

MUSIC CLUB STUDIES COMPOSERS TUESDAY

The Roanoke Island Music Club had a program on various composers and their compositions Tuesday evening...

During the social hour refreshments of Christmas cookies and sandwiches, and hot tea and coffee were served...

CHRISTMAS PROGRAM MONDAY FOR MANTEO PTA

A special program of Christmas carols was given Monday night at the December meeting of the Manteo PTA...

J. D. Earle presided in the absence of the president, Mrs. Lawrence Swain...

THERE IS NO SUBSTITUTE FOR NEWSPAPER ADVERTISING ARTHRITIS?

I have been wonderfully blessed in being restored to active life after being crippled in nearly every joint in my body...

Limited space prohibits telling you more here but if you will write me I will reply at once...

Mrs. Lela S. Wier 2805 Arbor Hills Drive P. O. Box 2695 Jackson 7, Mississippi

PURPOSES OF CONSERVATION DEPT' DEFINED

State Commission Has Many Activities and Duties Prescribed by Law

By Wade Lucas Raleigh. — What is the North Carolina Department of Conservation and Development?

What responsibility is it charged with under the laws of the State?

What comprises it and how is it operated?

These questions are being asked in various sections of North Carolina as a result of the stepped up activities of the department under the personal direction of Governor William B. Umstead...

In naming Douglas to direct the far-flung activities of the department, Governor Umstead also moved to strengthen the membership of the State Board of Conservation and Development...

Adding further emphasis to what he had said in his inaugural address last January when he declared "The words 'Conservation and Development' include many things so important to the development of North Carolina..."

At Gov. Umstead's suggestion the 1953 General Assembly had terminated the terms of all members of the State Board of Conservation and Development as of last May 1.

Miles J. Smith, Salisbury, first vice chairman, Walter J. Damtoft, Canton, second vice chairman, Charles S. Allen, Durham, W. B. Austin, Jefferson, Carl Buchan, Jr., North Wilkesboro, Scroop W. Enloe, Jr., Spruce Pine, Robert M. Hanes, Winston-Salem, Leo H. Harvey, Kinston, Charles H. Jenkins, Ahoskie, Amos Kearns, High Point, Cecil Morris, Atlantic, Hugh M. Morton, Wilmington, Henry Rankin, Fayetteville, Eric W. Rodgers, Scotland Neck, and T. Max Watson, Spindale.

These men served as members of the board's standing committees, which fix policies for carrying out by departmental divisions subject to full action by the Board of Conservation and Development.

Established in 1925 Established by Act of the North Carolina General Assembly of 1925, the Department of Conservation and Development is unique in comparison with that of agencies engaged in conservation and development activities in other states.

Whereas in other states conservation and development work is generally carried on by numerous organizations, it is distinctly different in North Carolina. Here such work is carried on on a State-wide basis under one organization, namely: The Department of Conservation and Development.

When it was created in 1925

during the administration of Governor A. W. McLean of Lumberton, the department originally brought together the then separate Geologic and Economic Survey, the Forest and Parks administration, and the Commercial Fisheries Commission...

Today the department is comprised of seven divisions, namely: Forestry, Parks and Recreation, Commercial Fisheries, Water Resources, Inlets and Coastal Waterways, and Mineral Resources.

Policies of the department are determined by the Governor and 15 members of the State Board of Conservation and Development. Charged with carrying them out is Douglas, who gained quite a reputation in his home city of Charlotte as a builder and developer before he was requested by the Governor to become director of the C&D Department...

As prescribed in General Statutes 113-3 and 113-15, the duties of the Department of Conservation and Development include action and aid:

- 1. In the promotion of the conservation and development of the natural resources of the State.
2. In promoting the development of commerce and industry.
3. In promoting a more profitable use of lands, forests and waters.

4. In carrying into effect a systematic plan for the nationwide advertising or North Carolina, properly presenting, by the use of any suitable advertising media, the true facts concerning North Carolina and all its resources.

5. In coordinating existing scientific investigations and other related agencies in formulating and promoting sound policies of conservation and development; and

6. To collect and classify the facts derived from such investigations and from other agencies of the State as a source of information easily accessible to the citizens of the State and to the public generally, setting forth the natural, economic, industrial and commercial advantages of North Carolina.

Divisional Functions Primary functions of the department's seven divisions may be briefly stated as follows:

Commerce and Industry: To attract new industry and broaden and diversify the foundation upon which North Carolina has forged to national leadership in the manufacture of textiles, tobacco and wooden furniture, encourage development of new business and industry in the State; to extend all possible aid to existing industries, assisting out-of-state firms and individuals in accumulation of confidential business and industrial data; building up of the State's constantly growing tourist industry; providing a source of general information relative to manufacturing concerns in the State and answering inquiries about North Carolina manufacturers and their products; and furnishing industrial site data and listings of

available industrial buildings in the State.

Advertising: Attracting people and industry to North Carolina by telling the world about the State's resources and opportunities as an ideal place in which to live, work, and play by means of paid advertising, news and pictures, and printed material, motion pictures, and display material.

Forestry: Supervision of the work of forest maintenance, forest fire prevention and control, reforestation and protection of lands and water supplies by the preservation of forests, of which about 60 percent comprise the State's total area.

Parks and Recreation: Maintenance and supervision of 15 State parks and historical sites, cooperation with the State Highway Commission in providing roadside parks and picnic tables on principal highways, and in promotion of general recreation for all the people as part of the program designed to bring new industry to the State.

Commercial Fisheries: Supervision and development of the State's potentially great seafood industry, cooperation with the University of North Carolina and other State agencies in scientific studies and investigations of marine life, and enforcement of regulations governing commercial fishing, chief or partial means of livelihood for thousands of people living in the North Carolina coastal areas.

Water Resources: Furthering development of the State's small ports, inland waterways, and other areas, continuing cooperation with the U. S. Geologic Survey in obtaining and studying

data pertaining to surface waters, which are of great importance to industry and municipalities, making chemical analyses of surface water for various agencies, and operation of 140 stream-gauging stations on major watersheds.

Mineral Resources: Systematic studies designed to provide wider use of the State's 300 known rock and minerals, including surveying, mapping and evaluating of mineral deposits, examination of rock and mineral specimens sent from all sections of the State, and the furnishing of information to prospective developers and users of North Carolina minerals.

Serving with Director Douglas as divisional heads are: Paul Kelly, Commerce and Industry, Charles J. Parker, State Advertising, Fred H. Claridge, State Forester, Thomas W. Morse, Parks and Recreation, C. Gehrmann Holland, Assistant Commissioner of Commercial Fisheries, W. H. Riley, Water Resources, and Dr. J. L. Stuckey, State Geologist and as such head of the Mineral Resources Division.

Formerly a part of the State Advertising Division and now a unit of the Division of Commerce and Industry is the State Tourist Bureau, under direction of Fred Whitaker, is charged with servicing the State's huge recreational travel industry, estimated to produce \$300,000,000 gross income annually. Director Douglas has announced he plans to ask the 1955 General Assembly to make the Tourist Bureau a departmental division.

Remove egg stain from silver by rubbing with fine table salt sprinkled on a wet cloth. Wash the silver in warm water.

THERE IS NO SUBSTITUTE FOR NEWSPAPER ADVERTISING



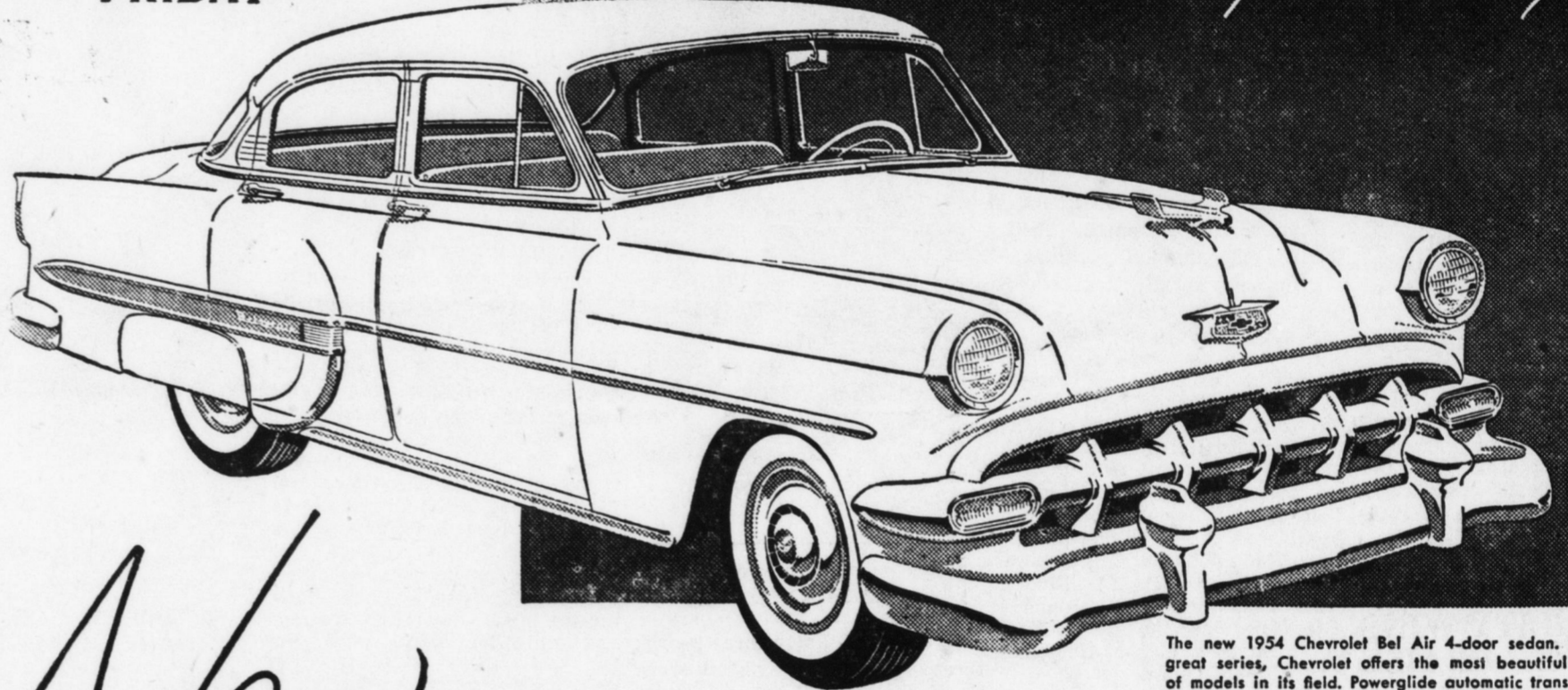
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ON DISPLAY FRIDAY



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The new 1954 Chevrolet Bel Air 4-door sedan. With 3 great series, Chevrolet offers the most beautiful choice of models in its field. Powerglide automatic transmission now available on all models, optional at extra cost.

New 1954 Chevrolet

Powered for Performance! Engineered for Economy!

First in the Low-Price Field with POWER BRAKES, AUTOMATIC WINDOW and SEAT CONTROLS



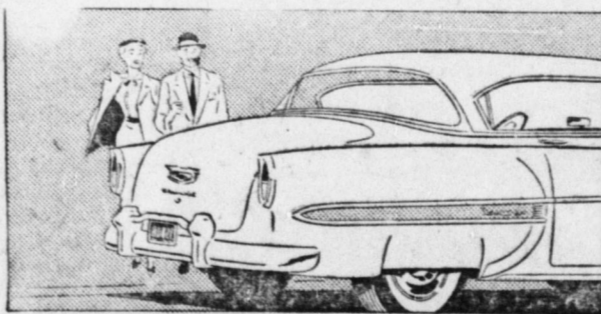
Power brakes for easier stops

Now Chevrolet brings you Power Brakes to make stopping wonderfully easy and convenient. Optional on Powerglide models at extra cost.



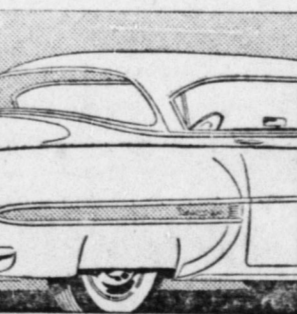
New, automatic window and seat controls

The touch of a button adjusts front seat and windows. Optional on Bel Air and "Two-Ten" models at extra cost.



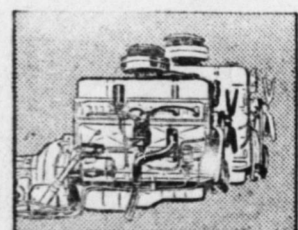
New styling that will stay new

There's a new, lower, smarter look about this new Chevrolet. All around the car, you'll see new styling that brings you Fisher Body at its beautiful best.



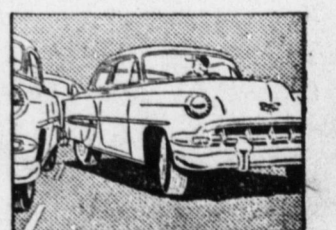
New interior richness

Fine new upholstery fabrics with a more liberal use of beautiful, durable vinyl trim. New color treatments in harmony with the brilliant new exterior colors.



Thrifty new power in all models

Now, in Powerglide models, is the more powerful "Blue-Flame 125" engine. Gearshift models offer the more powerful "Blue-Flame 115."



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