



ROBERT SCHAUB
N.C. STATE COMPTROLLER

Linville — The great mountain vacationland of North Carolina and Virginia will soon receive an additional publicity boost.

A new Blue Ridge Parkway bumper strip, colorfully decorated in orange day-glo letters on a blue background, will be seen on automobiles.

Hugh M. Morton, owner of Grandfather Mountain near here, said today he will promote the non-profit sale and distribution of the original bumper strip to tourist attractions, service stations and other groups dealing with the traveling public in the mountain area.

He said his own experience with Grandfather Mountain bumper strips, a well known green day-glo strip reveals the ornaments are "quite popular" with the traveling public.

Therefore, in a move to better advertise the entire parkway in two states, he has personally initiated the project.

Ten thousand of the strips will

be sold at cost—ten cents—to the public at locations all along the Parkway. Sale will start this week.

Distribution will go to any agency interested in purchasing the strips at seven cents each which, when sold at ten cents each, will barely cover printing costs, shipping and distribution.

"We will not and do not want to make anything out of the project," Mr. Morton said. "Our aim is to promote more business for the Parkway region."

"At Grandfather Mountain we give away about 30,000 of our green strips each year. We know tourists like them. With this in mind, we hope, with the cooperation of many groups, we can do a better job for the Parkway area by offering the bumper strips at cost."

Morton is a North Carolina director of the Blue Ridge Parkway Association and chairman of the advertising committee of the N. C. Board of Conservation and Development.

Drivers Blamed For Child Pedestrian Fatality Toll

By Bill Crowell

RALEIGH — "Drive slow, let 'em grow."

That was a plea this week from Col. James R. Smith, commander of the State Highway Patrol, as he emphasized the importance of child pedestrian safety, a top priority project always but especially so at this time of year.

"Here in North Carolina 138 youngsters between one and 14 were killed in traffic accidents last year," Col. Smith recalled. "And the tragic part of it is that most of these deaths could have been prevented."

Col. Smith placed most of the blame for our high child pedestrian fatality toll on drivers. He admitted children are often careless in traffic, and that they bring about dangerous situations. But he emphasized that drivers can do much to counteract the effects of this heedlessness.

"Careful driving practices and consistent alertness are the driver's best safeguards," he said. "He must learn to expect the unexpected from children, and to act quickly to save a heedless youngster from harm."

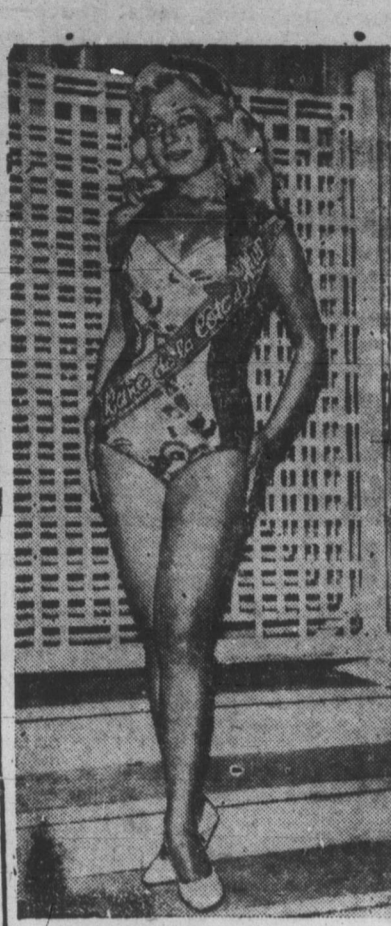
Col. Smith pointed out that the present high traffic accident fatality rate among children will have far-reaching effects on the state's future.

He expressed it this way:

"Children are our hope for tomorrow. From their ranks must come the statesmen, clergymen, doctors and scientists of the future. Everytime we cut down a youngster in traffic we weaken the state's future strength."

Col. Smith advised drivers to observe the following rules to protect Tar Heel youngsters in traffic:

1. Keep a sharp lookout for children at all times, but especially in school zones, near playgrounds and other places where children gather.
2. When in the areas of school zones, playgrounds etc., be alert for traffic signs, signals, traffic police, school patrols and children themselves.
3. Don't be a juvenile yourself by trying to compete with bike riders. Give them a brake.



RIVIERA BEAUTY . . . Lina Mancel, 18, French drama student, furthered her career by winning title of "Queen of Cote D'Azur" at Nice.

NORTH CAROLINA APPLE CROP ESTIMATED AT 1 1/2 MILLION BUSHELS

RALEIGH — Production of apples in North Carolina for 1956 is estimated as of September 1 to be 1,500,000 bushels compared with the 1945-54 average of 1,239,000 bushels, according to the North Carolina Crop Reporting Service. Indications are the the crop is turning out a little better than was expected a month earlier. On September 1 about one-half of the current crop had been harvested.

DRIVING PRIVILEGES WITHDRAWN

RALEIGH — The Motor Vehicles Department withdrew the legal driving privileges of 2523 traffic offenders in August, the agency reported this week.

The month's total was split almost half and half between drunk drivers and speeders.

For August the vehicles agency has 993 drunk drivers and 910 speeders.

Other offenses, also requiring the surrender of driving privileges,



ranged from larceny of auto to incompetency.

YOUR brain budget

1. A person of litigious nature is apt to (a) start a fire; (b) sue someone; (c) start a fight.
2. Color is (a) a cable; (b) type of yarn; (c) leather collar.
3. The cassava is (a) a tropical plant; vegetable salad; (c) Egyptian ship.

ANSWERS
1. Sue someone.
2. Type of yarn.
3. Tropical plant.



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Attention Hemorrhoid (Pile) Sufferers

A Wonderful New Discovery Just Put On The Market. An ointment that has been used for the past two years by a prominent Mt. Holly, N. C. doctor who states "During the past thirty-seven years of general practice I have used all the well known and accepted remedies for the relief of Hemorrhoids—without a doubt the formula known as SUTHERINE gives the most satisfactory relief that I have ever used." SUTHERINE is especially recommended for the soothing relief of pain and itching in Hemorrhoid (piles). In many cases bleeding has been stopped. Ask for SUTHERINE at all drug stores. c.u.n.



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WHICH WAY ?

Empire at Crossroads

DOES it surprise you that North Carolina leads the nation in textile, tobacco and household furniture production, yet ranks 43rd in per capita income?

Why is it that 22 of North Carolina's 100 counties lost population in the last census decade? Why are so many of our college graduates seeking careers elsewhere?

How can we remedy a situation brought on by too large a percentage of non-agricultural workers in low-wage brackets, and the largest farm population in the nation, much of it fighting a losing battle with mechanized agriculture and competition from chemical substitutes for farm products?

Governor Hodges' Industrial Development Program is a Positive Approach to One of North Carolina's Pressing Problems.

Write the Dept. of Conservation & Development in Raleigh for the free booklet on Community Organization for Industrial Development. It is a guide book to the right turn at our economic crossroads.

STATE OF NORTH CAROLINA
DEPARTMENT OF CONSERVATION AND DEVELOPMENT

This is No. 1 of a series of advertisements published by this newspaper, a member of the North Carolina Press Association, without cost to the State, as a Public Service in presenting information about the Industrial Development Program.

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