nearly 6.000.000 out-of-state of 42.9 per cent. BLS figures for visitors come to North Carolina June, 1948, however, show that in motor vehicles each year, a the average hourly wage rate in third of them "transient tourists" mills of the South had gone up on their way to other areas, to \$1.04, a 52 per cent advance of deaths, many needless, attrib-Nearly 4,000,000 out-of-staters from the average rate paid dur-

1947, stayed from a few hours to figures is an additional across-thesix months, but with an average board pay hike generally put into stay of six days each. They spent effect in southern areas two

The accelerated pace in wage mates that cotton textile workers account for the over-all rise of 177 the total contribution si \$152,500,- per cent in cotton textile hourly In a report on economic condi-000. North Carolinians traveling earnings from 1939 to 1948, as retions, the banking institution comported 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 doubl those specified by federal wage regulations.

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

That cotton textile wage rates are keeping well ahead of the risson occupying a bed in North ing cost of living is also brought Carolina for one night is \$7 for out in a study by the National City all purposes, including transpor- Bank of New York, which esti-

lation. There is plenty of room in areas offering comfortable weath- from the 1930 index point of 100 er, scenery and other natural ad- to 58 in 1947. vantages for such expansion, and lacking in development. Complefurther development of the parks The travel business in North and forests areas, exploitation of Carolina has more than quadru- marine sport fishing, and other pled in the past 10 years, and fa- factors seem to assure the state of and additional income from it.

future travel market (middle are the states of North Carolina,

WE OFFER

For Wheat \$2.25 bu.

Attention Poultrymen

Engage Your Crushed Cobs for Lit-

ter 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

wages have increased faster than house, leader in women's activiappointed commander of District Average hourly earnings in Six in the recent districting move

> "In recognition of her splendid work in Wake County," said Mrs. Marshall, "Mrs. Brickhouse has been appointed the new coma progressive step in the organization of the people of North Caro-

It was pointed out that last year more Americans died of cancer the entire war. A total of 188,000 the four years of the recent war, 173,000 American soldiers were third in furnishing employment. The prevailing average gross 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 uted to cancer. District Six includes Caswell, Person, Granville, Not included in these official Vance, Warren, Alamance, Orange, Franklin, Durham, and Wake counties.

increases since the war helps have had a 29 per cent gain in living standards since 1940 alone.

putes the command over goods and services afforded by groups of persons with given types of incomes. From these incomes it subtracts taxes and adjusts the balance for changes in the cost of living from a base period of 100 in 1930. The results show the extent to which a person is better or worse off over a period of

The bank's index for cotton textile employes rose from 100 in 1930 to 107 in 1940, 127 in 1945 and 139 in 1947. In contrast, the index for auto workers soared to 144 in 1940 but dropped to 132 in 1947. Persons on fixed incomes fare badly in times like the present, the study shows. Well-to-do stockholders, for example, suffered a decline in living standards

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 Hezzing, 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

Second Grade: Ann Ashley, Bernice Lamb.

Third Grade: Ann Craven, Jone 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

Question: Are permanent plant bed sites for tobacco recom-

To Farm Questions

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 onehalf 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 chem-

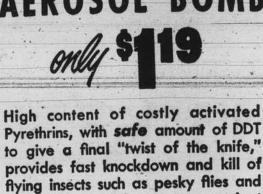
icals be applied? Answer: The land should be thoroughly prepared and twothirds of the chemical mixed into the top three or four inches of soil. Then the remaining one-third should be applied and the surface raked lightly with a garden rake. When chemicals have been applied in the fall, not more than 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 un-doubtedly 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 clohtes and John, Mary, Mother and Dad can all have that wlel 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.





roaches, too.

Livestock Spray, Gal. 1.55

- 77c

Sunset

Prune Juice Qt. 29c

Lang's

Sour Pickles Qt. 17c

FI	orida	Orange	es, doz	•	25c
1	inesal	Apple	s, 1b		10c
	rapefi	ruit, lg	e. size	, 6 for	41c
To the	D MALAC	3 lbs.			35c

cecette ... assassas

mosquitoes. It's great against

Cubed Round Steak, lb 79c Gwaltney Sausage, 1b. 53c Swift's Franks, lb. 57c Ground Beef, lb. 59c

Potatoes, 10 lbs.	Sugar
Large Lettuce, head	10 lbs. 86c
California Carrots, 2 bchs 25c	Wesson Oil
Pinto Beans, 2 lbs. 29c	Qts. 77
N. C. Cabbage, 3 lbs. 13c	Pts390

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



SUNDAY - MONDAY



TUESDAY - WEDNESDAY



Samuel Goldwyn DANNY KAYE VIRGINIA MAYO 'A Song Is Born

Directed by HOWARD HAWKS